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APRI

4-6 Pastry by Karim Bourgi \$1.260* Chef Karim Bourgi

25-27 Plated Desserts by Diane Moua \$1,260* Chef Diane Moua

ΜΑΥ

16-18 Fine Dining & Desserts \$1,260* Chef Sébastien Rouxel

23-25 Macarons & More \$1,260* Chef Ginger Elizabeth

JUNE

- 7-9 Variations On Viennoiserie \$1.260* Chef Greg Mindel
- 21–23 No Rules Plated Desserts \$1.260* Chef Angel Betancourt
- 27-29 Plated Desserts & Petits Gâteaux \$1.100* Chef Patrice Demers

JULY

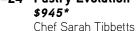
11-13 A Modern Twist on Tarts \$1.155* Chef Guillaume Roesz

18-20 Bachour Pastry Styles \$1.260* Chef Antonio Bachour

AUGUST



Chef Guillaume Roesz 23–24 Pastry Evolution



SEPTEMBER

- 19-21 Ko from Seoul \$1.260* Chef Ko Eun Su
- 26-28 Fine Vegan Pastry \$1.260* Chef Anaïs Galpin

OCTOBER

- 4–5 Modern American Desserts \$1,050* Chef Kelly Fields Chef Sarah Tibbetts
- 10-12 Panning & Chocolate Treats \$1,155* Chef Derek Poirier
- 17-19 Bachour Bakery \$1,260* Chef Antonio Bachour

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En-Ming Hsu is a World Pastry Champion and Chef Instructor at The French Pastry School. Hsu has been acknowledged as a "Rising Star Chef," "Pastry Chef of the Year in America," in addition to receiving a "Lifetime Achievement Award," "Best Pastry Chef in Chicago," and "One of the Top 10 Pastry Chefs in America" by *Pastry Art & Design* and *Chocolatier* magazines.



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Jansen Chan is the former Director of Pastry Operations at the International Culinary Center (ICC), and founded Pastry Plus at ICC. He's been featured in high-profile publications such as *Food* & *Wine* magazine, *Art Culinaire*, and *Baking* and *Pastry: North America*.



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Kimberly Brock Brown is a Certified Executive Pastry Chef, Certified Culinary Administrator, and was the first African-American female chef inducted into the American Academy of Chefs. She was a Founding Member of the ACF-National Pastry and Baking Guild, a Dale Carnegie graduate, and has medaled in several chef competitions.



Melissa Coppel

Melissa Coppel attended The French Pastry School and worked at Joel Robuchon at the Mansion, a three-star Michelin restaurant, and ran the pastry kitchen at L'Atelier de Joel Robuchon in Las Vegas. She was named one of the "Top 10 Chocolatiers in North America" by *Dessert Professional Magazine* and currently owns and operates The Melissa Coppel Chocolate and Pastry School in Las Vegas.



Miro Uskokovic

Miro Uskokovic is a graduate of the Culinary Institute of America and is the Pastry Chef at Gramercy Tavern. Chef Miro's contemporary American desserts are created out of a collection of personal memories and experiences, as well as international influence.



Ron Ben-Israel

Ron Ben-Israel is the owner of Ron Ben-Israel Cakes. He's been featured in countless books, TV shows, films and publications, and was the host and judge for three seasons on the Food Network's *Sweet Genius*, as well as a judge for three seasons on *Cake Wars*.

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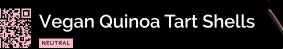


Vegan Tart Shells NEUTRAL













Medium Round H: 0.63 in, Ø: 2.95 in



Gluten-Free Tart Shells SWEET







Vegan Gluten-Free Tart Shells NEUTRAL







H: 0.67 in, Ø: 2.01 in H: 0.67 in, Ø: 1.26 in

EDITOR'S NOTE



efore we jump into the issue, I'm excited to report that our annual Pastry Arts Virtual Summit is now live! For the 2022 edition, we have 46 videos and approximately 20 hours of content ranging from recipes and techniques to business advice. It takes a village to pull everything together and we have much gratitude for the dozens of companies and professionals involved. Just like last year, there is a free four-day pass to view the entire summit. Simply visit pastrysummit.com for all the information.

Now, for our summer issue, we have so many talented people included, but I wanted to say something about our cover story, David Vidal. As a sous chef/pastry chef at a hotel in a fishing village in Sweden, it's nothing short of incredible how he transformed his career by posting images of his desserts on social media. While there are varying opinions in the industry about social media and its place, to me, he simply (and humbly I might add) wanted to share his creations with the world. By doing so, his talent was quickly recognized and his desserts inspired countless individuals, while simultaneously catapulting his career to greater heights. Now, he teaches masterclasses all over the world, and has opportunities that would never have been possible before social media. Even though social media gets a bad rap at times, it really has changed the landscape of possibilities for pastry chefs, and it pays to take heed. Have fun reading about him and his journey inside this issue.

As always, thank you for taking the time to read *Pastry Arts Magazine* and I hope you enjoy the issue!

All the best,

Shawn Wenner Editor-in-Chief

Ethereal Mille Crêpe Cakes to Robust Purple Pancakes: WHAT'S SIZZLING ON THE GRIDDLE

By Meryle Evans

Jessica Koslow's Buckwheat Cactus Flour Pancake



reakfast for dessert or dessert for breakfast, pancakes

are edging sweeter, and chefs are conjuring up imaginative contemporary adaptations of this ancient culinary staple. They range from Stephanie Izard's clever multi-layer Pancake Cake to Jessica Koslow's buckwheat-cactus flour pancake topped with cacao nib pudding, toasted coconut, and fresh fruit, to LadyM's delicate mille crêpe cakes and other Asianinspired griddle fare.



LadyM's Peach Cobbler Mille Crepe

On a whim, Izard, Beard award winning chefowner of five Chicago restaurants, mixed equal parts of sourdough and buttermilk batter and came up with the perfect formula for the pancakes on the menu at her diner-style Little Goat. Then, at Izard's sweet shop-bakery, Sugargoat, she blended the Little Goat batter with cake batter, to produce a playful layer cake with maple buttercream filling and crumbly oat streusel topping that is sold nationally on Goldbelly.

At Squirl in Los Angeles, star chef-owner Jessica Koslow recalls a visit to a Mexican restaurant that inspired her to use the cactus flour that she adds to her buckwheat cakes for a softer finish. She starts the pancakes in a skillet and then pops them in the oven until they are puffy, about ten minutes. Koslow is one of many pancake aficionados blending wholesome grains, from buckwheat to oatmeal to purple barley, into their batters. Even uber IHOP is promoting a new lineup of protein pancakes made with whole grain rolled oats, barley, rye, chia and flax.

Roxana Jullapat, pastry chef-baker at East Hollywood California café Friends & Family, and author of the recent cookbook *Mother Grains* (W.W. Norton & Company, 2021) is also a buckwheat enthusiast. She starts her oversize pancake, served with blueberry compote at the restaurant, in a cast iron pan on the stove for a crispy edge and finishes it in a hot oven, where, Jullapat writes, "it becomes more cakey and has a nice moisture, the best of both worlds." Her recipe in *Mother Grains* includes a suggestion for a lighter cornmeal variation she prefers for summer.

LadyM's Strawberry Swirl

Corn is a natural at Panxa Cocina in Long Beach, California, where a blue corn pinon pancake, topped with pine nuts and piloncillo syrup, dovetails neatly with the restaurant's Southwestern theme. In the Northwest, at The Lake House in Bellevue, Washington, Beard award winning chef-owner Jason Wilson's Cocoa Pancake Stack is made with cascara (coffee flour) and served with vanilla scented Greek yogurt, blueberry compote and chocolate maple syrup. Wilson is a product developer for coffee flour which is made from discarded husks, and considered a potential global superfood.

Oatmeal griddle cakes are the signature best seller for chef Chris Phelps, a nostalgic nod to the pancakes his mother made for him weekly while growing up, Now, the thin, dark brown, crisp, yet creamy pancakes star at the three Los Angeles, California, locations of his Breakfast by Salt's Cure (a name chosen for the chef's original meat-centric concept), and his Manhattan outpost which opened to media acclaim last fall. The recipe is top secret, but Phelps explains that the pancakes are presweetened, so he does not serve them with syrup; however, there is a choice of embellishments including Pink Lady apple, banana with toasted walnuts, blueberry with flax seed crumble,and chocolate chip made with 60.5 % TCHO dark couverture.

Phelps, one of a cohort of chefs merchandising their specialties, sells a tee-shirt with the logo "No Syrup" and the restaurant's Oatmeal Griddle Cake Mix which comes with a separate packet of cinnamon spice blend. Bubby's, a Manhattan mecca for American food for over 30 years, where pancakes adapted from a James Beard recipe are prime, also offers a mix, but reveals the recipe's secret on the box: sour cream. At Pagu in Cambridge, Massachusetts, chef-owner Tracy Chang offers Japanese tapas fare, and the adjunct Pagu Market spotlights the current appeal of Asian flavors with three house-made mixes: black sesame, bright green matcha, and purple, made with dehydrated taro root powder. High end or grocery aisle, photogenic purple hues still reign, from Hayden Mills Heritage Tibetan Purple Barley Pancake Mix, to Trader Joe's phenomenally popular Ube Mochi pancake mix, prominently featured in displays and subject to limits per customer in some stores.

> Hotteok from Chef Hoyoung Kim of Jua



Trend conscious Trader Joe's also carries another Asian import, Sweet Cinnamon Filled Korean Pancakes, a traditional street food called hotteok. But hotteok has been elevated to dessert status as the finale of chef Hoyoung Kim's seven course tasting menu at Manhattan's Michelin starred Jua, a far cry from the TJ version. At Jua, the dough is made with all-purpose flour, glutinous rice flour, tapioca powder, yeast, milk ,and sugar. A sweet filling with candied pecans and cashews, muscovado sugar and cinnamon is placed in the center of the dough ball which is sealed, flattened, and fried in oil in a non-stick skillet, and flipped over to cook evenly. The pancakes are eaten hot, the filling oozing and sticky. After praise for Jua's hottoek appeared in reviews in both The New Yorker and The New York Times last winter, the Times followed up with an article about the pancakes by Priya Krishna with a recipe adapted from chef Judy Joo's Korean Soul Food (Frances Lincoln 2019).

Hotteok is heading mainstream, and three pancakes from Japan have already captivated

American palates. Hotteok is served hot off the griddle, while Dorayaki, a favorite snack in Japan associated with the revered anime character Doraemon, is eaten at room temperature. The dough, made with honey and mirin, is soft and most, almost resembling sponge cake, and is traditionally filled with red bean paste, though chestnuts or matcha cream are common substitutes.

A totally different genre, fluffy, jiggly, Japanese souffle pancakes have generated lines-round- the-block success at cafes and tea houses, where the cloudlike discs are a base for a variety of toppings. In Pasadena, California, Motto Tea Café enrobes the pancakes with mango, chestnut puree, boba milk tea or creme brûlée. Motto also offers the third and most widely acclaimed Japanese pancake, the photogenic mille crêpe cake that is flourishing coast to coast with flavors like young coconut pandan at U:Dessert in Berkeley, California and green tea at Prince Tea Houses with a dozen branches stretching from New York to Virginia.



