



Rye bread



WE CONTINUE THE 7000-YEAR
TRADITION OF ESTONIAN BREAD...

We continue the 7000- year tradition of Estonian bread...

Bread has been a staple of Estonian diet for over 7000 years and has become a symbol of Estonian food. The name Estonian Baker implies traditions and rightfully so – the Eesti Pagar story started already four years before Estonia became an independent nation in 1918. Nowadays we maintain a solid leadership position on the domestic market with a consistent 45% share in the past years and export bakery products to 12+ markets on 4 continents around the world.

In our bakery, we always make an effort to combine old traditions with usage of the latest technologies, that resulted in a magnificent range of frozen bakery products.

Deep-freeze technology allows us to exclude preservatives from the mix, achieve stabler quality and a better production cost. By utilizing a no-waste concept we have achieved a significant reduction of waste and have arrived at the best win-win solution for all the parties involved into the distribution cycle.

Our quality management system is in compliance with BRC Global Standard for Food Safety (AA level). We take sustainability and environmental protection very seriously at Eesti Pagar - we use more and more 100% recyclable packaging, rely on green energy, and use CO2-free energy to heat our production lines.

Many wholesale companies and retail chains from Nordic, Eastern and Western European countries have chosen us as a reliable partner for production of frozen bakery products under Private Labels.

Eesti Pagar AS
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Eesti Pagar bakery

- 6x production lines
- 300x employees
- Capacity: 4000 tons/month



Rye

Eat rye, be healthy!

Rye is a popular ancient grain. It is primarily grown in an area denominated as the Rye Belt, comprising countries in North and East Europe, i.e. Germany, Poland, The Nordic Countries, The Baltic Countries, Belarus, Ukraine. Some rye is also produced in Canada and in the USA. Rye grains are mostly used for bread flour, it gives a good taste to the bread and is considered a healthy grain. In Estonia, rye has been the holy grain for centuries and rye bread is our national food, which has been compared to gold, the sun and life itself.

Health benefits

Traditional rye breads are made with naturally fermented sourdough, having many benefits to health – weight loss, reduced inflammation, better blood sugar control, and improved heart and digestive health. Rye breads are also lactose free and vegan. Among cereals, rye has the highest fiber content. The fibers are both water soluble and insoluble, thus benefitting the human digestion. The fibers are in the outer layers of the grain, and considering the fact that rye is normally consumed as whole grain, it is a very important source for fibers in a healthy diet. In the Nordic countries 40% of the daily intake of fiber originates from rye. Rye bread is a great alternative option as it is lower on the GI index, helping to keep you full for longer and stop blood sugar spikes. It is also packed with iron and magnesium to help you battle against tiredness and fatigue as well as harboring a nice dose of zinc to help keep your immune system healthy.

Taste and texture

Rye contains less gluten than wheat flour, and this makes rye bread significantly denser. Sourdough bread is known for its characteristic, slightly sour and rich flavor, chewy texture and crispy crust.



Rye bread



Why frozen?

Deep-freeze technology allows us to produce bread without usage of excessive preservatives keeping ingredient list as clean as possible. Breads are being produced in longer production batches, that guarantee stabler quality and a better production cost.

Once produced, breads are being shock-frozen at -36°C and then stored below -18°C to preserve freshness. Frozen bread can be stored at -18°C for 12 months without compromising the taste and quality of the product. It gives possibility to transport products around the world.

No waste concept

Defrost as much as you need
and avoid waste

Frozen bread can be easily defrosted on different stages of the supply chain and provide many benefits to all the parties involved, including taking control over waste.

Keep sufficient surplus of our breads on stock without the risk of short expiry dates and thaw only as much as needed by moving breads out of freezer to room temperature for 3 hours.

Products can be thawed either in the distribution center or at the retailers' point of sale and the shelf-life countdown starts not from the actual time of production, but from the moment of thawing.

You can control how many breads are being defrosted on daily basis to maintain the best balance between product availability and waste level.

