ТРЕЋИ МЕЂУНАРОДНИ ФЕСТИВАЛ ХЛЕБА

Нови Сад, 21-27 септембар
СПЕНС * ТРГ СЛОБОДЕ * ГРАДСКА БИБЛИОТЕКА

Хлеб је празник
Хлеб свита
Kruh je praznik
מַחְלֶה גְּח
A kenyér ünnep
Pâine este o sărbătoare
Хлеб праздник
Chlieb je dovolenka
INTERNATIONAL BREAD FESTIVAL

This international bread festival held in Novi Sad is an event that among other things brings together cultural, business and scientific aspects related to this 6,000-year old bread history.

The festival organizer is Breadculture.net (Balkankult Foundation) with co-organizers Zitovojvodina (Association of Mills and Bakeries) and the Food Technology Institute from Novi Sad. It was held under the auspices of the Executive Council of Vojvodina and its Secretariat for the economy.

The Bread festival in Novi Sad celebrates bread and baking and represents a one of a kind European event.

The festival program consisted of four segments: Bread – Cultural and Spiritual Heritage; Scientific – Professional Aspects; Masters of Bakery; Education.

The festival has been organized every year in the last week of September, since 2007. The Festival always begins with cultural and scientific programs in the galleries, City Library, Cultural Center and the Food Technology Institute.

In the last four days, the festival program moved to the Liberty Square in downtown Novi Sad to present the work of bakery masters. The stage featured concerts, theater plays and other programs.

The cultural program included: Exhibitions (the major goal of the exhibitions is to present a rich bread cultural heritage); Symposium (a number of discussions and lectures thematically connected to the culture of bread); Program for children (The program included an exhibition of children’s drawings featuring bread, teaching children about the bread history and culture, quiz show); Concerts (This part of the program took place on the main stage at the Freedom Square. The musical program focused on a modern interpretation of ethno-sound (world music); Promotion of new publications.

Masters of Bakery: In ethno-houses at the Freedom Square, around 50 bread makers and producers of sweet and savory bakery products exhibited their traditional and new products by baking various specialties as the audience watched. The visitors were able to taste and buy all the baked goods.
Serbian Bakers Competition in two disciplines: for the best «cipovka» (traditional Vojvodina bread) and the most beautiful bread dough creation.

Scientific – professional aspects: Is primarily expressed through the achievements of professionals working in the Food Technology Institute from Novi Sad. It includes a number of discussions and lectures such as: New rules regarding the quality of bakery products; The implementation of Food Safety Legislation on the baking industry; Certification of bakery products etc...

The Festival evaluation was conducted on the basis of brief interviews with exhibitors and visitors by a group of journalists. The participants and visitors were equally pleased with the event’s organization, the quality of exhibits and the large number of visitors.