Above: LadyMxBaccarat Luxury Crepe Truck; Right: Hayden Mills' Purple Barley Pancakes

But the gold standard for crêpe cakes is Lady M. The company's 20 layer confection was invented in 1985 by Emi Wada, a Frenchtrained Japanese pastry chef who married French technique and Japanese aesthetic to create the gossamer, not too sweet, pastry cream filled crêpes that became a sensation at her Paper Moon boutique bakeries in Japan. Wada brought the cakes to New York in 2001, selling to hotels, restaurants and high-end markets, and success led to the opening of the first Lady M boutique in 2004 on Manhattan's upper east side. Wada eventually returned to Japan to concentrate on her business, and with CEO Ken Romaniszyn at the helm, Lady M has prospered, currently operating 50 boutiques and counting. Romaniszyn, a business school graduate who also studied pastry at the International Culinary Center and is fluent in Japanese, has combined his entrepreneurial and culinary skills to expand the concept in several countries in Asia. The brand is so popular in China that 2000 people lined up for opening day at the first Shanghai outlet, reminiscent of Cronut frenzy in New York. In the United



States, Lady M is collaborating with a variety of organizations. This season's Peach Cobbler, filled with peach-infused blond chocolate pastry cream, is a nod to Georgia native Sutton Stracke, with ten percent of profits donated to one of her causes. The company has also partnered with high-end crystal company Baccarat on a new venture, the LadyMxBaccarat Luxury Cake Truck. Outfitted with sparkling chandeliers, 3D art by Kurt Wenner, and take-out windows flanked by sconces, the truck has been touring California this spring for pop-up parties. From elegant paper-thin crêpe cakes to Stephanie Izard's inventive take on an American classic, the pancake rolls on as a template for creativity.



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ROXANA JULLAPAT

Once a pastry chef at white tablecloth restaurants, the bakerowner of Friends and Family is now committed to offering a menu based on whole grains while engendering a strong sense of community in her eclectic Los Angeles neighborhood, one customer at a time.

By **Robert** Wemischner alk to Roxana Jullapat, baker-owner of Friends and Family in Los Angeles, and you will come away refreshed about the prospects of how a small business can become a hub for the community. Located improbably

on a stretch of east Hollywood, the nexus of Thai food and the heart of 'Little Armenia,' the bakery café represents a place with a fierce commitment to locally grown ingredients. California born but with a strong connection to Costa Rica, the land of her stepmother, Roxana transitioned from being a pastry chef in fine dining restaurants in LA and elsewhere to her role as a baker committed to basing her menu on locally grown whole grains.

She says: "Transitioning from fine dining establishments where champagne flutes were in the hands of many of the customers, to a neighborhood bakery has been a huge but extremely satisfying leap. We opened our bakery café to be a place where customers could choose to come every day. The hardest part has been to make the bakery a place that would be super accessible. We wished to be a neighborhood hang serving delicious, well made, and thoughtful food in a space with a 'come as you are' vibe. We consciously decided to leave the fussy stuff to other chefs and restaurants."

Shining a light on how to use whole grains – from barley to sorghum with stops for rye and corn along the way – Jullapat wrote *Mother Grains: Recipes for the Grain Revolution* (Norton, 2021). Here she deftly sums up her baking philosophy, beginning with expressing respect for the vitality of the ingredients and ending with valuing whimsy and imperfection. That honestly says it for a baker who has helmed the pastry side of the kitchens of Nancy Silverton



and Suzanne Goin, both restaurant royalty in LA. She says, "Once I snapped out feeling that baking was going to be a great hobby, I began to take culinary school very seriously and had my eye on working in the field where squeeze bottles, ring molds and tweezers were nowhere to be found in my toolbox. I also realized that to succeed, you must be all in, committed to pursuing baking as a serious path. It's not just something for the meantime." Five years later Roxana and her partner Dan Mattern are proving to a local and eclectic community and on the national stage (she was recently nominated for a James Beard Award) that whole grain can be wholesome – and delicious.



We wished to be a neighborhood hang serving delicious, well made, and thoughtful food in a space with a 'come as you are' vibe. We consciously decided to leave the fussy stuff to other chefs and restaurants.

Jullapat feels that she has found her lane and intends to stick to it. "We are not a restaurant where desserts sell for 12 dollars a pop." Instead, at years four and five, like everyone else in the food service business, she has navigated the tricky shoals of the pandemic. "As bakers, we are always needing to be creative. That part has been second nature to me-how we schedule shifts and batches of bread to make sense. It's a big jigsaw puzzle, not without its challenges, but all of this juggling is part of what we do as bakers. We face challenges when we need to retard a particular dough to delay baking until the ovens are available or adjusting schedules to work within time constraints when we need to get a wholesale order out for an early morning delivery to our customers." For now, as a business owner, she does not feel that same sense of impending doom of the earlier stages of the pandemic that left many business owners situated on the edge of the precipice, but has had to endure supply line disruptions, wary customers and the same litany of other issues that everyone in business has had to face to a greater or lesser degree.

Like many others in the business, finding good and committed bakers continues to be tough. She reflects: "Remembering my years in culinary school, when I was just starting, we are grateful to get students who have an interest in baking. It is a lifelong commitment but not without that perennial revolving door." With the upside of gaining satisfaction from introducing bakers to the pleasures of using alternative grains comes the incredibly hard and long training curve. And on our customerfacing side, during the pandemic we left the doors open, selling produce to the community, attempting to keep everyone employed. The bottom line then had to take second place. Our goals of inclusion, diversity and equity took precedence then and continue to do so at the present day."



Never forgetting her time when she was infatuated with healthy baking, Roxana says that it is all of a piece with her focus on knowing where her ingredients are coming from, who grew them, who milled them. Her suppliers have become friends over the years. "I am big on building connections and remain plugged into the trading practices of our chocolate company. I want to know about the agricultural practices of our ingredients growers and know the farmer on a first name basis." On a macro scale, she expresses the wish to effect change and influence policy makers. "Running Friends and Family makes me think about small business models and the possibility of cooperatives. In Costa Rica, these business formats are common and the center of business innovation which include coffee growers, cheese makers and fruit growers." She continues: "I often think about the structure and ambitions of the business and ask is it too big? Do we try to produce too many products?"

Transitioning from fine dining establishments where champagne flutes were in the hands of many of the customers, to a neighborhood bakery has been a huge but extremely satisfying leap.



In the everyday operation of the business, she explains: "I am conscious of the need to include the voices of our staff in a dialogue of how things should be done in the business. I realize that you cannot do the job alone. It's an ongoing collaboration with constant communication between our crews. We are hardwired to pass the baton to the person who ends or starts the day. Baking on a commercial level requires a spirit of cooperation, even though working with groups of people can be complicated with tricky power dynamics.

Plans for the future? "I am working on another book, which is a great excuse to travel and have a life outside of the business with quality personal time, even though our strongest sense of obligation is to the business." Formed by being part of the school of chefs who work

Headshot by Kristin Tei All other photos by Beth Coller

their fingers to the bone, as she describes it, she and Dan alternate days off. Despite working hard and through the night when others are sleeping, Roxana has demonstrated that all-in commitment to the thing she loves to do—bake.

On a larger scale, Roxana sums up her business philosophy in this way: she writes: "By discussing ancient grains, discovering delicious ways to prepare them and mentoring a new school of bakers to appreciate their many virtues, we can promote diversity across the industry. As bakers, anytime we choose to buy flour made from ancient grains, minimally processed by an artisanal miller, we're make a conscious decision to preserve the seeds of our ancestors for future generations." Certainly, calling her bakery Friends and Family telegraphs her message to honor those traditions and those people whom she has come to call her friends and extended family, welcoming them into her kitchen through their ingredients every day. One bite and you're convinced of the essential rightness of this mission.

Robert Wemischner is a longtime professional baking instructor at Los Angeles Trade Technical College and the author of four books, including **The Dessert Architect.**



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Chocolate Science



Chocolate Tempering: BEYOND THE PURPLE HAZE

Controlling Form V (Beta) Crystal Growth and Agglomeration

By **Dennis Teets**

f all a chef or chocolatier had to be concerned about when tempering chocolate was getting sufficient Form V crystals (the purple haze), working with chocolate would be relatively easy. However, whether you are hand dipping caramels or managing a production line, you realize that just as important as getting a chocolate tempered is being able to control the thickening of the tempered chocolate over the time you are using it. Understanding what is happening as a chocolate thickens is important when trying to keep a chocolate tempered and in a usable flowable condition during a chocolate project.

What's Happening: Agglomeration and Growth the Second Part of the Crystallization Process

The crystallization of the cocoa butter in a chocolate starts with the formation of prenuclei. These nuclei form as a chocolate reaches its point of being supercooled. This is the temperature at which the liquid fat will transform into a solid fat. More correctly, it is the temperature where the cocoa butter in the fat system of a specific chocolate starts the nucleation process. This process temperature point will result in both Form V and lower melt forms of crystals being created. During this time, frame crystallization continues as these nuclei come together to form clusters, which then form actual crystals. These crystals then grow by the absorption of other pre-nuclei and lower melt crystals. Once sufficient crystals form in proximity to each other, agglomerations are formed, furthering the thickening process. Agglomerations and crystal growth affects not only the flow properties of the chocolate during usage, but also some solidification properties such as gloss and mouth texture. The reason for this is that larger crystals don't pack as tight or melt as quickly as smaller crystals. The result is the more crystal growth you have, the closer the proximity between crystals in the liquid phase, and thus the more rapid thickening you will have. While crystal growth and agglomeration are complex subjects, the key is to understand that the longer crystals are allowed to grow rapidly, the harder it will be to get growth back under control through the addition of heat.

Tests for Maintaining Flow Properties While Retaining Form V Crystals Throughout a Tempering Process

Instruments such as temper meters are available to give a graphical readout that can be used to compare the relative temper of a chocolate either between time intervals of a specific batch to monitor change, between different batches of the same chocolate to ensure consistent processing properties, or to give tempering unit set-up information for different recipes or product. Temper meters graph the temperature drop of a sample which is being cooled in a cold sink over a period of time.



The slope of the line is used as the primary determination of the state of a chocolate's crystallization. The more negative the slope, the more crystals that have been developed. The correct slope for a specific recipe needs to be determined according to the product's solidification. characteristics after Once determined, the slope can be used to compare future tempering processes for acceptability. However, these instruments range in price from about \$6000 to greater than \$20,000, and are thus not a practical method for comparing tempering processes for most people tempering chocolate.

In order to control the thickening process of a tempered chocolate, two key characteristics must be monitored. The first characteristic is that there are sufficient Form V crystals to cause the chocolate to solidify with the desired characteristics of snap, gloss, smooth mouth melt and release from a mold. The second characteristic is that the chocolate has the desired thickness to achieve a high-quality finished product. The first characteristic can be objectively measured using a fiveminute refrigerator release test. The second characteristic can be objectively measured by monitoring the weight gain of a specific area using a two decimal point scale. Areas in which a chocolate thickness directly affects the finished quality of a product include air bubble holes from entrapped air, and incomplete mold fill. Also, an overly thick chocolate makes it difficult to maintain center to chocolate ratios or form a thin shell when dipping items. Other observable characteristics that indicate overseeding the chocolate include lack of gloss and difficulty with items releasing from molds.

