



RECIPE

SULTAN OF BREADS

NUTRITIONAL BREAD MAKING
CREATION & INNOVATION CHALLENGE



Recipe

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Our hands on the flour,
our eyes on the trophy!

“Creation / Innovation” Challenge (1)

The “wow factor” bread

Description

We used bakery and patisserie techniques together. The sugar and fat contains coming entirely from natural fruits and nuts . Besides it's high nutritional value, also we used «tel kadayıf» and «tulip» design for decoration because they are figures belong to Turkish tradition.



“Creation / Innovation” Challenge (2)

The “wow factor” bread

Ingredients / recipe	Quantity(g)	%
Wheat flour (T65)	482	60,0
Einkorn flour	161	20,0
Rye flour (T170)	161	20,0
Total	804	100,0
Water	563	70,0
Einkorn sourdough	80	10,0
Yeast (fresh)	6	0,7
Salt	16	2,0
Carob molasse	24	3,0
Water for end of mixing	80	10,0
Other ingredients		
Huzelnut	120	14,9
Pistachio	120	14,9
Sesame	80	10,0
Kefir	240	29,9
Einkorn sourdough	24	3,0
Orange peel rim	2	0,2
Dried Apricots	200	24,9
Dry Fig	200	24,9
TOTAL	2559	
Decoration dough		
White dough		
Flour (T65)	30	
Corn starch	35	
Total	65	100
Powdered sugar	5	8
Butter	25	38
Salt	1	2
Egg white	60	92
Chocolate dough		
Flour (T65)	30	
Cocoa	20	
Corn starch	15	
Total	65	100
Powdered sugar	5	8
Butter	25	38
Salt	1	2
Egg white	60	92

Production method

The below ingredients are prepared and fermented at room temperature overnight :

1) Hazelnut + Pistachio + Sesame + Kefir + Einkorn sourdough (3%) + Orange peel rim.

2) Dried apricot + dry Figs are cut, mixed and also waited overnight.

The day after, first we mixed above number 1 and 2 .

Preparation of dough

All remaining ingredients (except the final water (10%) are weighted and put into the mixer and mixed 10+2.

After developing the gluten network, the mixture of nuts + fruits are added and mixed in slow speed by adding the remaining water. Dough temp : 24-25C.

Decoration : It is made according to the recipe given left, before putting the dough into the molds.

Bulk fermentation : 30 mins at 25-28°C

Cutting : For small pieces about 62g and big pieces 390g

Fermentation : 90 mins at 28°C. (after 60 mins, the "tel kadayif" is put on each bread).

Baking : Deck oven -- 255/260°C, after steam injection... 200/235°C.

Baking time : Small pieces : 22 mins and big pieces : 35 mins (the temp at the corner should be 100°C)

Note : For 1-2 mins a decoration of fruits + syrup is dried in oven.

Decoration

1) Mixed well all ingredients for white + chocolate dough separately

2) Apply on the shablon

3) Let it dry in the chiller

4) Apply on the dried white dough the chocolate dough and let it dry again

5) Put into the bottom of the molds the decoration before putting the dough.

6) Remove the shablon (plastic part) after baking

“Creation / Innovation” Challenge (3)

The “wow factor” bread

Name: Sultan of Breads



Argument

Physical and flavour characteristics

'Sultan of Breads' has unique features from Turkey both with its appearance and the raw materials it contains. The tulip motifs located on the outer edge of bread prepared with cacao provide a traditional appearance which is unique for Turkey. Kadayif and other decorations on the top of bread increase the attractiveness of bread and generates a view that will get the attention of customers. Kadayif also creates a very pleasant crunchy sensation in the mouth when eating bread. It has a very nice taste thanks to the different flour types used and rich complementary ingredients. Products / fruits which are specific to Turkey such as dried apricots, figs, hazelnut and pistachio nuts offer a different flavor each bite. These flavors, which are very intense with their own aromas, have been used in a balanced manner in the bread. Therefore, each bite makes you feel a balanced flavor that do not prevent the other.

Product assessment indicators

'Sultan of Breads' is quite healthy, unlike what is expected from its diversity in raw materials and rich appearance. With its attracting appearance and content, it differs from other healthy product alternatives. It is a healthy and pleasant product for the consumers. The natural fruits and nuts in it increase the nutritional value. There is no additive sugar or fat in it. Its flavor comes from the natural raw materials used in. It is also produced with sour dough made from Einkorn wheat. This facilitates digestion.

