

Five days on the counter. Thirty in the freezer.

Looking after
your bread.

The 24 to 36 hour ferment that makes this loaf sit light on your gut is also why nothing in it is built to last. It behaves like food, not like packaging. Two or three small habits and it stays that way.

Days 1 to 5 On the counter



Let it breathe

Paper, or a cloth bread bag. Never plastic: it traps moisture against the crust, and in a day or two you get mould instead of bread.



Cut side down

Stand it on the board once you have started it. The loaf seals its own opening and the crust protects the rest.



Firmer by day four

That is the bread drying gently, not spoiling, and it is when it makes the best toast of its life.

Never the fridge. A fridge makes a loaf stale faster than the counter does. Cold is not the same thing as fresh. The counter for this week, the freezer for anything longer, and nothing in between.

Up to 30 days In the freezer



Whole, halved or sliced

Sliced is far more useful on a weekday morning than a frozen brick.



Here plastic is right

Wrap it and press the air out. In the freezer that trapped moisture is exactly what you want.

A whole loaf, or a half 2 hours + 7 min

Out of the bag first, then room temperature. Thawing inside plastic leaves condensation on the crust. Then 7 minutes at 350°F to bring the crust back.

A single slice 7 to 10 minutes

No thawing at all. Straight from the freezer into the toaster, or 350°F in the oven or air fryer. Most people cannot tell.



In Gut We Trust

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