Wanting a low-cost method that could be used by most chocolate users, I developed the following two-part test, which is based on chocolate thickening and solidification. The usefulness of the thickness portion of the test depends on the ability of the user to focus on the details of performing the test in a consistent manner each time. However, as indicated in **Table 1**, when performed by taking at least three readings per testing interval, the method can give directional information that can be used to help determine – when used along with processing characteristics – when to adjust temperatures or dilute the batch with untempered chocolate.

CHOCOLATE WEIGHT GAIN TEST								
Chocolate Temperature (F)	Description	Average	Read 1	Read 2	Read 3	Read 4	Read 5	% Gain from No Seed
90.5	No Seed	16.633	16.7	16.7	16.5			
89.6	About 4% Seed	17.067	16.9	17.3	17	17.2	16.9	3%
83.5	Over time	18.233	17.6	18.7	18.4	17.5	17.5	9%

Table 1



Thickness Test

Items Required:

Spatula with dipping line and a scale that goes out two or three digits past the decimal point (Figure 1).

Measurement Instrument

Simply create a line on the spatula (Figure 1) across one or both sides of the spatula. This gives a consistent depth on the spatula to dip to, and thus approximately the same coating area. The line used in this picture was made with a permanent magic marker for presentation purposes. A line could also be etched in the spreader using a cutting tool or by wrapping a piece of tape around the blade as an indication of how deep to dip into the chocolate.

Measurement Process:

- 1. Dip the spatula into the chocolate to the line. The blade during the dipping process should be as vertical as possible (Figure 2).
- 2. Scrape the bottom of the spatula on the edge of a cup, one swipe.
- 3. Wipe the bottom with a cloth or paper towel, being careful not to pull chocolate from the top side of the spatula when making the wiping action.

- 4. Place the spatula on a piece of parchment paper on the scale.
- 5. Weigh and record weight.
- 6. Repeat at least three times.
- 7. Use average of weights when comparing to other measurement intervals.
- 8. After last weight, cool the chocolate on the spatula in the refrigerator for 5 minutes, temperature around 45°F (7.2°C).
- 9. The chocolate should release from the spatula at the end of 5 minutes when the spatula tip is bent to flex the blade (Figure 3).
- 10. If the chocolate does not release, it means more seed needs to be created or added.
- 11. If the chocolate does release from the blade, it should be ready to use. End grain (Figure 5) and gloss (Figure 4) are additional indicators that a chocolate is well tempered.



Controlling the Flow Properties of a Tempered Chocolate

There are two basic methods available to control the thickening of a tempered chocolate: Heat Input and Dilution with Untempered Chocolate.

Method 1 – Heat Input: This method adds heat to melt out excess crystals to increase the liquid phase of the chocolate. Using this method, once a chocolate is determined to be tempered (Release Test), the temperature is increased in small increments as you notice the chocolate thickening. The degree of increase will vary over the usage time of the chocolate starting from very fine increments, as low as a 0.3° F (-17.6°C), and moving to larger increments as time in the tempering process lengthens. Using the above test allows you to be certain you are maintaining sufficient Form V crystals as you increase the chocolate's temperature.

Method 2 – Dilution with Untempered Chocolate: Completely melted chocolate is added back to the tempered chocolate at a temperature close to the seed crystal melt out, 90 to 95°F (32 to 35°C), the temperature of the tempered chocolate. This method not only melts out large crystals, but also adds noncrystalline fat, giving more liquid phase to help reduce the crystal proximity to other crystals and thus grow rate. In general, you can add between one-third and one-half of a chocolate back to a tempered chocolate at temperatures between 90 and 95°F (32 to 35°C). The actual amount and temperature range depends on the overall temper of the chocolate. This temperature will also depend on the type of chocolate being tempered. Not only does this method reduce the thickness of a chocolate, but also expands the capacity. When using this method, the unseeded chocolate must be well dispersed before using. If this is not accomplished, streaking will occur.

For example, I worked with a dark chocolate in which my initial temperature at seed was

86.5°F (30.3°C). As the chocolate thickened, my first increment took the temperature to 86.8°F (30.4°C). For my third adjustment I increased the temperature to 75.8°F (24.3°C). By the time I was done with adjusting the temperature, my final temperature was 90°F (32.2°C) and I was adding back unseeded chocolate that was at 90.5°F (32.5°C) at a rate of about one-third of the total batch size. I was able to have a stable viscosity for one hour plus using this method. Unfortunately, this process is recipe dependent. However, by monitoring one's process using the underlying concept explained in this article, you should be able to extend the usable time of a chocolate substantially.

While agglomeration and crystal growth are very dynamic and interactive processes, learning to utilize the two methods mentioned above in conjunction with the above test method will help you to extend both your use time and capacity, while maintaining your product quality.

Dennis Teets has worked in the confectionary industry for both large and small organizations for over 30 years. During that time, he was both a problem solver and a new product developer. Today, Dennis works as a coach and consultant for small to medium chocolate companies, focusing on growth, scale-up and problem solving. His email is sweetanchorspa@gmail.com.



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CHANNELING YOUR PASSION INTO SUCCESS WHAT ARE THE BEST SALES CHANNELS FOR COTTAGE FOOD OPERATORS?

By Deanna Martinez-Bey

ottage food laws vary from state to state. Therefore, before moving forward with any suggestions in this article, I recommend you check to see what your state allows as far as where you can sell your baked goods. A helpful resource can be found at

www.pickyourown.org/CottageFoodLawsByState.

Following are five of the best sales channels for a cottage food operator.

Directly to the Customer

All fifty of the United States allow cottage food operators to sell their baked goods directly to a customer. What does this mean? Selling directly to the customer means you can bake your goods from your home kitchen and have your customer pick up their orders from your home. If you are uncomfortable having customers come to your home, you can select a public place to meet them.

Tips: If you choose to meet at a public location, meet at the same place every time and consider investing in a car magnet with your business logo so your customers can easily find you.

Farmers' Markets

Farmers' markets are in full swing during the spring and summer months for states that have four seasons. However, for states that are warm all year round, the markets may stay open throughout the year. Other states offer indoor markets that are open all year long. Farmers' markets open doors to fantastic selling opportunities for cottage food operators. A home bakery owner can advertise the sale of pre-orders and have the customer come to a farmers' market to pick up their order. Markets also offer opportunities to grow your customer base by meeting new people each time you set up to sell.





Preparing for a farmers' market has its own set of challenges. You will never know how much to bake; the weather can change at the drop of a dime, and setting up and taking down your area can be daunting. Don't be discouraged; here are a few helpful tips:

- Talk to other vendors at a market you are interested in selling and ask them about the foot traffic on any given weekend.
- Download a weather app to stay on top of the weather. Invest in weights for your tent legs (if you will be using one) and tables.
- Enlist the help of family and friends to help you set up and take down your area.
- Everyone loves to receive something for free. Consider including a free item when a certain amount of baked goods are purchased.

Porch Pop-ups

These are so much fun! But, before moving forward, make sure that where you live allows

these events. They are similar to a yard sale, so if you are allowed to sponsor a yard sale, your porch pop-up should be acceptable. The key is to prepare a menu that can be baked over the course of four days. When packaged and stored properly, certain items can last. Porch pop-ups take a good deal of marketing preparations. Social media will become your best friend if you organize a porch pop-up. Sharing your event to your business channels, local community pages, and neighborhood community site is imperative. Send an email or create a newsletter to send to everyone on your email list and send texts to those who prefer that option.

Be sure to post something about your porch pop-up every day leading up to your event, starting three to four weeks in advance. You can create memes with photos of the baked goods you will be offering, and be sure to include the day, time, and location of your pop-up in every post. **Tips:** Try to schedule your porch pop-up around the holidays (Saturdays tend to work best), and consider including a kids' cookie decorating table! A porch pop-up does not need to be set up on your porch. You can set up in the driveway, garage, or on the front lawn.

Pop-up Bakeries

You may be thinking: How is a porch pop-up different from a pop-up bakery? It's a simple difference, but there is a difference. A pop-up bakery will be held at a local business instead of your home.

The key is to reach out to local businesses (such as gift shops, hair salons, breweries, and florists) and ask if they would be willing to allow you to set up your bakery for a day. You bring a table, chair, and all of your baked goods and set up inside the business.

If you choose this option, keep in mind that the business will get a cut of your profits. There are no set fees that are in place for this. You and the business owner will discuss and agree upon it. They may ask you to pay them a set price or ask for a percentage of your profits. Pop-up bakeries are an excellent way to make money and reach new customers.

Tip: You and the business should advertise the pop-up bakery on social media channels. You can also ask if they have a sign to place outside. You can add a balloon for attention.

Local Coffee Shops

Most local coffee shops offer a variety of baked goods for customers to enjoy alongside their coffee. Here is where you, the cottage baker, come into play. Put together a proposal for your local coffee shop. Include which products you have for sale, the wholesale price (what you would charge the shop to purchase them from you), and the projected retail price. The coffee shop owner will want to see that there is a profit in the deal for them. Some shops prefer a consignment agreement. A consignment is when the business agrees to sell your baked goods, and they receive a percentage of your profits. You have to determine which avenue is best for you.

Tip: The goal of this option is to obtain weekly orders. Create a menu that includes a few of your top-selling items. Providing dozens of options will make it more difficult for you. You can always add more options later.

As business owners, it is up to us to get creative! These are just five sales channel options. So put your creative thinking cap on, brainstorm with other business owners, and see what other ideas you can come up with.

Deanna Martinez-Bey is a cottage baker, baking class instructor, content creator, and multi-genre author. With twelve published books under her belt and a certified cottage bakery, everything she does revolves around food and writing in one way, shape or form. www.thefierywhisk.com



GETTING EQUIPPED

In this edition of *Business Bites*, we asked dessert professionals how they decided what equipment to buy for their business, and what their advice is for others who need to do the same.

KIMI POLLETT Owner, Chubby Lil Mermaid Bakery and Café, Seal Rock, OR

How did you decide what equipment to buy for your business?

In retrospect, we did the exact opposite of what we should have done! We got our start at the local farmers' market and discovered fairly quickly that the commercial kitchen we were renting wasn't going to allow us to grow. We decided we needed to start looking for a physical location. Being in a small coastal community, it is challenging to find commercial vacancies, and we spent many months searching for a location that would fit our needs. We didn't know exactly what type of space we'd find, didn't know what it would have already in place and what we'd need to provide, so we wrote up a wish list of what we wanted, and operated on the assumption we would need it all. Very few of those initial purchases ended up being what we needed.



How did you acquire the equipment?

Right when we started looking, a large chain of buffets that had gone out of business began to auction off their assets. During a two-week period, we were able to purchase a significant amount of equipment from five different locations in neighboring cities and states. Fortunately, we were able to get things for pennies on the dollar, but because we were buying blindly many of the things ended up being items we didn't need, that didn't fit in our eventual space, or that didn't work the way we'd hoped. Within a few weeks of opening, we ended up spending significant amounts of money re-purchasing things that were better suited for our needs. We are about three hours from Portland, in a very rural area, where there are no local suppliers that carry commercial equipment. So many things ended up being ordered online and took weeks to arrive. We didn't have cold cases for our grand opening week, because of delivery delays. Everything took longer than expected, and because we'd purchased based upon a hypothetical idea instead of an actual need, we were finding gaps in our preparations for months.