In the end the final consumer gets the freshest product with the longest residual shelf-life and at the best price.







Crust breads



Looking for a healthy and nutritious snack On-The-Go?

Our Nordic style rye crust breads are ideal for it, just
add the topping you like.

Good tip - best when toasted!



9410 Rye crust bread 55 g



1 h



87



30 sec



64



**Rye crust bread without
added sugar 75g**



1 h



70



30 sec



80



**Wholegrain crust bread
with pumpkin and
sunflower seeds 55 g**



1 h



87



30 sec



64



9295 100% rye crust bread 50 g



1 h



90



30 sec



64



**9280 Rye crust bread with
carrot and sunflower
seeds 70 g**



1 h



85



30 sec



64



**9296 Rye crust bread with
seeds 70 g**



1 h



85



30 sec



64

Rye crust bread



Rye bread without added yeast





Bake off breads



Fresh and warm bread straight from the oven attracts everyone with its delicious aromas. Just add a small amount of salty butter and you will get a real pleasure.



9908 Rye bread without added yeast 410 g



3 h



14



8-10 min
190-200 °C



80



9395 Black bread 410 g



3 h



14



8-10 min
190-200 °C



80



9100 Rye bread 330 g



3 h



14



8-10 min
190-200 °C



80



9392 Rye bread with seeds 410 g



3 h



14



8-10 min
190-200 °C



80

Hauka bread





Bake off breads



Traditional rye bread made with naturally fermented sourdough will compliment every meal.



9884 Borodinsky bread 600 g



2 h



8-10 min
190-200 °C



12



64



9229 Black different seed bread 650 g



3 h



8-10 min
190-200 °C



12



64



9039 Hauka bread 500 g



3 h



3-6 min
190-200 °C



12



64



9056 Rye tin bread 600 g



3 h



8-10 min
190-200 °C



12



64

Yeast free bread





Bake off breads



We use different seeds and grains to recipes to give each bread unique texture and taste combination as well the benefits to keep you healthy.



9349 Sweet-sour bread with seeds 500 g



6 h



12



18-21 min
185-190 °C



64



9038 Yeast free rye bread 350 g



3 h



18



8-10 min
190-200 °C



60



9035 Rye bread with germinated rye grains 350 g



3 h



18



8-10 min
190-200 °C



60



9089 Hemp seed bread 350 g



3 h



18



8-10 min
190-200 °C



60

Black tin bread



Retail packed breads

Our retail packed tin breads in nicely designed packages always stand out on the shelves.



Black tin bread 600g / 280g

* 3 h

12 / 24

64



Rye tin bread 600g / 290g

* 3 h

12 / 24

64



Hemp seed tin bread 500g / 240g

* 3 h

12 / 24

64



Black tin bread with seeds 650g / 310g

* 3 h

12 / 24

64

Rye loaf bread



Retail packed breads

Our Nordic style rye crust breads are ideal for a healthy and nutritious snack on-the-go! Try them toasted with your favourite topping.



Sweet-sour rye bread with cumin 1000g / 490g

* 3 h

7 / 12

60



Dark rye bread 800g / 390g

* 3 h

8 / 14

60



Rye loaf bread 800g / 390g

* 3 h

10 / 16

60



Rye loaf bread with seeds 390g

* 3 h

16

60

Rye pocket



Retail packed breads

Handy and delicious rye crust breads in small retail package is always a good choice when looking for healthy sandwich.



Rye pocket
340g (6x57g)

* 3 h

18

80



Rehe pocket
200g (4x50g)

* 3 h

25

80



Seed pocket 280g
(4x70g)

* 3 h

25

64

Sliced breads

To offer sandwich producers the best and most convenient solution, we have selection of pre-sliced traditional rye breads – just thaw the bread for 3 hours and you can start preparing the sandwiches.



