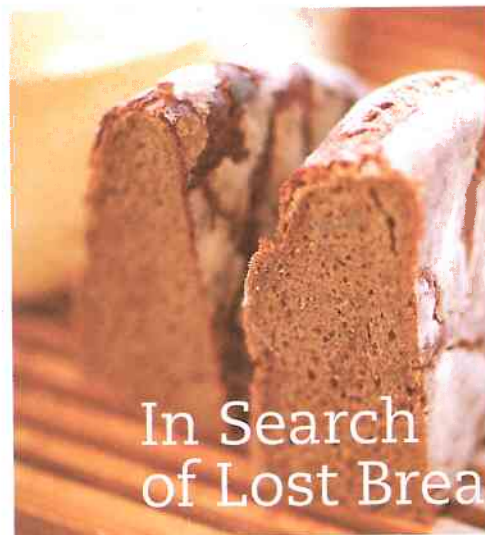


OUR DAILY BREAD RELOADED

Modern heroes: the bakers of today are using the methods of yesteryear, and there's nothing mundane about the results.



In Search of Lost Bread

The Bread Perfectionist

JOSEF WEGHAUPT has succeeded in making organic bread a lifestyle product that also happens to taste wonderful.

A stroke of marketing genius led Josef Weghaupt to advertise the “finest” bread in town. In 2009 he decided that Vienna had a shortage of organic bread and teamed up with master baker Fritz Potocnik to do something about it. Potocnik tried recipe after recipe, and from the moment the bread hit the market it was a huge success. In 2011 Weghaupt opened a first shop on Naglergasse, around the corner from Meinel am Graben, and customers began queuing up for the unusual types (rye-honey-lavender, for example). He had accurately forecast the demand in Vienna for fine bread, and in October 2013 he became the first organic baker to make home deliveries and also opened a second, bigger shop in the Wien Mitte underground station, this time with a bistro and a pâtisserie.



His bread isn't cheap, but given the fine ingredients and all the hands-on work, it's worth every penny.

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An organic bakery in the heart of Vienna with a wood-fired oven and French lines: it took a man with the imagination of HELMUT GRAGGER to make it work.

It took a hard-headed man from Upper Austria to get a bread boom going in Vienna. Helmut Gragger had long since made a name for himself in the provincial capital, Linz, when he came to Vienna in the summer of 2010 to open a superlative bakery in the Austrian capital's first district. It took him three years to get permission to build a wood-fired bread oven, but he now has the only one in town. Not one to compromise, he has kept his sourdough yeast alive and well more than 15 years. All of his baked goods are 100% organic, but you won't find any fashionable new creations in his shop. What you will find are crusty, fragrant and moist two-kilo loaves that are practically unrivalled in quality. Last year, with the help of Sarah Wiener, he opened a bakery with a wood-fired bread oven in Berlin where it is equally successful under the name “Wiener Brot”.

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