I found that online retailers (especially ones with free shipping programs like Webstraunt) ended up being our go-to suppliers for many of our big-ticket items. The ability to find everything on one site, be able to research it and do comparisons immediately, and shop from anywhere, at any time, was a huge benefit.





In hindsight, is there anything you would have done differently?

So many things! During the daydream period between when we made the decision to open a physical location, and when we finally signed a lease, I was working from emotion instead of intellect. I was in a holding pattern from a real estate perspective and buying things for the shop helped me feel like I was making some kind of progress. In reality, very few of those purchases ended up being beneficial. I have so many things that are gathering dust (and taking up valuable storage space). I bought things thinking I'd need them (when I didn't), thinking it would speed things up (when it doesn't) or thinking I'd get around to trying a new thing (when I haven't). In retrospect, I wish I'd waited until I needed something before buying it, and not bothered chasing trends or listening to hype.

By the time we realized what our true needs were, we had already spent a significant amount of our start-up budget and felt obligated to make do with what we had. Within a matter of weeks, we'd outgrown the single freezer we'd purchased, and had to order another. A few months later, we had the same issue again. And again. We now have five stand-alone units that cost us thousands of dollars. Had we planned ahead better, we could have installed one walk in unit, saved ourselves money, and had a more functional space. Instead, we are allocating significant amounts each month to savings so we can eventually redo what we've already done.

For anyone thinking about opening a business similar to yours, what advice do you have regarding equipment?

For small wares, take your time. Try to use the bare minimum basics for as long as you can. When you see everyone jumping on a trend, ask yourself if this is really going to save you time, or is it just a toy that will take up space. Don't buy tools for things you just want to try. Make the item first, see if you enjoy it, and if it's a good fit for your brand, then decide if that gadget will really pay for itself. I have over 700 cookie cutters, and probably use ten of them on a regular basis!

For large equipment, it's almost the opposite - buy the best quality you can afford, larger than you think you'll need, and grow into it. It will happen far sooner than you think.



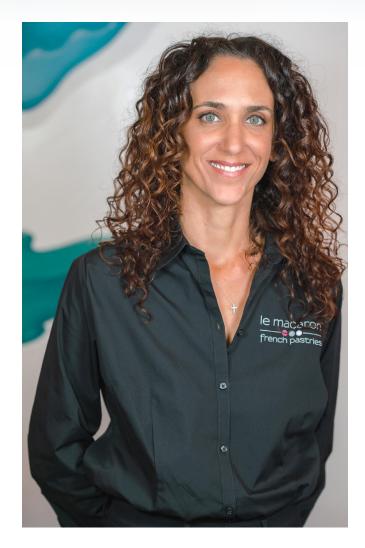
AUDREY SABA Co-founder, Le Macaron French Pastries, www.lemacaron-us.com

How did you decide what equipment to buy for your business?

We researched and compared several different equipment brands online. We also spoke with some of our French pastry chefs and others in the industry and asked for their opinions and recommendations. After assessing the pros and cons and weighing everything from cost, warranties, and performance, we bought the best equipment for our needs.

How did you acquire the equipment?

At the beginning we leased our equipment for our confectionery because we did not want to take the risk of buying used equipment. After we leased equipment and learned which brands we preferred, we bought everything new from a distributor.



In hindsight, is there anything you would have done differently?

We were cautious when we were first starting out, so our decisions were somewhat conservative. If I had it to do over, we would buy more of the larger equipment items needed to meet the growing production demands.

For anyone thinking about opening a business similar to yours, what advice do you have regarding equipment?

Try to attend expos and see the equipment and distributors in person. Don't be afraid to ask questions and inquire about any special deals or discounts. Ideally, make sure all of your parts are available in the U.S. and that your brands have good reviews from others in the industry.





VINCE ASHTON Owner, It's A Cheesecake, Atlanta, Georgia

How did you decide what equipment to buy for your business?

This decision was a major one – in addition to creating a solid business frame and model, I definitely wanted my equipment to be of great quality. Whether it's relating to packaging or the kitchen and baking equipment itself, I researched the items, acquired great feedback from fellow bakers, and looked at the price points to make sure it was within my allotted budget.





How did you acquire the equipment?

I purchased all of my equipment via retail. That way I could have (or add) warranties, and everything was brand new. Dealing with third parties for purchasing equipment can be sometimes beneficial and sometimes sketchy. So I'd rather take that safer route and at least feel confident that the newer equipment would work in my favor versus something that may have been used. However, I will point out that as a business owner you also have to work with what's best for you in the season your business is in. In the event that leasing equipment or buying used equipment works for you and you find it efficient, by all means go for it. Create your own formula!

In hindsight, is there anything you would have done differently?

Yes! Beginning a business, you may lean toward cutting corners. However, sometimes making a greater investment in equipment in the early phases of your business journey will help you in the long run. Example: I wish I would've purchased larger mixing stands and other kitchen utensils once I started my cheesecake business. Trust me, baking 25-30 nine-inch cheesecakes with two hand mixers is not the way to go. I definitely should've bought a large stand mixer sooner rather than later!



For anyone thinking about opening a business similar to yours, what advice do you have regarding equipment?

My advice would have to be to stay open and innovative. Don't be afraid to try out new or different brands of equipment. Try out different brands and go through a trial-and-error phase – in due time you'll find and create your own rhythm of efficiency. Also, do your research, write down your price points and set your budget. Compare and contrast, especially when it comes to making large purchases. Know before you go!

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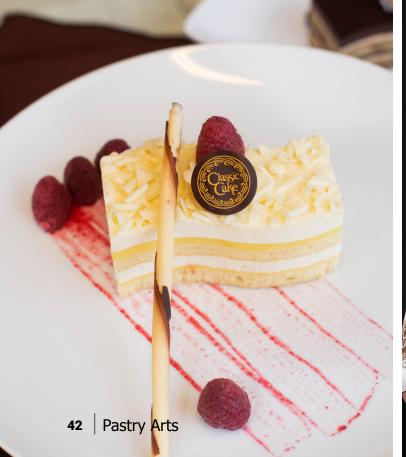
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MICHAEL D'ANGELO Executive Pastry Chef, Classic Cake, Philadelphia, PA

How did you decide what equipment to buy for your business?

We had been using an ultra-sonic style cutting machine for years and we wanted to get to the next level of pastry production. The only choice was to go with the water jet cutting program, and through Xilix we found a great machine for a fair price to bring our customers a super high-quality product every time. We purchased the Xilix 1826v2 model water jet because of its ease of operation and maintenance, and its ability to make incredibly clean exact cuts. We use fewer employees to cut and box product. The machine is so clean and efficient that we don't need extra staff to clean up the edges and sides of the strips.









manufacturer, Xilix, in Texas. They custom-build every machine and they send a highly skilled technician to install and train the staff. Their customer service is incredible. The machine has a lot of moving parts, and it can be a bit intimidating, but our service representative is always available to address our questions.

In hindsight, is there anything you would have done differently?

We wish that we would have purchased this machine sooner. Our business has increased since the pandemic and we are taking advantage of new opportunities that have been coming our way.

For anyone thinking about opening a business similar to yours, what advice do you have regarding equipment?

Every business needs the right staff and tools to succeed. If your business is growing like ours, you must be prepared for that growth. The very best equipment is essential along with the right staff to operate it.









FLAVOR INSPIRATION

In our *Flavor Inspiration* column, we connect with professionals who showcase a unique creation, reveal its flavor profile and offer one technical tip.





An Apple

By Nitin Bali

Pastry Chef, The Ritz-Carlton South Beach, Miami, Florida @pastrychef.nitin

Flavor Profile

Valrhona Opalys inspired apple cremeux filled with apple jelly and glazed with pectin glaze. Brown butter soil.

Technical Tip

Using ripened Granny Smith apples is the key to balancing the dessert's flavor and sweetness. I took the apples and left them near the oven for three days. As soon as they ripened, I made the purée out of them and used it to make my cremeux and apple jelly for the filling.



Kyoto Green Forest

By Chin Kheng Lim

Executive Pastry Chef, Academy of Pastry Arts Malaysia @lim.c.kheng

Flavor Profile

Biscuits Almond Matcha Uji matcha mousse Vanilla crème Chantilly Kirsch syrup Brandy cherries Kirsch dark sweet cherry Uji matcha chocolate decorations

Technical Tip

This gateau was inspired by Kyoto's famous green bamboo forest. I converted the classic Black Forest dark chocolate cake to matcha chocolate. The matcha chocolate works well with cherry. Kirsch liqueur also plays a vital role in enhancing matcha and cherry flavors. For the final touch, I added matcha chocolate roses for decoration and some matcha powder.





Le Verdoyant

By Lorenzo Sollecito

Executive Pastry Chef, Four Seasons Hotel Jakarta @lorenzo__sollecito

Flavor Profile Green Tea, Yuzu and Walnut

Technical Tip

This dessert combines the signature flavor and aroma of green tea with a splash of acidity from yuzu. The walnut taste on the cake topping completes the dessert experience.

Photo by Four Seasons Hotel Jakarta



Summer Cheesecake in Tokyo

By Lucas Dumarski

Head Pastry Chef, Pierre Gagnaire Tokyo @lucas_dumarski

Flavor Profile

Under the light cheesecake mousse quenelle you will find a roasted watermelon covered by a shiso struzel. On the top, the umeboshi opaline will give an acidic sourness to the dish and the shiso flowers will bring the herbal fragrance to another intensity.

Technical Tip

Traditionally in Japanese cuisine, the Umeboshi and the Shiso are not used for dessert. The challenge of the recipe was to find the balance between these two strong flavors and not hide the watermelon which has been cooked to concentrate the taste of the fruit.

> Photo by Restaurant Pierre Gagnaire Tokyo at the ANA Intercontinental Tokyo





Saffron Pistachio Roll Cake, Hibiscus Raspberry

By Paul Hayward

Consultant Chef, Ph by Design @chefpaulhayward

Flavor Profile

Soft, moist pistachio cake; Boiron raspberry purée infused with dried hibiscus soft jelly; saffron-infused Valrhona Ivoire chocolate whipped ganache, and pistachio namelaka garnished with my personalized royal seal logo.

Technical Tip

Spread roll cake sponge at 5mm thickness using a raplette comb scraper and bake at 356°F (180°C) in a convection oven for 4-5 minutes only. This will allow the cake to retain moisture, flavor and color, which is super important when making such a thin vertical roll cake.



Paris Tokyo

By Vladimir Baudelin

Pastry Chef, Pierre Les Desserts de Vlad @vladimir_baudelin

Flavor Profile

This dessert combines black sesame and lemon. The black sesame gives it a creamy nuttiness and the lemon brings acidity and freshness to the dessert.

Technical Tip

I like to bake my Paris Brest inside a greased ring so it keeps its round shape. For the craquelin, I used activated charcoal powder to give it a nice black shade that matches the black sesame ganache piped around it.

Photo by Vladimir Baudelin



Rhubarb, Rose Hip & Hazelnut Tart

By Julie Mengel

Self-taught baker @julie.m.engel

Flavor Profile

Hazelnut and cinnamon shortcrust, hazelnut frangipane baked with rhubarb, rhubarb and rose hip compote, hazelnut praline, caramelized white chocolate ganache with a hint of cinnamon, rose hip picked rhubarb and rhubarb and rose hip mousse.

