Objective
- To create a healthier whole wheat bread
- Provide target demographic of 18-44 year olds with a healthier alternative

Impact & Sustainability
- Whole grain flours are metabolized by the body easier than processed reassembled grain flours, making them healthier.
- Encourage the consumption of whole grain breads over than of white breads.

Market Analysis
- Whole wheat bread, which makes up 16.1% of the total US bread production, had a revenue of 6.7 billion dollars with 400 million of that being profit in 2017
- Target demographic: 84% of 18-44 year olds purchased bread within the last six months

Analysis of Alternatives

3 Year Comparative Income Statement

Recommendations
- Continue experimenting with increased differences between the parameters to better determine their effects.
- Increase the fermentation time to reduce the loaf's density.

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