



INSPIRE TODAY, CREATE TOMORROW

RECIPE

TASTY HIGHLIGHT

NUTRITIONAL BREAD MAKING

Challenge Bake & Dine



Getting back to basics
and wellbeing

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“Bake and Dine” Challenge (1)

The “bread takes center plate”

Description

Name of the dish

Tasty Highlight

Explanation

A product which ensures the table looks completely dressed and complemented. A real eye catcher which justifiably wants to claim its place and which all dinner participants will instantly feel curious about. In addition to its striking shape, the product also boasts various flavours, such as hearty, sweet and neutral. This ensures the bread can fit in with all dinner courses and can be enjoyed in its entirety.



Nutritional interest

Nutrition claims

- No added salt, plus the water is the only salt element and has resulted in a 40% salt content reduction.
- Source of Omega 3 fatty acids.
- The long process results in an easily digestible product.

“Bake and Dine” Challenge (2)

The “bread takes center plate”

The bread

| Ingredients / recipe | Quantity | % |
|----------------------|----------|----|
| Wheat flour T65 | 1125 | 75 |
| Wheat flour T80 | 150 | 10 |
| Sourdough | 300 | 20 |
| Roasted seeds | 225 | 15 |
| Yeast | 15 | 1 |
| Oosterschelde water | 900 | 60 |
| Hydration water | 75 | 5 |
| | | |
| | | |

| Production method |
|-------------------------------------|
| 6 minutes in 1st gear |
| 2 minutes in 2nd gear |
| Dough hydration |
| Bulk rise 60 minutes |
| Place in fridge overnight |
| Weigh out 8 x 300 gram pieces |
| Point rise of 65 minutes |
| Shape and decorate |
| Final rise of 100 minutes |
| Bake at 235 degrees C in 22 minutes |
| |
| |

The other components of the dish

| Ingredients / recipe | Quantity | % |
|---|--------------------------|-----|
| Wheat flour T65 | 800 | 80 |
| Sourdough | 200 | 20 |
| Poolish | 200 | 20 |
| Oosterschelde water | 500 | 50 |
| Hydration water | 50 | 5 |
| Yeast | 15 | 1,5 |
| <u>Filling 1</u> | with 300 grams of dough: | |
| Raisins | 50 | 18 |
| Abricot | 30 | 10 |
| <u>Filling 2</u> | with 300 grams of dough: | |
| Curry butter | 24 | 8 |
| <u>Filling 3</u> | with 300 grams of dough: | |
| Mature cheese | 80 | 25 |
| Mustard | 3 | 1 |
| Naturel, point roll and tigerbread roll | | |
| | | |

| Production method |
|---|
| 4 minutes in 1st gear |
| 2 minutes in 2nd gear |
| Divide across 3 pieces |
| Stir in the fillings |
| Bulk rise 60 minutes |
| Place in fridge |
| Take out of the fridge the next day and weigh out 25 gram rolls |
| Ball rise 45 minutes |
| Shape and place in the base |
| |
| |

“Bake and Dine” Challenge (3)

The “bread takes center plate”

Argument



Physical and flavour characteristics

An ideal bread, which can be served as a whole and is made up of various different shapes and flavours. A bread which can support the entire dinner in the form of different flavours and structures. This ensures the bread takes up a central place, which can be completely devoured by the end of the meal, just like the dinner itself.

Product assessment indicators

An extraordinary shape, which consists of a whole bread, but which can still be consumed across all the dinner courses. And literally something for everyone! It's subtle, with surprising flavours and is a fantastic accompaniment.

Source of inspiration

There are a variety of chefs, with a huge amount of experience of constructing dinners, who would also like bread to have a more central place. We have developed and tried this bread together with them. This is how it has developed into this model, appearance and composition.

Conditions of integration of the bread in the dish

The product must be served as fresh (warm) as possible. It deserves an honourable place on the menu and must be explained before the start of the dinner. The flavours can be adjusted in line with the menu in consultation with the chef, making sure it becomes a suitable accompaniment.

The role of the bread in the dish

The bread will ensure the senses and taste buds are stimulated. In addition to the dinner, the bread will also result in surprises in the mouth and will do full justice to the entire experience. The use of bread throughout the entire meal will result in better digestion and a less full feeling in the stomach, allowing for more peaceful eating. Bread is a relatively cheap addition to the table. The dishes can be more subtle and specific by eating them in combination with the bread. The bread will allow the taste buds to relax and will result in a good feeling in the stomach. This product will ensure a dinner, and all accompanying changing dishes, can perfectly blend together.

“Bake and Dine” Challenge (4)

The “bread takes center plate”

Marketing interest

Targeted market

This product can be used for the gastronomy industry which seeks to pamper the customer in all aspects and serve a dinner which blends together nicely.

Evaluation of the market size

The gastronomy industry is looking to make a difference, is clearly involved with nutrition and its origin, with honest and tasty products. This industry is progressive, but also has respect for traditions and customs. This product is therefore perfectly suited. This progressive way of adding bread to the meal experience will allow for the table to be made even more specific and will ensure everything can be compiled around the bread. This is already a sizeable market and will continue to grow in the future.

Potential sale price

A realistic sales price, depending on the environment and sales method, is € 12,50.