Technical Tip

To get flavor from the rose hip is all about patience. Make the compote and juice for the pickled rhubarb and the mousse a few days before getting started, so you get the perfumed flavor from the rose hip.





Jamaica

By Antoine Jardin

Pastry Chef Instructor, École Ritz Escoffier @jardin_antoine

Flavor Profile

For this dessert, I decided to use Jamaican chocolate combined with Jamaican pepper. I wanted the dessert to be tasty, subtle and elegant.

Technical Tip

The most technical part of the dessert is the chocolate decoration because it needs to be very thin. I also gave the decoration a velvet effect to contrast with the shiny chocolate glaze.









BONBONS BY MELISSA COPPEL

UNSWEETENED: THE GROWING POPULARITY OF THE 100% CHOCOLATE BAR

By AnnMarie Mattila



hen you think of where 100 percent pure chocolate might be located, most industry professionals picture their pantry shelves or the baking aisle at their local store. But increasingly, unsweetened chocolate

has come front and center, not as an ingredient, but rather as a completed product to sell directly for consumption. 100 percent chocolate is popping up everywhere from display cases in boutique chocolate shops to the checkout line at Whole Foods thanks to some dedicated chocolatiers and their fanbases.

The popularity of higher percentage chocolates has been increasing for decades. With the rise of bean-to-bar and single-origin movements, purer forms of chocolate showcase the nuances of cocoa beans. It became almost a rite of passage for gourmands and chocolate connoisseurs to only snack on 72 percent or above, and the release of bars with 80 percent or greater began to appear. But the push to sell 100 percent has been a more recent phenomenon.

Many brands that ventured into the 100 percent territory focused on the European market at first, where there was more customer demand for higher percentage chocolates in general. Venerable Italian brand Vanini notes that sales of their highest percentage bars are significantly higher in Europe. Based on the success of their best-selling 74 percent with cacao nibs, they introduced both a 91 percent and 100 percent absolute dark last year. Similarly, Iceland's Omnom Chocolate occasionally releases a limited-edition 100 percent bar from Peru using Gran Native Blanco cocoa beans.





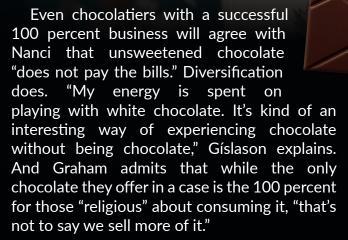
leap across the pond to the United States. For example, Raaka, the unroasted chocolate brand from Brooklyn, offers a 100 percent cacao snacking chocolate bar that's readily found at high-end grocery chains. And Bryan Graham, founder of Fruition Chocolate Works and Confectionery in Shokan, New York, has played around with 100 percent "almost since the beginning" of the company's journey in 2011. "Honestly, I started making 100 percent for myself," he confesses. But now, they "have a really hardcore, diehard following" for their bar made with beans from the Dominican Republic, with some avid customers ordering it by the case.

Given the recent movements toward reducing the use of refined sugar and dairy

along with fad diets like paleo and keto, it's a natural step for chocolate makers to explore eliminating these ingredients from chocolate. The key, according to Omnom's chef Kjartan Gíslason, is to develop something with the right texture and flavor since there is no milk or sugar to rely on for creaminess or balancing out the bitterness. For Graham, it was all about finding the right equipment to have more control over the process and details like conching, temperature and aeration. Tinkering with those steps helps "paint some of those rough edges around the chocolate."

Both Omnom and Fruition credit Chocolate Alchemy as a major influence in their development and education as they built their businesses. So what does John Nanci, founding alchemist, think of the 100 percent trend? "I would call it more of a fad," he declares, having seen the cycle of chocolatiers experimenting with it two or three times since the bean-to-bar movement took off. Each new wave of brands wants to "reinvent and rediscover 100 percent," but he personally believes "at the end of the day, consumers are interested in what they love about chocolate, and that is the fat and the sweet."





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For those looking to offer 100 percent, educating clients is key. Before the pandemic, Fruition would offer samples to taste so customers would understand what they were buying. "Now we can only use words to convey what's unique about something," Graham explains. And if offering a full bar directly to customers seems risky or not worth the effort, remember the 100 percent chocolate trend can be used in other applications. Pastry professionals can benefit from more highquality unsweetened chocolates on the market to include as a component in and on their desserts. Even Nanci, a non-believer in the 100 percent bar, admits he's been "pining away for pastry chefs to discover" it as an accent on a plated dessert. Perhaps this fad might be a trend after all.

IS EUROPEAN BUTTER BETTER FOR PASTRY?

What the Science of Butter Fat Tells Us

By Sophia McDonald

Sponsored by Butters of France



utter from Europe (and specifically from France) has a reputation for quality that drives many chefs to purchase it. But what does science tell us about making pastry with European butter versus American? Are there reasons or specific circumstances when U.S. chefs should look across the pond for their dairy?

To answer these questions, it's helpful to understand how butter is made and what happens when it is cooked in pastry. "Butter is made from cream, which is an emulsion of small droplets of fat suspended in water," says Kierin Baldwin, chef-instructor of Pastry & Baking Arts at the Institute of Culinary Education in New York City. The process of churning causes the dispersed fat droplets in the cream to glom onto each other and form a mass of fat with a small amount of liquid still trapped in it. This mass is what we know as butter.

Not all butters are the same. In America, butter must be made with at least 80 percent butter fat, according to Joanna Shawn Brigid O'Leary, PhD, a culinary consultant and food critic. (It will also contain 16 to 18 percent water and 2 to 4 percent other ingredients, such as salt.) European butters must have a minimum of 82 percent butter fat. These numbers are minimums, so it's possible to find Americanmade products with a higher percentage of butter fat. However, many chefs reach for French or other European butters when they need that higher fat content because they know the product will deliver.

There are a few other differences. "Most European butters are usually cultured as well, which gives them a pleasant tang," says Baldwin. Farmers in Europe are more likely to raise their cows on pastures (not in feedlots with a diet of corn) and less likely to use additives. These variables can have a major impact on the *terroir* or sense of place that contributes to the taste of the butter, O'Leary says.

So, is it better to use European or American butter in pastry? The answer depends on the baker's goal. If you want a rich, buttery flavor, a higher fat content butter is best, which means a French or European product may be the right choice. The fat is where the flavor resides, so more fat means more flavor. In addition, when butter is blended with other ingredients, it creates small pockets in the pastry. "The butter has a tendency to stay in those pockets, not distribute throughout the food," says O'Leary. "The taste becomes more magnified because when you have higher butter fat, you have more pockets."

Things like butter cookies or kouign-amann, which take most of their flavor characteristics from butter, are ideal candidates for European butter, Baldwin says. She adds, "Any type of recipe that depends on the fat in butter for either leavening or shortness will do best with a high fat butter. Things that fall into these categories are laminated doughs, such as puff pastry, croissant and Danish; pie doughs and other flaky cut-in butter preparations; and creamed butter cakes and cookies."

Butter's molecular structure means it lends a smoother mouthfeel to baked goods. Butter is a saturated fat, which means there are single bonds between the carbons in its chemical structure rather than double bonds, says O'Leary. Whereas the double bonds found in unsaturated fats like oils cause them to be liquid at room temperature, the single bonds mean butter is solid. That's also what gives butter its rich, robust flavor. In O'Leary's experience, lower-fat butter works well in baked goods that need to be lighter and fluffier. The added water creates more steam to leaven items and there is less fat to weigh down the ingredients. Lowerfat butter is also ideal for baked goods where the flavor of sugar or other ingredients—not butter—should be the standout.

Beyond considerations related to butter fat, O'Leary recommend that chefs make sure they store butter correctly and use it soon after buying. "Fat absorbs liquids easily. Even if you store butter near a liquid that's pungent, it can absorb that flavor quite easily. I would also pay really close attention to how long it's been on the shelf and how it's been stored, because exposure to light can alter the quality." If possible, visit the brand's website and read their suggestions on exactly how to store their butter for the best results.

"The most important thing to concentrate on when you are using butter in a recipe is being consistent," says Baldwin. If a recipe has been tested with a higher-fat butter and a lowerfat product is substituted, the ratio of liquids to other ingredients is likely to be off and the recipe will not work as well. Stick to European butter for recipe that call for it to be results that will wow every time.

BRENNAN'S BAKED APPLE

Ralph Brennan, President, Ralph Brennan Restaurant Group, New Orleans, LA

Yield: 10 servings

Pouring a honey-brown sugar sauce (also made with European or French butter) over the top of this apple makes it a perfect brunch dish. Brennan's serves it with a scoop of vanilla ice cream for dessert.

- 50 g pecan pieces
- 30 g rolled oats
- 57 g unsalted European butter, room temperature
- 54 g light brown sugar
- 35 g raisins
- 12.2 g all-purpose flour
- 1/8 tsp ground cinnamon
- 10 Granny Smith apples
- 1. Combine all of the ingredients except the apples in a mixing bowl. Using a paddle attachment, mix the ingredients on medium speed for about 4 minutes, or until the pecans and oats have started to break down into smaller pieces. Store pecan-oat mixture

in the refrigerator for at least a few hours before using.

- 3. Preheat oven to 350°F (182°C). Peel apples and trim the top and bottom of each to create a level surface. Remove the core of the apple with a melon ball scoop. Place apples in baking dish.
- 4. Roll about 2 Tbs of pecan-oat mixture into a ball. Flatten it slightly and place it on top of the apple. Repeat with remaining mixture. Pour hot water into the pan to cover bottom ½" (1.27 cm) deep. Cover the dish with aluminum foil. Poke a few small holes in the top of the foil to allow some steam to escape. Place the dish in the oven and bake for about 45 minutes. The apples are done when they give to gentle pressure when squeezed.



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As the King of Colour in Canada, it's critical that my Roxy and Rich™ colours are in temper 100% of the time. With the EZtemper in my kitchen, I've got that peace of mind.

Dallas Southcott (Dally Wonka) Master Chocolatier / co-owner The Chocolate Lab



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Please visit us at:







LEAVING THE BUTTERFLY

Chef Theirry 'Chichifoofoo' Delourneaux's Journey to Five-Star Success

By Genevieve Sawyer

> nierry Delourneaux Corporate Pastry Chef

ailing from the French Caribbean island of Guadeloupe (popularly known as 'The Butterfly' because of its distinctive shape), Chef Thierry 'Chichifoofoo' Delourneaux began his pastry journey with an apprenticeship in

his hometown. Though his father originally wanted his son to become a policeman like him, he supported his son's choice. Thierry got off to an impressive start, finishing the program in half the allotted time, and went on to pursue a master's degree in pastry in Paris while honing his skills at Chamarre Pâtisserie. He then crossed the Atlantic to work at the renowned Lenôtre Patisserie in Montreal and steer the opening of two pastry boutiques for Patachou Patisserie in Toronto. Since then, Chef Thierry has crafted desserts and pastries for some of the most prestigious hotel brands in the world, including the Ritz-Carlton, The Greenbrier, The Fairmont and the St. Regis. For the past year he has been working as the Executive Pastry Chef and consultant for the Maggiore Group of restaurants in Arizona. With his seemingly endless creative inspiration, a popular website (https://thierrydelourneaux. com), and impressive business management skills, there seems to be no end to what this talented chef can accomplish.



