



## **For the Love of Bread: About Challenger Breadware**

The story of Challenger Breadware® is the story of one man, one pan, and one dream: to help bakers of all skill levels bake better bread.

It all began when our founder Jim Challenger discovered baking as a hobby. What started as a weekly family pizza night quickly transitioned to a deep passion for breadmaking, experimenting first with baker's yeast and then sourdough starter.

With each successive bake, Jim realized there was no vessel that could help him achieve the results he wanted. Dutch ovens? Their shape was too limiting. Loaf pans? They couldn't handle high temperatures. Pizza stones? No way to trap steam.

The worst part? He wasn't the only one struggling. Having connected with other #bakersofinstagram when he started his new hobby, Jim quickly learned the same issues affected his whole bread making community. That's when he decided to solve this problem himself. His answer? The revolutionary Challenger Bread Pan®.

Jim began development on the Challenger Bread Pan. back in early 2018. As the only pan designed by bakers for bakers, it addressed the difficulties he and many other bread enthusiasts faced: the shallow base made it easy to load and score dough; heirloom quality cast iron evenly absorbed and radiated heat; a domed lid trapped the perfect amount of steam; multiple handles improved the pan's ease of use.

The Challenger Bread Pan was never just a personal achievement. It was Jim's way of giving back to the baking community who supported and inspired him from the start. We share his same commitment to this day and promise to be there for our bakers, no matter where they are on their journey to better bread. Why? As Jim would say, that's how we bake the world a better place.