

**FOR IMMEDIATE RELEASE**

**Challenger Breadware** **Adds New Baking Tools**

**to Its Lineup – Proofing Box and Starter Jars**

**CHICAGO, July 20, 2021 —** [Challenger Breadware](https://challengerbreadware.com/), the company behind the highly successful Challenger Bread Pan, has launched a [Proofing Box](https://challengerbreadware.com/product/proofing-box/) and new [Starter Jars](https://challengerbreadware.com/product/large-starter-jar-set-of-2/), two unique baking tools that will allow home bakers at any experience level to bake professional-quality bread.

**PROOFING BOX**

Easy and convenient to use, the Challenger Breadware Proofing Box helps home bread bakers create a consistent environment for folding and fermenting dough. Created with the baker in mind, its ample 10” x 10” interior is the perfect size for stretching and folding bread dough. In addition, bakers can easily add inclusions like seeds, raisins, cheese, and more without having to remove the dough. The Challenger Proofing Box has an air-tight seal in the lid that eliminates the need for single-use plastics, and ensures the dough will not dry out. It’s constructed from polypropylene; the same material used by professional bakers. A light coating of oil ensures the dough will not stick during the fermentation process. The Proofing Box is stackable, and built to last a lifetime.

Though designed specifically for the bread baking process, the Proofing Box is a great multi-use tool that is fantastic for proofing pizza dough, storing fresh-baked cookies, or any other dough or baked good that thrives in a sealed environment.

**STARTER JARS**

Larger in size, the new and improved Starter Jars measure 3.4″ x 4.5″, and include a really unique feature – a wet erase marker that makes it easy to mark the jar at the start, in the middle, or whenever bakers want in the process. As the starter comes to life, bakers can write directly on the jar, which is not only an easier and more accurate method of tracking the growth of their starter, but it also eliminates the need for less reliable methods of measurement such as the use of rubber bands. Now, it’s so much easier and more accurate to track how a starter is growing. The new Starter Jars also include a convenient ruler on the thick glass, which further eliminates guess-work.

The Starter Jars are wide enough for the easy care of and feeding of any culture, and the eco-friendly bamboo lid with silicone ring seals perfectly. Now available in sets of two instead of four, the Starter Jars are made of heat-resistant borosilicate, a non-porous glass that’s lead-and-BPA-free, making it a perfectly safe and durable tool.

Challenger Breadware also offers smaller Starter Jars (2.6″ x 4.5″), which include the same new features.

“While the bread pan remains our signature product, Challenger Breadware continues to be committed to provide the very best, versatile, and useful tools home bakers can use right in their own kitchen to bake incredible bread and other food,” said Jim Challenger, baker, founder, and president of Challenger Breadware. “Our new Proofing Box allows bakers a convenient place to proof all types of dough. And, always listening to fans of our products, we made significant improvements to our Starter Jars, including increasing the size. Our lineup continues to grow, and I’m so excited to bring these two carefully-designed tools to home bakers.”

Aside from the acclaimed Challenger Bread Pan, new Proofing Box, and Starter Jars, Challenger Breadware offers a host of professional-quality bread baking tools for the home bread baker including baker’s scale, dough covers, mixing bowls, oven gloves, parchment paper, towels, and a serrated bread knife.

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.

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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