What inspired you to choose a pastry career?

It was the pineapple upside-down cake we made one day in high school home economics – I made it again a few times at home. And after that, I went to my father. I told him that I didn't want to be a policeman. And, he asked me, *What you want to be*? I said, I want to be a pastry chef. And he told me, "OK, then be the best pastry chef." And from that on, I got my first degree, my apprenticeship in Guadeloupe, and I got it in one year, instead of two.

What was so inspiring about that cake?

I think because I made upside-down pineapple cake with fresh pineapple. Once in a while, Mom was making it with canned pineapple. But we used a fresh pineapple at school, and I found the taste was totally different. And I practiced on my day off or weekends. I mean, I was very good at it. I'm glad my parents really pushed me to do whatever I want. When you love doing something, you don't feel like you're working. I told my parents, I'm leaving to make it big. And that made me push myself constantly to get to the next level. I felt, why leave my lovely butterfly otherwise?

How do you feel about competitions?

One of my mentors always told me, don't focus on competition, and it's never been my thing. But I love to train my staff for them because I understand why people compete. When you know how to sell yourself, it doesn't matter if you do competitions or not – any GM or executive chef will tell you that. You can be an amazing executive chef, but can you also have your company go to the next level and make them very profitable?



"I don't yell, but I'm known to speak with authority because I lead my brigade just like it's an army."

CHICHIFOOF00



For young girls or boys going to start in the industry, I would say to find a mentor, a good organization they can go to. Because success, it's easy to get there, but how to maintain it is another thing.

What does 'chichifoofoo' mean to you?

This is what I've been using for the past twenty-five years to describe my desserts; it means beautiful, above and beyond. I noticed a lot of people four or five years ago started to use it, the hashtag, and I said, you know what? I have wanted to have a company online. Let me put the trademark on the phrase, just in case. You know, it's kind of my hobby doing that on the side. For me now, anybody can use it to describe something as beautiful, and it's also a lifestyle.

In your career is there any one person who has inspired you the most?

Richard Rosendale. He inspired me with a lot of discipline to constantly push myself, and I think it made me a good leader and also helped me to stay calm. I never heard him yell once, and I worked with him for two and a half years. And we still talk once a while. People will tell you they're scared of me because I speak with authority. I don't yell, but I'm known to speak with authority because I lead my brigade just like it's an army.





Have you ever faced a challenge in your career?

I went to a location one time to do a tasting, and it went very well. I got a job offer. And the next day they called, and told me they had changed their mind. But since that, I have made it even bigger; I have been with the Maggiore Group for the past 11 months, but it's like it's been 16 years, and it just keeps getting better. I have my own building. So basically, I create pastry for all the group, and I am basically the consultant. But I don't produce the pastry for them. And they have noticed the difference since I joined the group. And that's why I am just so pleased. And they are happy.

What advice do you have for those just entering this industry?

For young girls or boys going to start in the industry, I would say to find a mentor, a good organization they can go to. Because success, it's easy to get there, but how to maintain it is another thing.

Genevieve Sawyer is a freelance food writer who graduated from the Culinary Institute of American in 2009. She is the co-author of The Rookwood Inn's Guide to Devouring the Berkshires – One Cultural Bite at a Time.



The Italian Association of Millers (ITALMOPA) established in 1958 and with more than 80 flour companies from across Italy - has launched an ambitious initiative to promote exports of organic soft wheat and durum wheat flour and semolina to the U.S. and Canada and to raise awareness of their high quality. The effort, called "Pure Flour from Europe: Your Organic and Sustainable Choice!" is co-funded by the European Commission. The program made its debut earlier this year at Bakery @ SIALAmerica. an international trade show in Las Vegas. "We see great opportunity in North America to grow exports of organic soft wheat flour and durum semolina from Italy. More than ever before, home cooks and chefs are looking for premium ingredients that are healthy, nutritious and grown without synthetic fertilizers. They also want to respect the environment," says ITALMOPA President Emilio Ferrari. "Organic flour from our member companies delivers on

all these needs and elevates the quality of most any culinary creation." The U.S. and Canada are some of the countries with the highest demand for organic products, according to ITALMOPA, but statistics on organic flour imports are hard to come by, and are now viewed as relatively low. The goal is to increase exports by close to 300 percent compared to 2020 for Canada and the U.S. and to boost knowledge and awareness of the products among consumers in the two target countries by at least 20 percent. To achieve this, in the U.S., POS EU Flour will focus on five large urban markets: Los Angeles, Seattle, Chicago, Dallas and New York. In Canada, the target will be on the provinces Quebec, Ontario and British Columbia, All have high organic food consumption and demographics to support the often higher prices of organic flours compared with conventional flours, according to ITALMOPA. For more information, visit www.italmopa.com.

Valrhona's New Online Classes

Back by popular demand, Valrhona's chocolate and pastry school is excited to offer new online classes. These classes will allow chefs who cannot travel, take time off, or afford the cost of an in-person class to learn from experts. The online demos will be taught by celebrated guest chefs from around the world, including Ginger Elizabeth, Greg Mindel, and Anaïs Galpin, as well as L'École Valrhona Pastry Chefs Guillaume Roesz, Derek Poirier, and Sarah Tibbetts. Each of the seven classes will be teaching a different theme that includes chocolate, vegan pastry, pastry case, and bakery. Each chef instructor will lead students





through live demonstrations from Valrhona's professional pastry kitchen in Brooklyn and will take time to answer questions for an interactive learning experience that will help students bring their skills and confidence to the next level.

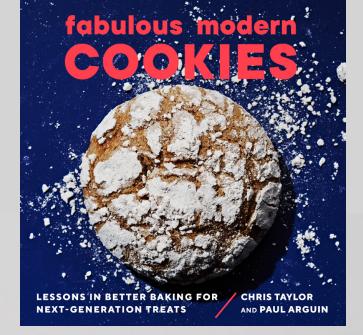
A recording of each class will be available for students who are not able to join the live session. Each class will be live at 1pm EST and last 90 minutes. They will be conducted via Zoom. Online classes offer great flexibility at a lower price point as the cost of a live session is only \$49, while each recorded session is sold for \$35. Both class options include a recipe book and 20 percent off the Valrhona online boutique. A culinary degree and experience in a professional kitchen are not necessary, but a foundation of basic pastry techniques will help students get the most out of the demos. To sign up, visit <u>www.valrhona-chocolate.com/</u> valrhona-online-classes.html.

In order to ensure timely delivery of all class materials, please register at least four business days in advance. Those who are based outside the U.S. or Canada can email ecolebrooklyn@ valrhona.com to enroll.

FABULOUS MODERN COOKIES

In Fabulous Modern Cookies: Lessons in Better Baking for Next-Generation Treats (Countryman Press, 2022) scientists-turned-bakers Chris Taylor and Paul Arguin share new recipes that elevate the comfort-food cookie to creative and untraditional heights. Taylor and Arguin pay homage to tradition while striving for recipes that introduce interesting tastes and textures for a new generation of baking, making this book a great resource for any modern baker. With bold and fearless suggestions, the authors investigate the philosophy of the cookie. Does a cookie always have to be sweet? Soft? Round? The short answer: no. Or at least, not always. Once breaking down

the essential rules, ingredients, and equipment, the book breaks the boundaries of the cookie. Their 100 recipes include:



Black-Bottom Lemon Squares; Speckle and Spice Softies; Peanut Satay Crunchers; Birthday Cake Rugelach Slices; and Mai Tai Cremes. Accompanied by striking photos, blurbs about cookie baking and tips and tricks, *Fabulous Modern Cookies* will encourage

you to rethink everything you thought you knew about cookies, and inspire you to create some fabulous modern cookies of your own.

70 Pastry Arts



Digital Pâtisserie

Digital Pâtisserie had just launched an exciting new 3D printer named the Patiss3. Inspired by 3D printing technology developed at MIT and specifically designed for use by pastry professionals, the Patiss3 offers the ability to print large volumes of food without the use of additives, and in record time. Here's how it works: the printer is connected to a machine that reproduces the structure of a ready-to-fill pastry, while maintaining the integrity of the original recipe formula (existing 3D printing techniques use gel to solidify the structure as it is made). The patented technology allows chefs to create freeform shapes down to the nearest millimeter in the tenth of the time as conventional methods. Marine Coré-Baillais, founder of the Digital Pâtisserie, says, "This 3D food printing technology provides all pastry chefs with a production method enabling them to rethink shapes and flavors by freeing them from time, gravity, and handling constraints. This transforms the creativity of an entire industry for the benefit of our taste buds, whether savory or sweet!" For more info on the new Patiss3 food 3D printer, visit www.f6s.com/thedigitalpatisserie

The École Nationale Supérieure de Pâtisserie Expands

The École Nationale Supérieure de Pâtisserie (ENSP) in Yssingeaux, France, a world-renowned destination for the study of pastry, has begun a massive expansion project that is scheduled for completion in 2023. The extension will include the addition of new laboratories as well as student accommodation that will supplement the historic castle that houses the school. Created in 1984 and taken over in 2007 by Alain Ducasse and Yves Thuriès, the École Nationale Supérieure de Pâtisserie trains 1,500 students from 60 nationalities throughout the year. The new building project caters to the ENSP's need to expand due to the exponential demand for pastry training which has been accelerating for the past several years. Elise Masurel, Managing Director of École Ducasse, says, "This new project allows us to embed the excellence of our schools even more strongly on French soil, in parallel with its international development." For more info on ENSP, visit www.ecoleducasse.com/en/campus-en/ecolenationale-superieure-de-patisserie.





Winners of the 2022 James Beard Foundation Awards were named at a ceremony at the Lyric Opera of Chicago in June. Pastry Chef Warda Bouguettaya of Warda Pâtisserie in Detroit collected the medal for the Outstanding Pastry Chef award. In her acceptance speech, Bouguettya reflected on her journey from cooking with her mother in her native Algeria to opening her cafe in Detroit. She also spoke about her desire to create a cafe that celebrates "a borderless world" and thanked her team in Detroit, her farms and partners and her family, including her parents, husband and daughters.

The Outstanding Baker award went to Don Guerra of Barrio Bread in Tucson, Arizona.

Guerra has been nominated before, but this is his first win at the Beard Awards. He opened the business in his garage in 2009, and since then the bakery has worked to support Arizona farmers and bring back heritage grains like White Sonora Wheat. A focus of his acceptance speech was boosting the local grain economy. He also said, "I'm really overwhelmed. I'm overwhelmed to see your faces, to see smiles again. Mouths moving. There's so many of my friends that didn't get through the last two years, physically, spiritually or their business was shut down. And I don't want to forget those people as we celebrate." For a full list of this year's winners, visit www.jamesbeard.org.

