ROSETTA

Reducing food waste due to marketing standards through alternative market access

PILOT CASE

POLAND

Grain

THE CHALLENGE

Suboptimal cereals and bran can be underused, even though they can be transformed into valuable, fibre-rich food products.

WHY IT MATTERS

Using more of what we already grow helps reduce food waste, creates new market opportunities and supports more resilient and sustainable food systems.

WHAT ROSETTA TESTED IN POLAND



USE UPCYCLED BRAN

In fibre-enriched bread and rolls



ENGAGE CONSUMERS

Through in-store testing and targeted messages



CREATE AWARENESS

With vocational workshops for students

KEY RESULTS

FULL SELL-THROUGH

The pilot produced 350 loaves and 1,500 rolls, and no products remained unsold.



350 loaves

1500 rolls

0 remained unsold



HIGH CONSUMER ACCEPTANCE

6.56 ——— 7



overall sensory index

Consumers rated the taste, smell, appearance and texture highly.

STRONG PURCHASE INTENTION

6.77 ——— 7



repurchase intention

Higher for abstract sustainability messages than for more concrete messages.

DID YOU KNOW?

33 students created 7 dish types using ~10 kg of ROSETTA flour

during two vocational workshops, showing the potential of downgraded grains in everyday recipes.

WHAT WE LEARNED

- ✓ Upcycled-bran bread achieved strong consumer acceptance.
- ✓ Consumers showed high repurchase intention across all conditions.
- ✓ Hands-on activities with vocational students built skills and awareness.

Good food today.
A more sustainable tomorrow.

CONSORTIUM

F unded by the E uropean Un ion

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