

**FOR IMMEDIATE RELEASE**

**Challenger Breadware Introduces Unique**

**Sourdough Starter Jars**

*New Product Takes All the Guess-Work Out of Measuring Sourdough Starters*

**CHICAGO, November 18, 2020 —** [Challenger Breadware](https://challengerbreadware.com/), the company behind the revolutionary Challenger Bread Pan, has launched its unique Starter Jars, a must-have for sourdough bread bakers who can now clearly and easily track their sourdough starter growth, which is crucial to baking great artisan bread.

Home and professional bakers making sourdough bread must first keep their wild yeast called a “starter.” The key to maintaining a starter is tracking its growth in a container, typically an unmarked jar that is difficult to read. For years, bakers have resorted to hacks, like putting rubber bands around jars to mark their starter’s volume after a feeding. More rubber bands are added as their starter grows. This is an imprecise method. Bakers need to use a millimeter ruler and measure exactly where it starts and ends, in order to measure the volumetric growth of their starter, over time. With ruled markings, bakers can calculate more exact growth values, like 2x, 3x, etc.

To solve that problem, Challenger Breadware developed Starter Jars with convenient rulers right on the thick glass so bakers know exactly where a starter’s growth begins and ends.

“Anyone who has attempted sourdough baking knows that starters are temperamental, and our new Starter Jars will greatly assist the process for any baker no matter their experience,” said Jim Challenger, baker, founder and president of Challenger Breadware. “The Starter Jars take all the guess-work and ill-advised measuring out, which results in more confident baking and better results. All bakers will love this handy, convenient new product.”

Challenger Breadware designed their new Starter Jars out of borosilicate, a non-porous, lead and BPA-free, glass for durability, and each one comes with a rubber sealed, bamboo lid.

Challenger Breadware offers two sizes: one for daily Starter Maintenance, and one for making extra starter for a large batch of dough. Each are sold as a set of 4, and available at [Challenger Breadware](https://challengerbreadware.com/). The large Starter Jars are $39.95 and the small Jars are $34.95.

In addition to the new Starter Jars and the Challenger Bread Pan, the company also offers a host of professional-quality [bread baking tools](https://challengerbreadware.com/shop-products/) for the home bread baker including a baker’s scale, dough covers, mixing bowls, oven gloves, parchment paper, towels, and a serrated bread knife. More products will be introduced throughout 2021.

Since its global launch, Challenger Breadware has sold its Challenger Bread Pan to satisfied home and professional bakers in over 60 countries including the U.S., Canada, UK, Australia, Germany, Singapore, UAE, Switzerland, Malaysia, and Denmark. The Challenger Breadware website allows bakers in other countries to purchase breadware in their local language and currency, along with confirming and paying the customs duties and fees in advance.

During the challenging times of the worldwide pandemic, the company is currently offering the [Challenger Bread Pan](https://challengerbreadware.com/product/challenger-bread-pan/) at a reduced price of $224.95.

Additional imagery and media resources are available at [challengerbreadware.com/media-kit/](https://challengerbreadware.com/media-kit/).

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***About Challenger Breadware*** - Challenger Breadware was created to commercialize products for bread bakers worldwide. Jim Challenger, baker, founder and president received crucial input from home and professional bakers to help fine-tune the details of the company’s products. The Challenger Bread Pan was designed by bakers for bakers. Its unique design is essentially an upside-down Dutch oven — a covered cast iron pan with a shallow base and a deep cover. It provides the right conditions for a great bake — radiant heat and trapped steam, and is easy to work with.

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