TEAM SINGAPORE STRIKES GOLD

Team Singapore was recently crowned champion at the Global Pastry Chef Challenge finals 2022. Represented by Dexter Lee (ITE College West's pastry and baking chef-lecturer) along with his assistant Terence Lin, Team Singapore beat out first runner-up Italy and second runner-up France. The competition is part of an international competition organized by Worldchefs (The World Association of Chefs' Societies), a professional body dedicated to maintaining and improving the culinary standards of global cuisines. This year's finals took place in Abu Dhabi from May 31 to Jun 3, where the continent's strongest teams pitted their culinary skills against each other. In the Global Pastry Chef Challenge category, Team Singapore had to present a total of three creations - a chocolate sculpture, a plated dessert and an entremet. Led by team manager Gary Lim, senior lead instructor at Temasek Polytechnic, the Lee and Lin duo created a 'Genie coming out of a bottle' chocolate sculpture based on the '1001 Arabian Nights' theme. They also crafted a fine-dining plated dessert featuring an Earl Grey parfait, mango jelly and bergamot ice disc, complemented with a warm chocolate moist cake with a Valrhona Bahibe emulsion. Their final creation, an Orange Bitter Almond Entremet Cake, was made of bitter almond mousse, clementine pear compote layered with bitter almond Joconde and crunchy crumble. For more info, visit https:// www.globalchefschallenge.org/gcc gualification.





BAKED GOODS

Just three years ago, former pastry chef Geri Terry achieved a major accomplishment: she lost 60 pounds on a keto diet. She did it by using her baking skills to create an impressive range of keto-compliant treats. Her son John, a long-time keto dieter and former pharmaceutical rep for the diabetes market, was seriously impressed, and in 2018 the two founded Ketonia: Ketogenic Baked Goods. Fast forward through lots of late nights, a commissary kitchen, copackers, Amazon, COVID and the supply chain crisis, Ketonia has emerged as a success story, cutting its teeth through one of the most economically trying times in recent history. Recently their product has found its way onto the shelves of America's largest retailer, Walmart, and CEO Geri is excited. "Everything we do here starts with love. We love our customers and want them to actually enjoy getting healthy. Rather than take the traditional path and create 10 different mixes, we made one mix and thought of hundreds of ways to use it. We want to help Americans struggling with inflation by making a truly all-purpose Keto Baking Mix that won't break the bank." For more info, visit ketoniafoods.com.

The Art of Environmentally Conscious Cocoa, Chocolate and Pastry

By John Kehoe,

Director of Sustainability, and Pastry Chef **Josh Johnson**, Guittard Chocolate Company

Sponsored by Guittard Chocolate Company e are all surrounded by the impacts of climate change. As pastry chefs, confectioners, bakers, makers and in general, celebrators of agricultural products, we feel the impacts even more greatly. We lean on and into our resources for creativity and sustenance. In so doing, we see the impacts of climate change in real time, its effects on the quality of ingredients, the supply and the people and communities that grow them. While there is an upwelling of efforts across the board to make strides in reducing our carbon footprints and preserve precious resources like water, we realize there is still a long way to go. One way of finding a path forward is to capture where we've been, what we've done and where we need to go.

We recently published our 2022 Annual Cultivate Better Progress Report; the report outlines our latest global and local efforts in protecting flavor, supporting people and communities, sourcing honorably and preserving the environment. Yet, in writing it, we realize that, as the name implies, there are always more ways to cultivate better – to push ourselves, and each other, to rethink how we grow and source and make in ways that reduce the impact on our environment.

But what does that mean for cocoa, chocolate and pastry chefs? It means knowing where your ingredients come from, what goes into making them and more explicitly the relative carbon footprint of our ingredients and our actions as best as we can – one tool that can help in taking steps toward a more sustainable food system.

Last year, with help from an expert environmental consultant, we completed our

first carbon footprint assessment with prepandemic 2019 as our baseline. We calculated our "Scope 1, 2 & 3" emissions, which was a significant undertaking that looked at every aspect of our business through this new lens. Scope 1 covers direct emissions from owned or controlled sources; Scope 2 covers indirect emissions from the generation of purchased electricity, steam, heating and cooling, etc.; and Scope 3 includes all other indirect emissions that occur in a company's supply chains, distribution and product use.

Scope 3 is where the majority of emissions are for chocolate manufacturers. In many ways, we are a processor of agricultural materials – (delicious ones, thankfully), combining and processing cocoa beans, dairy, sugar and vanilla. Each one of these ingredients has a carbon footprint or associated emissions related to how and where they are grown, with each ingredient being impacted by different variables.



In the case of cocoa beans, the principal driver of carbon emission is land use change from the expansion of cacao plantings. Through our Cultivate Better Cocoa program and the Cocoa & Forests Initiative, we are ramping up a number of programs in our cocoa supply chain to address carbon emissions through a number of initiatives:

- In the Ivory Coast, Ghana and Ecuador, we are planting in and around cocoa farms endemic hard woods and faster growing soft woods for much needed shade as well as fruit trees, all of which provide medium and long-term income for farmers while increasing biomass for carbon sequestration. This type of diverse agroforestry also helps cocoa farmers become more resilient to the impacts of climate change.
- In the Ivory Coast, we are piloting an improved cook stove program that uses 59 percent less charcoal or 43 percent less wood. This reduction in the cutting of trees or collection of wood from the forest helps maintain biomass.
- Through Good Agricultural Practices training in our programs, particularly pruning and composting, farmers can increase their yields and reduce the carbon emissions per kilo of cocoa produced. Increased pruning also increases biomass and soil carbon content.

We are fortunate to be located in Northern California, where are dairy cows are mainly grass fed, which produces less methane than grain. We are working with our dairy partners to better understand and support their methane reduction and regenerative agricultural practices.

While measuring and reducing Scope 3 supply chain emissions is critically important, reducing our Scope 1 & 2 emissions locally is also important. Here are some of the projects we have ongoing at Guittard:

Energy

- 1MW of solar energy completed at our Fairfield facility, providing 50 percent of our electricity needs. The new rooftop solar system includes 2,992 solar panels, generating 1.7 million kWh of power per year, significantly reducing the company's environmental footprint. The solar energy captured saves 1,217 metric tons of CO2 emissions per year, equivalent to removing 263 cars from the road. The balance of our energy needs in Fairfield come provided by MCE from 60 percent renewable sources and is 90 percent Greenhouse Gas (GHG) free.
- On December 31st, 2021, we went live with the first 750kw of a 1.4MW Bloom Energy fuel cell in the Burlingame facility. This state-of-the-art technology provides resilient, predictable, sustainable energy to support the baseload electricity to power our facility.
- The balance of our Burlingame electrical needs come from Peninsula Clean Energy, providing carbon-free energy from 50 percent renewable sources and is 100 percent GHG free.
- We now have charging stations available at no cost to our Burlingame and Fairfield employees with electric or plug-in vehicles. We will continue to add charging stations as an incentive for employees to "go electric" and reduce carbon emissions associated with commuting.

Waste

Reducing waste to landfill is important for many reasons, including reducing greenhouse gas emissions. Our cocoa beans come from around the world in burlap bags. Last year, we partnered with local manufacturers that can use these bags to protect their products during shipment, reducing our waste to landfills by up to 30 percent.

Water

We have set a goal to reduce our water consumption by 30 percent by 2025. This commitment saves energy as well as water, as almost all of the water we use at Guittard is either heated or cooled. Last year, we took a significant first step toward this goal, initiating the installation of a new water chiller system that will reduce both our water consumption and the energy needed to heat and cool that water, further reducing our Scope 2 carbon emissions.

Packaging

All of the paper used for our corrugated materials come from "Sustainable Forest Initiative (SFI) Allocated Paper", meaning that

it is made at mills that are Sustainable Forestry Initiative certified and, most importantly, come from SFI certified tree farms.

We have transitioned our flexible film to 24 percent post-consumer recycled materials. The addition of the PCR not only maintains the integrity of the bag and the product's shelf life, but also significantly reduces the use of virgin plastic. According to a third-party analysis, the use of PCR saves around 16,000 kg of virgin plastic, equal to the plastic from nearly 270,000 one-gallon milk bottles.

While this work is early stage, we appreciate how important it is and are excited to continue to work with our cocoa farmers, suppliers and our customers to innovate products and devise recipes that reduce carbon or GHG emissions as well as become more resilient to the impacts of climate change through more mindful and regenerative practices.

If you're interested in learning more about our sustainability efforts, or how you can undergo your own carbon footprint assessment, reach out to us. Share how you're cultivating better on social by tagging us and using the hashtag #CultivateBetter.

Read our 2022 Cultivate Better Annual Progress Report on guittard.com



Moving Towards Sustainability

	OUR APPROACH	IN THE KITCHEN
Water	• We have set a goal to reduce our water consumption by 30% by 2025. This commitment saves energy, as well as water as almost all of the water we use at Guittard is either heated or cooled. Last year, we took a significant first step toward this goal, initiating the installation of a new water chiller system that will reduce both our water consumption and the energy needed to heat and cool that water, further reducing our Scope 2 carbon emissions	 Proper filling and changing of 3 compartment sinks Maintain all faucets to control leaks Reuse ice baths when appropriate (4) Set up a pre soak tub to keep dishwater clean Only run dishwasher when full
Energy	 1MW of solar energy completed at our Fairfield facility providing 50% of our electricity needs. The new rooftop solar system includes 2,992 solar panels, generating 1.7 million kWh of power per year. Significantly reducing the company's environmental footprint, the solar energy captured saves 1,217 metric tons of CO2 emissions per year, equivalent to removing 263 cars from the road. On December 31st 2021 we went live with the first 750kw of a 1.4MW Bloom Energy fuel cell in the Burlingame facility. This state-of-the-art technology provides resilient, predictable, sustainable energy to support the baseload electricity to power our facility. The balance of our Burlingame electrical needs come from Peninsula Clean Energy providing carbon-free energy from 50% renewable sources. We now have charging stations available at no cost to our Burlingame and Fairfield employees with electric or plug-in vehicles. We will continue to add charging stations as an incentive to employees to "go electric" and reduce carbon emissions associated with commuting. 	 Turn off appliances when not in use Use Energy efficient appliances Consolidate baking products to fill ovens to capacity Keep freezers fully stocked to maintain temperature Have service company regularly check equipment for optimal performance Develop and oven schedule to avoid continuous oven temp changes. Shut down oven as soon as possible Use motion detector lights in areas that aren't used that often, like bathrooms, and storer rooms
Waste	 Reducing waste to landfill is important for many reasons including reducing greenhouse gas emissions. Our cocoa beans come from around the world in burlap bags. Last year, we partnered with local manufacturers that can use these bags to protect their products during shipment reducing our waste to landfills by up to 30%. All of the paper used for our corrugated materials come from "Sustainable Forest Initiative (SFI) Allocated Paper", meaning that is made at mills that are Sustainable Forestry Initiative certified and most importantly, come from SFI certified tree farms. 	 Reuse and recycle plastic delis and containers Reuse parchment paper for baking Use compostable Togo containers Find a local farm to deliver food scraps to

Cacao Nib Panna Cotta

Recipe by **Josh Johnson**, Pastry Chef, Guittard Chocolate Company

This Cacao Nib Panna Cotta is a unique take on a classic dessert. Made with ingredients that not only taste delicious but also have lower carbon footprints than their alternatives, we end up with a recipe that delivers bright, seasonal flavors in a rich and creamy base. The cacao nibs add a dash of toasted chocolate notes that round out the overall tasting experience.

