



RECIPE

NAUTILUS

GOURMET BAKING
Challenge Bake & Dine

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Good, better, best, never
let it rest. Until your good
is better and your better
is best.

“Bake and Dine” Challenge (1)

The “Viennese pastry dessert”

Description

Name of the dish

Nautilus

Explanation

To mark a round-the-world baking voyage, I create my own Nautilus, which is the fictional submarine in French writer Jules Verne's classic adventure novel *Twenty Thousand Leagues Under the Sea*. Besides, it is also the name of the world's first operational nuclear-powered submarine, USS Nautilus (SSN-571).



Nutritional interest

Nutrition claims

Beetroot powder is rich in minerals such as potassium, phosphorus, sodium, iron and magnesium, as well as natural vitamin B12, vitamins A, B, C, folic acid and digestible sugar. Besides, it is a good source of dietary fiber that can promote gastrointestinal motility, and it is one of the best natural nutrients for women and vegetarians with anemia.

Pineapples contain bromelain, a proteolytic enzyme, which helps break down protein and fat, thus improving your body's digestive process. It is especially useful to eat some slices of pineapple after an oily meat meal, for it helps to reduce bloating and gas, get rid of the grease and facilitate digestion, which makes pineapple one of the most beneficial foods for health.

Honey contains more than ten amino acids required by the human body, various active enzymes, abundant macronutrients and micronutrients. It is fat-free, so it is one of the best natural foods for the elderly and patients with hypertension and heart disease.

Passion fruit is rich in more than 160 essential nutrients the human body needs, such as organic acids, niacin, amino acids, linoleic acid, minerals, β -carotene, lycopene, soluble dietary fiber, alkaloids, and so on. It is therefore a natural food that has numerous health benefits and medicinal properties.

“Bake and Dine” Challenge (2)

The “Viennese pastry dessert”

Dough		
Ingredients/recipe	Quantity	%
T45	99	90
T55	5	5
T65	5	5
Sugar	11	10
Salt	2	1.5
Malt	1	0.8
Milk powder	4	4
Butter	6	5.3
Water	54	49
Yeast (Gold)	2	1.5
Unsalted butter sheet	57	30

Production method
Dough temperature: 24°C
Mix 10g of beetroot powder into 60g of the dough.
Bulk fermentation: 30 minutes
Put the dough in the fridge for 8-10 hours.
Folding the dough: 3x3x3
Division: 30g
Filling: 10g passion fruit filling, 10g financier, 5g candied pineapple, 13g vanilla streusel
Final fermentation: 70 minutes
Baking: 190/210°C, about 14 minutes
Baked unit weight: 65g per piece

The other components of the dish

Biscuit Joconde		
Ingredients/recipe	Quantity	%
Egg white	75	30
Whipped cream	40	16
Butter	50	20
Icing sugar	90	36
cake flour/Low-gluten flour	80	32
Green tea powder	22	9
Egg	250	100
Sugar	150	60
Almond powder	150	60
cake flour/Low-gluten flour	84	34
Butter	40	16
Egg white	164	66
Sugar	60	24

Production method

Mix and spread the ingredients n° 1- n° 6 on the cake mesh mold.

Mix up the ingredients n° 7- n° 11 to have a homogeneous mixture.

Whip the ingredients n° 12 & n° 13.

Add what is whipped (Step 3) to the mixture of Step 2. Then, spread this new mixture on the cake mesh mold of Step 1.

Bake at 160°C, for about 7 minutes.

Passion fruit jam		
Ingredients/recipe	Quantity	%
Tropical fruit purée	48	100
Sugar	28	58
Pectin powder	1	2
Passion fruit juice	15	31

Production method

Add passion fruit juice to fruit purée and cook it at 45°C. Mix it with sugar and pectin until it boils.

Financier		
Ingredients/recipe	Quantity	%
Egg white	40	100
Honey	2	5
Sugar	37	93
Almond powder	15	38
cake flour/Low-gluten flour	13	33
Melted butter	25	63

Production method

Mix up all the ingredients to have a homogeneous mixture. Bake at 160°C, for about 13 minutes.

Vanilla streusel		
Ingredients/recipe	Quantity	%
cake flour/Low-gluten flour	60	100
Butter	30	50
Vanilla sugar	30	50

Production method

Mix up all the ingredients until they form a homogeneous mixture.

“Bake and Dine” Challenge (3)

The “Viennese pastry dessert”



Argument

Physical and flavour characteristics

Inspired by the red spiral pattern of the nautilus, I want to create an impression of waves through the arcs of the laminated dough. The first layer is passion fruit jam, which is made from fresh passion fruit; the second is a honey almond financier, the third candied pineapple and the fourth vanilla streusel. The way of laminating helps to present different flavors of the product.

Product assessment indicators

Fragrant passion fruit makes the product give off a strong fruit aroma. The outer layer of the product is an indicator of its texture, while the fillings decide its flavors. Trying this product at cold, moderate and hot temperatures, you will find different surprises in the first mouthful.

Source of inspiration

Participating in the baking competition is just like an adventure in my life, which enables me to know more about baking cultures from around the world that I never experienced before. This product, inspired by Jules Verne's Nautilus, invites those gourmands who like to try something fresh, follow fashion trends and desire for gourmet discoveries to start an adventure in taste with Nautilus!

Conditions of integration of the viennese pastry in the dish

Retaining the spirit of bread-making, I will use laminated dough to enfold the honey almond financier, on which frozen passion fruit jam will be put before the dough is baked. The baking strength of dough plays a key role in covering the melting passion fruit jam.

The role of the viennese pastry in the dish

As the Viennese pastry dessert is served at the end of the meal, the proportion of the Viennese pastry to the whole product must be just right, so that the Viennese pastry can play an essential role in the dish. Arranged in a creative way, this “dessert” is expected to perfectly end a meal.

“Bake and Dine” Challenge (4)

The “Viennese pastry dessert”

Marketing interest

Targeted market

Within the framework of market segmentation strategy, psychographic segmentation is adopted to identify the target market: customers who like to try something new and unusual.

Evaluation of the market size

According to diffusion of innovations theory, innovators who embrace new ideas and early adopters account for 16%. Later on, if the flavors and texture of Nautilus win market recognition, consumers who adopt it will account for about 50%. In this way, this baking creation can be considered a success.

Take for example a bakery that launches this Nautilus product. Its next-door confectioner's shop features a popular snack. If the shop sells 2,000 ones each day, based on the above theory, we can make a hypothesis that Nautilus may attract people to make 50% of the purchases; that is, the bakery can sell 1000 pieces of Nautilus a day. Thus, daily revenue is estimated to be NT\$120,000 (NT\$120 each*1,000 pieces), which is expected to create a new market of 3,600,000 per month. Meanwhile, the recipe and techniques for Nautilus are suitable for the development of chain bakeries. The product, which is based on bread-making and features an adventure in taste, offers a new choice of tea time snacks. This will allow us to create uncontested market space, as Blue Ocean Strategy suggests.

Potential sales price

Those who are fond of trying something new, adventurous and curious may have their own pricing principles. They are more likely to take the first step, at a higher price, to an adventure in taste that other people haven't yet experienced.

In view of this, taking market skimming pricing into consideration, we try to make the price of Nautilus 10% to 20% higher than the average price of desserts of the same size. For instance, if a dessert costs NT\$100 on average, the price of Nautilus will be NT\$120.





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