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BEMA and GFF Call on All Bread Lovers to Share Their Sandwich Power

January 26, 2017 — Washington, D.C. — Today, the Bakery Equipment Manufacturers and Allieds (BEMA) and the Grain Foods Foundation (GFF) released a new rallying cry for sandwich lovers everywhere with the new video “Eat A Sandwich.”

The animated video, which brings back your favorite characters from the popular “I Love Bread,” highlights your favorite sammies, from hoagies to lobster rolls to BLTs. Created in partnership with the Emmy-nominated musician Parry Gripp, we created an original song that would encourage consumers to sing along to the tune.

The “Eat a Sandwich” video is available on YouTube <https://youtu.be/rFud8EWW-T4> and supports the entire bread and grain industry by giving people the opportunity to declare their love for bread, rolls, biscuits and all the grain products in between.

This initiative is an extension of the “[I Love Bread](#)” video, which was released in April 2016 and successfully garnered online buzz and social sharing, resulting in more than 1.6 million views.

“We’re excited to release the second part of our content series with GFF to support the whole industry and engage with consumers in a fun and unique way,” said Kerwin Brown, BEMA’s president and CEO. “This video will have you singing along and make you crave everyone’s favorite lunch treat – sandwiches!”

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About Grain Foods Foundation

Formed in 2004, Grain Foods Foundation (GFF) is a group of thought leaders and advocates for ALL grain foods and believes everybody needs grain food to enjoy a happy and healthy life. Committed to nutrition education programming that is firmly rooted in science, GFF is a strong advocate for our members, and a resource for consumers and the media who want to learn more about the role of grains in a well-balanced eating pattern. GFF offers research-based information and resources to members, partners, influencers, policymakers and consumers through a comprehensive communications campaign, conferences, webinars, research tools, social media and more. GFF is committed to bringing fact-based information and common sense to the consumer. For more information, visit grainfoodsfoundation.org.

About Bakery Equipment Manufacturers and Allieds

Bakery Equipment Manufacturers and Allieds (BEMA) is an international trade association representing leading bakery- and food-equipment manufacturers and suppliers, whose combined efforts in research and development have driven the continuous improvement of the baking and food industries.

BEMA seeks to be the premier provider of interactions, innovation and information for our members and the grain-based foods industry. For additional information, please visit BEMA.org.