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France may have to increase price of baguettes – 9th January 2023

Level 4

France is famous for baguettes. They are currently facing a problem. High energy costs are forcing bakers to close their bakeries or raise baguette prices. Wheat supply issues caused by the Ukraine War are adding to bakers' woes. One baker is worried about his future. He may have to treble his baguette prices. He said: "I cannot pay an electricity bill of 12,000 euros with a turnover of 20,000 euros."

France's President Macron is worried about the baguette. He described it as "250 grams of magic and perfection". France introduced an "electricity damper" to limit how much bakers' electricity bills can rise by. Eligible bakers can benefit from this aid. Consumers also have tough choices. One said she didn't want to pay higher prices. She said she may have to "because there is no equivalent to a baguette".

Level 5

France is synonymous with baguettes and croissants. The baguette is currently facing a problem. Soaring energy costs are forcing bakers to close their bakeries or raise baguette prices. Wheat supply issues caused by the Ukraine War are also reducing profits for many in the baguette-making industry. One baker expressed fears for his livelihood. He may have to raise his baguette prices from one to four euros. He said: "I cannot pay an electricity bill of 12,000 euros with a turnover of 20,000 euros." He is worried because supermarkets can sell baguettes for less than a euro.

The baguette is on the UN List of Intangible Cultural Heritage. France's President Macron is worried about the baguette. He recently described it as being "250 grams of magic and perfection". France's Ministry for the Economy introduced an "electricity damper" to limit how much bakers' electricity bills can rise by. The ministry said: "Aid for bakers has been reinforced and eligible bakeries can benefit from it." Consumers are also facing tough choices. One said she didn't want to pay higher prices, but she may have to "because there is no equivalent to a baguette".

Level 6

France is synonymous with bread and pastries. In particular, the croissant and the baguette spring to mind. The latter is currently under pressure. Increasing costs are forcing many bakers to close their bakeries or raise baguette prices. Soaring energy costs and wheat supply issues caused by the Ukraine War are making life financially untenable for many in the baguette-making industry. One baker, Julien Pedussel, 36, expressed his fears for his livelihood. He may have to raise his baguette prices from one to four euros. He told reporters: "I cannot pay an electricity bill of 12,000 euros with a turnover of 20,000 euros." He is concerned that big supermarkets are still selling baguettes for less than a euro.

The humble baguette is on the United Nations List of Intangible Cultural Heritage. Baguette prices are of such concern that France's President Macron has intervened. He recently described the bread as being "250 grams of magic and perfection". France's Ministry for the Economy has initiated an "electricity damper". This will allow bakers to limit by how much their electricity bills rise. The ministry said: "Aid for bakers has been reinforced and eligible bakeries can benefit from it." Consumers are facing tough choices. One lamented: "I won't pay three euros because it's double the price. Maybe, sometimes I would because there is no equivalent to a baguette." She added she might have to start baking them herself.