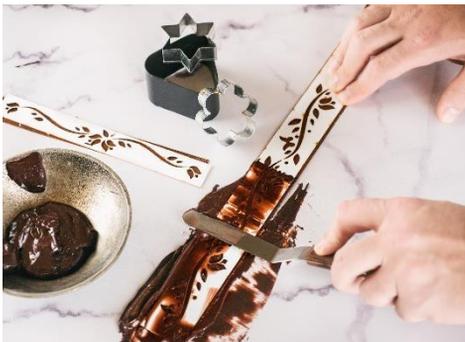
Source of inspiration

Today's 'health' -based products are products that are generally not considered as satisfactory by consumers in terms of taste. Also, bread and other bakery products are considered as unhealthy. We were inspired by the idea of creating a bread to be consumed with pleasure that combines both health and taste.

“Creation / Innovation” Challenge (4)

The “wow factor” bread

Name: Sultan of breads



Argument

Creative aspect

At first glance, all customers are impressed by the appearance of the product they see on the shelves. By carrying the richness of the content of the 'Sultan of Breads' to the appearance, it attracts the attention of customers first. It also gives customers an experience of taste that is far above what they expect from a bread.

Innovative aspect

Kadayıf in Turkey is a product which is specifically used for the production of desserts with syrups. Likewise, dried figs, apricots, pistachio nuts, hazelnuts and other products are used as complementary ingredients for desserts. These product were brought together in 'Sultan of Breads' and were used for the first time in bread making. These raw materials surprise those who at first glance perceive it as a cake and then realize it as a bread which is prepared entirely with baking processes.

“Creation / Innovation” Challenge (5)

The “wow factor” bread

Marketing interest

Targeted market

«Sultan of Breads» is a delicious and healthy alternative that can be consumed as a snack after lunch or teatimes. This is why in-store bakeries, innovative modern bakeries that emphasize the variety of breads, and artisan bakeries are targeted, making it easy for the end consumer to reach the bread.

Evaluation of the market size

The end consumers who enjoy trying different breads usually live in big cities. For this reason, we can target 5 big cities in Turkey. Depending on the population, 37 %(30 million) of Turkey's 80 million population live in major cities aimed. Due to the ingredients it includes the product targets A and B SES group, which is 3,9 mio people in those 5 cities. Depending on the price positioning of the product and the potential consumption frequency, it can be predicted that the approximate market is 81.120.000 kg / year.

Potential sales price

400 g bread can be sold in the price band of 15-18 TL

*TUIK, www.tuik.gov.tr/PrelstatistikTablo.do?istab_id=1590

“Creation / Innovation” Challenge (6)

The “wow factor” bread

Nutritional interest

Analysis	Nutritional Value Final Product
Energy (cal.)	262
Dietary fiber (gr)	12,6
Protein (gr)	12
Fat (%enj.)	8,88
Magnesium (mg)	56,5
Selenium (mg)	0,037
B1 (Thiamine) mg	0,1
B2 (Riboflavin) mg	0,082
Niacin mg	1,51
B5 (Pantothenic acid) mg	0,76
B6 (Pyridoxine)	0,45
Folic acid (mcg)	20,07
Vitamin B7 (biotin)	5,1
Vitamin C mg	0,59
Vitamin E (mg)	1,74
Zinc (mg)	1,5
P(Phosphorus)	131,7
Cr (Chromium) mcg	0,06

Nutrition claims

In terms of the average daily needs of an adult woman and man, 100 gr. of Sultan of Breads covers around 11% of the energy, 5% of the folic acid and biotin (B7), 6% to 8% of Niacin, Vitamin B1 and Vitamin B2, around 35% of Vitamin B6, 5% of B6, around 12% of Vitamin E, 16% of the phosphorus mineral and 15% of Zinc. The most noteworthy point here, is the fact that C&I is particularly rich in B6, one of the group B vitamins, it contains sufficient amount of vitamin E, its zinc content covers an important part of our daily need, its rich magnesium content (16%), and its pulp content, which can cover half of our daily pulp needs. Despite having such a rich content, its calorie is fairly low.