



## RECIPE

NUTRITIONAL BREAD MAKING  
Creation and innovation Challenge  
The “wow factor” bread



# Recipe

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“Fall seven times, stand up eight”.

As this Japanese old proverb says, if I get knocked down, I will get back up anyhow. I have been through a lot about bread-making.

No one can beat me at the passion for bread-making and love for bread !

# “Creation / Innovation” Challenge (1)

## The “wow factor” bread

### Description

Rich flavor of dark beer, roasted aroma of sesames, texture of walnuts, sour taste of raisins, appetizing smell of butter and novel inside of the bread inspired by mille-feuille. The puff doughs overlap each other by folding butter by hand which give multiple textures. 33% of hydration of the dough is dark beer. You can't imagine the flavor, texture and crumb by its appearances.



Ingredients / recipe	Quantity	%
White wheat flour type 65	2000g	100
Salt	44g	2.2
Lesaffre Semi-dry yeast red	8g	0.4
Dark beer	660g	33
Water	800g	40
Sourdough	500g	25
Levain(liquid state)	400g	20
Raisins	150g	15
Walnut	80g	8
White sesami	100g	10
Salting butter	550g	55

Production method
Kneading (spiral mixer) : L2min autolysis15min L5min H50sec ↓ L3min H50sec ↓ L2min
Dough temperature : 23°C
1st fermentation :90min with a fold after 60min at 27°C
Dividing : 120g/40g/25g, 60g/25g/15g
Resting time : 30min at 27°C
Moulding : Combine three round breads with triangular cloth attached.
Final fermentation : 75min at 27°C
Baking : 30min/18min at 230°C/210°C

# “Creation / Innovation” Challenge (2)

## The “wow factor” bread

### Argument



#### Physical and flavour characteristics

Light crust and moist crumb. Well-balanced between a rich flavor of butter and a sour taste of raisins. The bread is voluminous, but it has a crispy texture.



#### Product assessment indicators

Using two kinds of sourdough, hard and liquid. The bread has a good preservability as well as the ability to retain moisture.



#### Source of inspiration

I came up with an idea in my day-to-day work. I was improving the perfection of this bread through a trial and error process in order to create the puff dough like a mille-feuille.



#### Creative aspect

I elaborated a lively aspect with stripe line pattern. The round base was selected to express tenderness, warmth and fullness as a bread.



#### Innovative aspect

The butter is wrapped in the high hydration dough. You will be agreeably surprised when you eat the product after cutting.

# “Creation / Innovation” Challenge (3)

## The “wow factor” bread

### Marketing interest

#### Targeted market

Department store. Wealthy people. The consumers who are full of adventure and who like trying new things. Make a sale in an inner-city area in the form of a cut bread as well as a whole one, as Japanese consumers have a strong tendency to buy the small pieces.

#### Evaluation of the market size

Highly nutritious foods are needed in Japan's aging society and the bread is no exception. That's why the products containing cereal grains and raisins gain popularity among Japanese. In my company, the juicy bread with butter inside is also very popular.

#### Potential sales price

Sales price is 600 JPY. In view of the cost, it would be better to raise a price, but I hope many people eat this bread.

### Nutritional interest

Analysis / Nutritional value final product	
	Per 100g
Calories	281.76kcal
Moisture	48.24g
Protein	7.27g
Lipid	5.37g
Carbohydrate	49.52g
Ash	1.71g
<u>Inorganic quality</u>	
Sodium	373.05mg
Potassium	179.84mg
Calcium	72.24mg
Magnesium	37.02mg
Phosphate	102.47mg
Iron	1.28mg
Zinc	0.73mg
Copper	0.20mg
Fiber Total	3.16g

#### Nutrition claims

Dark beer increases HDL cholesterol and has the antioxidant action. In addition, vitamin B6 (improve functioning of the brain, energy production, boost the immune system) is supplied. Raisin is rich in dietary fiber, vitamin and mineral. What's more, it is low in fat and zero-cholesterol. As for walnut, it contains protein and alpha-linolenic acid. Sesame is rich in vitamin E and B group and mineral such as calcium and iron. It also includes unsaturated fatty acid such as linoleic acid and oleic acid.

Blended(%)	
White wheat flour type 65	48.25
Dark beer	12.93
Raisins	5.88
Walnut	2.35
White Sesame	1.96
Black Sesame	1.96
Rye flour	1.35
Lesaffre Semi-dry yeast red	1.57
Salt	0.86
Water	22.89

