



ABOUT CHALLENGER BREADWARE

The Challenger Bread Pan

The Challenger Bread Pan was conceived and created for bakers by baker and entrepreneur Jim Challenger. Jim's goal: to design a pan to help you bake the best bread every time you bake. The Challenger Bread Pan's unique design elements—a shallow base for easy dough loading; a sealed environment for ideal steam; purposefully-placed handles for easy maneuvering; and plenty of headroom for rising dough—guarantee better loaves.

With the Challenger Bread Pan, there is no need to devise baking workarounds. Its functionality and handle placement make dough easy to load and score. The pan's thick, black cast iron delivers powerful radiant heat to your bakes. The cast iron absorbs and retains heat which helps your dough's oven spring and bloom. Capturing and retaining steam is the secret to producing full-volume loaves with crackling crusts, deep, rich colors, and open scores: the lid's tight seal ensures this precious steam doesn't escape. Proudly crafted in the USA, the pan is made to last for generations.

The pursuit of the beautiful loaf, the perfect loaf, is a never-ending quest. After you spend hours laboring over your dough, why leave the important last step—the bake—to chance? The Challenger Bread Pan gives you the right amount of heat and steam every time you bake bâtards, boules, baguettes, ciabatta, cinnamon rolls, dinner rolls, focaccia, fougasse, and pizza!

Challenger Breadware

Jim Challenger finds support and inspiration from his local and international (Hello, #bakersofinstagram!) baking community. Jim listened to what bakers wanted—and were missing—when baking at home. Based on his own experience and the desires of his fellow bakers, Challenger Breadware was born.

Jim continues to explore the mysteries of baking. After years of tireless research into techniques and ingredients, Jim has created online resources and curated his favorite products to help bakers increase their baking knowledge and succeed in baking their best loaves.

Jim bakes daily in his home-based bakery, and he and his wife, Lisa, continue to give away dozens of loaves every week, sharing their bread with the local community as well as family and friends.

Statement from Jim Challenger

"The Challenger Bread Pan is truly the first bread pan on the market today that was designed by bread bakers for bread bakers to help you bake better bread in a home oven. It will absolutely revolutionize the way you bake."

Brand Language

Bake better bread every day.

Made by bakers, for bakers.

Let's bake the world a better place. [This is Jim's signature.]

Press

A selection of press featuring Challenger Breadware:

Wall Street Journal

[Family Pizza Night: Time to Turn Up the Heat](#)

Fast Company

[You can buy from these indie businesses through Instagram DMs](#)

Food & Wine

[How to Bake With Freshly Milled Flours](#)

The Sourdough Podcast

[Jim Challenger of Challenger Breadware \(podcast\)](#)

Testimonials & Quotes

Baking one own's bread has become more and more of a habit and now I have decided to make time to adopt that habit in my household. Where I once made my own baguettes and my own croissants because there were no great bakeries, now @balthazarbakery and @bakednyc and @petrossiannyc and @biencuit provide us with great product but now I have the urge to do my own again — using my niece @sophieslaterwellness sourdough starter and a fabulous new @challengerbreadware iron pan.

—Martha Stewart, [@marthastewart48](#)

The handles are at the right spot, keeping my hands safe when grabbing the pan in and out of the oven. It's large enough so I can bake 1.2 kg doughs and still get a great oven kick. It really traps the steam and the heat, and it's pretty easy to bake two loaves one after the other, re-heating the pan just for 15 minutes between bakes. Deep, golden crust, thin and crispy, with light yellowish-brown colors, to black ears, the loaves come out of the oven with a remarkable charisma and rusticity.

—François Thibeault, *Bread Magazine*

This is a beautifully designed pan! It won't chip or scratch like my enameled Dutch ovens have and the walls are significantly thicker as well. The heavy domed lid and low profile bottom make a great seal keeping the steam right where you want it. I am looking forward to baking with these pans for many years to come.

—Mike Hilburn, *Sourdough Podcast*