9150 Sweet-sour rye bread with cumin 1000 g

☼ 3 h



60



9153 Dark rye bread 800 g

☼ 3 h



60



9406 Black tin bread 600 g

☼ 3 h



64



9193 100% rye tin bread 600 g

☼ 3 h



64



9257 Black different seed rye bread 650 g

☼ 3 h



64



9578 Different seed rye tin bread 650 g

☼ 3 h



64



Dark rye bread





Stock products

PLU	BOX EAN	PRODUCT NAME	UNITS/ BOX	BOXES/ PALLET	BEST BEFORE at -18 °C	SHELF LIFE after thawing/ baking	 thawing
C R U S T B R E A D S							
9410	4740086008496	Rye crust bread 55 g	87	32 [*]	365 days	3 days	1 h
9295	4740086014671	100% rye crust bread 50 g	90	64	365 days	3 days	1 h
9280	4740086011410	Rye crust bread with carrot and sunflower seeds 70 g	85	64	365 days	3 days	1 h
9296	4740086014688	Rye crust bread with seeds 70 g	85	64	365 days	3 days	1 h
B A K E O F F B R E A D S							
9908	4740086021341	Rye bread without added yeast 410 g 	14	80	365 days	3 days	3 h
9395	4740086020405	Black bread 410 g	14	80	365 days	3 days	3 h
9100	4740086019812	Rye bread 330 g 	14	80	365 days	3 days	3 h
9392	4740086019836	Rye bread with seeds 410 g 	14	80	365 days	3 days	3 h
9884	4740086021068	Borodinsky bread 600 g 	12	64	365 days	3 days	2 h
9229	4740086011342	Black different seed bread 650 g 	12	64	365 days	2 days	3 h
9039	4740086018259	Hauka bread 500 g 	12	64	365 days	3 days	3 h
9056	4740086010673	Rye tin bread 600 g	12	64	365 days	3 days	3 h
9349	4740086020412	Sweet-sour bread with seeds 500 g	12	64	365 days	2 days	6 h
9038	4740086014169	Yeast free rye bread 350 g	18	60	365 days	3 days	3 h
9035	4740086011311	Rye bread with germinated rye grains 350 g	18	60	365 days	3 days	3 h
9089	4740086014527	Hemp seed bread 350 g 	18	60	365 days	3 days	3 h
S L I C E D B R E A D S							
9150	4740086016835	Sweet-sour rye bread with cumin 1000 g	7	60	365 days	3 days	3 h
9153	4740086016842	Dark rye bread 800 g	8	60	365 days	5 days	3 h
9406	4740086008090	Black tin bread 600 g	12	64	365 days	3 days	3 h
9193	4740086014237	100% rye tin bread 600 g 	12	64	365 days	3 days	3 h
9257	4740086017436	Black different seed rye bread 650 g 	12	64	365 days	5 days	3 h
9578	4740086013629	Different seed rye tin bread 650 g 	12	64	365 days	3 days	3 h

Storage and transport conditions: -18 °C. Do not re-freeze defrosted products.

* - double stackable low pallet

Rye crust bread without added sugar



baking

30 sec

30 sec

30 sec

30 sec

8-10 min
190-200 °C

8-10 min
190-200 °C

8-10 min
190-200 °C

8-10 min
190-200 °C

8-10 min
180 °C

8-10 min
190-200 °C

3-6 min
190-200 °C

8-10 min
190-200 °C

18-21 min
185-190 °C

8-10 min
190-200 °C

8-10 min
190-200 °C

8-10 min
190-200 °C

GENERAL PRIVATE LABEL CONDITIONS:

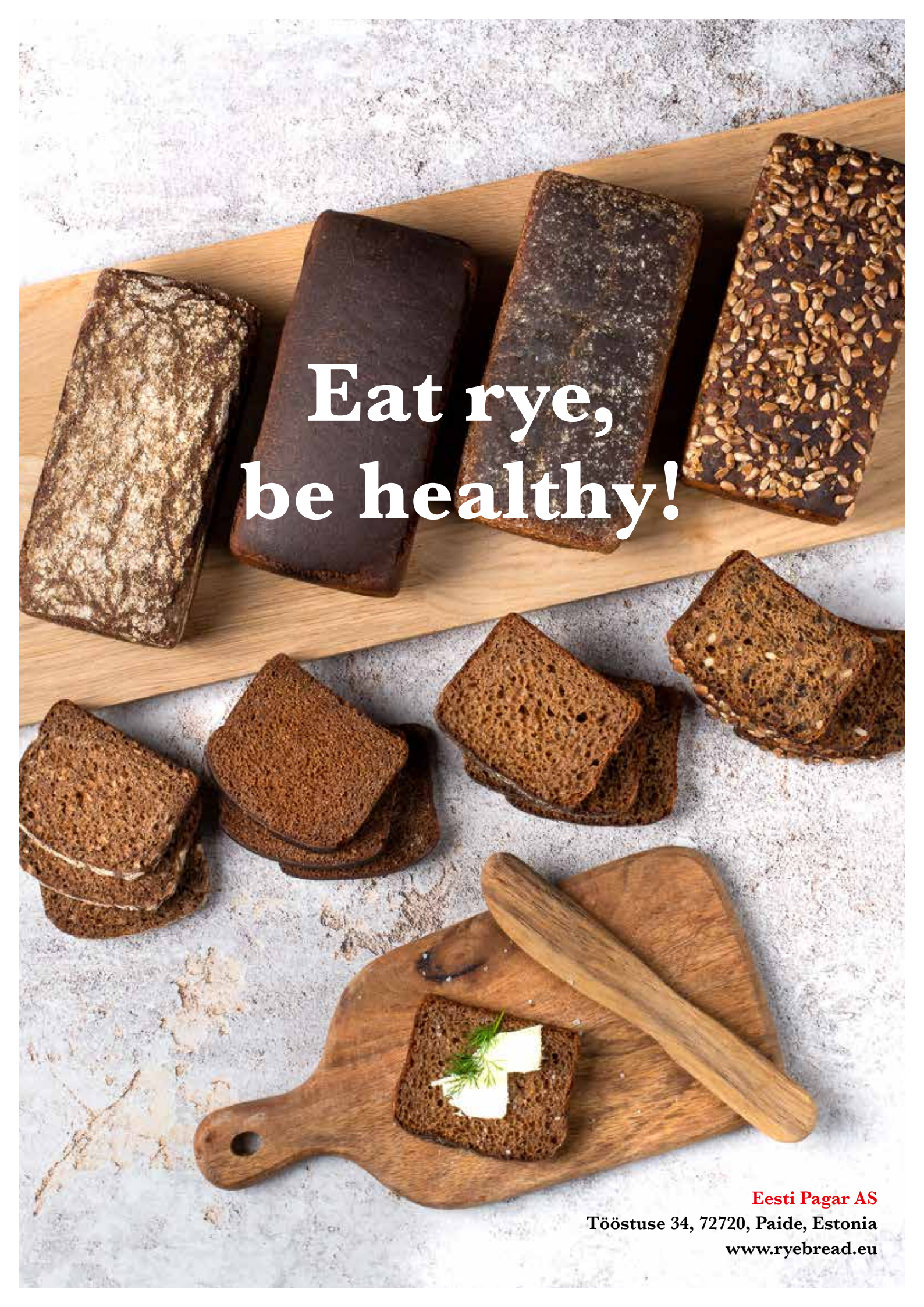


- Minimum production batch starts from 5 pallets per product.
- Minimum quantity of packaging material starts with just 30 000 units.
- Packaging material should be used within maximum 1 year period.
- Cost of printing plates and unused packaging material to be covered by Private Label owner.

**More tastes and
packaging options
are available under
your request.**

Our R&D department is ready to adjust or develop new products and packaging solutions that would match your needs and exceed your expectations!





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be healthy!**

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