Yield: 6 servings

CACAO NIB Panna cotta

- 4.75 g gelatin sheets
- 24 g water
- 248 g oat milk
- 117 g heavy cream
- 55 g cacao nibs
- 67 g beet sugar
- 9.5 g cornstarch
- 1. Bloom the gelatin in the water; set aside.
- 2. Combine the oat milk, heavy cream and cacao nibs and bring just to a simmer. Remove from the heat, cover, and let steep for 5 minutes.
- 3. Strain cacao nibs out and reserve, if you want, for the Caramelized Hazelnut Garnish.*
- 4. Return the oat milk mixture to a medium heat. Combine the beet sugar with the cornstarch and stir well. Whisk the sugar mixture into the hot milk and bring to a full boil while mixing for about 1 minute, or until the starch is cooked completely. Remove from heat, add the bloomed gelatin, then blend with immersion blender. Cast approximately 50 g into 6 dishes and allow to fully set overnight.



***Note:** if you want to use the nibs in the garnish, spread them out onto a sheet tray and dry in a 300°F (149°C) oven.

RASPBERRY GELÉE

- 2.5 g gelatin sheets
- 12 g water
- 144 g pureed and strained raspberries
- 8 g lemon juice
- 15 g beet sugar
- 1. Bloom the gelatin in the water; set aside.
- Combine the raspberries, lemon juice and sugar in a saucepan. Warm up to approximately 185°F (85°C). Add the bloomed gelatin and stir until dissolved. Let cool to room temperature and then cast a thin coat onto each dish of panna cotta. Allow to set fully before serving.

CARAMELIZED HAZELNUTS

- 45 g water
- 60 g beet sugar
- 200 g hazelnuts
- 30 g reserved cacao nibs (optional)
- 10 g unsalted butter
- 1. Combine water, sugar, and cook to 239°F (115°C).
- 2. Add the hazelnuts and stir until sugar crystalizes around the hazelnuts. Continue to stir on medium heat until hazelnuts caramelize evenly. Remove from heat stir in the optional dried nibs. Empty onto a silicone baking mat to cool, and separate before it cools.

FINAL GARNISH

- Diced fresh strawberries
- 1. Top panna cotta with fresh raspberries and caramelized hazelnuts.



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Expert Tips

Five Tips Five Experts

In our *Expert Tips* column, we connect with five professionals in the categories we remain focused on—pastry, chocolate, baking, bread, frozen—to attain one high-level tip.



1919

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Bread

Stephan Barbiero,

Bread and Pastry Instructor, San Francisco Baking Institute, San Francisco, CA

The first step of the mixing process (done at low/first speed) is crucial in forming the gluten structure of bread. Sufficient time must be allowed to thoroughly combine the ingredients, to incorporate micro-cells of air into the dough, and most importantly, to fully hydrate the starch and protein in the flour. Protein hydrates at a slower rate than starch, therefore a minimum of five to six minutes of mixing at low/first speed is needed. Gluten cannot be developed later if it has not been formed correctly. When there is not enough mixing time at low/first speed, gluten chains will not form properly and will not be able to develop a strong structure at high/ second speed. This first step of mixing should be followed regardless of the overall mixing style (short, improved, or intensive).



Pastry

Kris Edison Tan,

Owner and Head Baker, Masa Madre Bakehouse, Caloocan City, Philippines

During lamination for croissant dough, it is critical that you consider the temperature of both dough and butter; I make sure that both are at the same temperature. If they are not, issues can occur, such as the butter breaking through the layers you have created. Temperature is also critical because there are variables to consider, such as mixing the dough, fermentation and environment. Lastly, I make sure that before putting the croissant in the oven, I egg-wash them and allow them to dry before baking. This will make the croissants shinier and flakier.



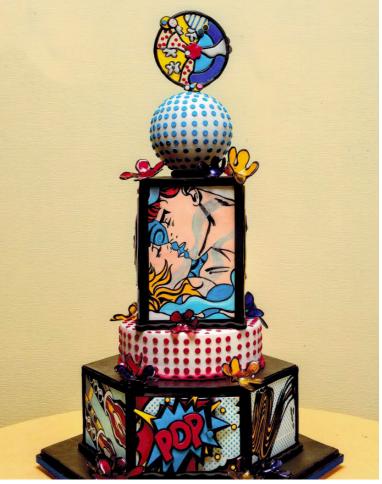


Frozen

Matt Ratliff,

Executive Pastry Chef, The Everglades Club, Palm Beach, FL

A chocolate dip can add elegance and texture to any frozen dessert. Use warm chocolate at 100-110°F (38-43°C) mixed with oil (between 10-20%), and add nuts, small diced candied fruits or a crunchy element. The lower amount of oil will leave more of a snap on the chocolate. Some oil is needed, to keep the chocolate coating from cracking. A shell on sorbet, ice cream or semifreddo will also help insulate your frozen dessert or novelty. It will give you a few more very important minutes of time during a banquet plate up.







Cake

Jean A Schapowal,

Owner and Cake Artist at Cakes with Character, Long Island, New York

I get a lot of orders that usually have some type of logo or stylized typeface incorporated in the design. I always need to prepare for these elements earlier than the rest of my prep work, making my own fondant for them. Making my own fondant allows me the ability to roll out my colors two to three days prior and still have the flexibility but not the fragility of working with it. A lot of brands will dry too hard and become brittle to work with, which is why I use my own for these pieces of the design. By rolling out these pieces to stiffen a bit, I find that when cutting out intricate designs or lettering, I can still work with the fondant, but get those sharper cut lines. I always keep a large supply of #11 X-acto blades handy and change repeatedly when working on these pieces. The ability to create sharp clean lines on all my lettering and logo work always translates into a clean design overall.

Chocolate

Ginger Elizabeth Hahn,

Chocolatier and Owner, Ginger Elizabeth Chocolates, Sacramento, CA

For our 82% Madagascar Single Origin Bonbon design, we save the plastic sheets from Valrhona Chocolate Spheres. We cut them up to create individual hemispheres. After the bonbon gets hand dipped or enrobed through a machine, place the plastic hemisphere on top. Let the chocolate crystalize for 24 hours, and remove from the tops of the bonbon to create a fun, shiny design. We have been using this method for over five years now, and even though time consuming, it is worth it! My team and I are constantly looking for new ways to make our bonbons stand out and look as special as they taste. 0000000

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DAVID VIDAL

Sous chef, pastry chef, Instagram star – whatever you want to label him, this chef's modest persona belies a giant talent.

By Brian Cazeneuve

avid Vidal strongly encourages student participation when he teaches his master classes in pastry for a simple reason: "I don't think I'm that interesting to listen to on most days,"
Vidal says. "Maybe the students have more to say.
I can learn, too." Even on a normal day, Vidal's remarks are a fleeting whisper, easily lost in the cacophony of culinary bluster.

The location of his regular workplace, albeit picturesque, doesn't help build hype. The Laholmen Hotel in Stromstad, the fishing village of 1,200 people in Northern Sweden, is easily dwarfed by the majesty of the nearby fjords. Vidal's desserts need a bullhorn and mega screen built for giraffes. Instead, they are often gone in a blink.

"When I do something, it's okay for that minute, but then I'll probably never do it again," he says. "On our à la carte menu, once we do a dish for three months, we take it off for good. If we bring it back, it could be the same taste, but probably with a different texture or in a different form. I'm that type. I'm never happy. I don't want to relive it." But surely there must be a plated creation that would make him flaunt his peacock feathers. "No," he insists. "I'm never proud of what I do."

In what can sometimes be a vocation with ego-spiced enhancement, Vidal is missing a few key ingredients. The menu at his restaurant might as well feature eggs that are soft-boiled, wines colored in blush -- many held in reserve – and desserts garnished with shrinking violets and a very, very mild sauce.

> Yes, look for the reviews touting Vidal's creations, but just make sure he isn't the one writing them. You'd never want to go. He'd ignore the vibrant colors, the celebration of harmonizing flavors that balance his dishes and the multiple applications of chocolate he calls upon in single desserts.

It wasn't supposed to be anything special. Vidal was born in Canada, but grew up in Malta, a country of fewer than half a million people, roughly 50 miles South of Sicily and a vital Allied shipping center during World War II. Vidal helped out in his uncle's pastry shop, setting decorations only so he would have enough money to buy the next PlayStation.

He tried his hands at carpentry, but considered himself to be "all thumbs – even extra thumbs." So he entered the county's Institute of Tourism Studies, wedged himself into the culinary subdivision and began his kitchen career on the savory side, an unlikely candidate for the confectionary creations and the Internet superstardom they would earn.

Near the end of his schooling, Vidal was assigned a mandatory externship at a hotel near London's Gatwick Airport. He made no desserts there, but did make one sweet discovery at the hotel, where he met his future wife Johanna. Vidal wanted to travel, but felt the obligations of his burgeoning career. "I didn't have hobbies other than reading cookbooks," he says. "I really felt I had to work at 100 percent."

MaybeVidal needed time to smell the coffee, even in the form of tiramisu, but a work promotion intervened. He moved to his wife's hometown in Stromstad, where he became a head chef at a harborside restaurant at age 25. "It was a mistake," he says. "I was too young. I didn't really know what I was doing and I was trying not to mess things up instead of learning. Sometimes you need to make mistakes to understand how to get things right."

He moved to his current address as sous chef in 2015, and then fell into the pastry world soon afterwards when the hotel needed someone to oversee the garde manger or cold section that produced desserts and salads. Ironically, Vidal was more comfortable putting together some greens and dressing. Desserts? Vidal had never even tempered chocolate. The detour would only last six months, he was assured. Then he could shelve the cakes and tarts and return to the familiarity of salmon. In the meantime, he used his mornings to volunteer at a friend's restaurant and soon fell in love with dessert plating. "It was like those photos I would see in books and magazines," he says. "I learned to use what was seasonal, to see what was around. It felt like I could be more creative, more cheffy."



The man who once slinked away from wood chips was now embracing chocolate chips. Maybe hammers and nails couldn't coax him to build, but piping bags and spatulas could. "Even those early desserts I made were very visual," he says. "I liked that. The visual is very important. I was always taught that you eat with your eyes first. I want people to see it and become excited to eat it." Vidal's confectionary aptitude had quickly made him a valuable, if not so voluble, asset.

Sometimes he found his inspirations for shapes and textures; other times, they found him. "When my daughter went to cut her hair, I saw in the window," he recalls, "there was the shape of a flower, and I thought I that would make a good tuile, so I put it around a mold I had for a strawberry dessert."

Vidal's younger brother, Mike, joined him in the kitchen, and the pair sometimes flustered their co-workers with the one form of animation Vidal could muster. "We started speaking in Maltese," he recalls, "so people figured it was pretty serious. Really, we could always raise our voices with each other." (One side note: the music the Vidals play in the background usually comes from Vidal's favorite band: Red Hot Chili Peppers. Hey, why waste a musical preference on a dull ingredient?) If I leave behind one piece of advice, I tell them: don't do this for the money. It isn't worth it. If you love it, you should pursue it. Fail many times if you have to, but always try again.

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I tend to improvise a lot. I found I like to work with what's around me. I don't sketch my ideas as much as I used to. I'm open to first seeing a dish one way and then making it come together differently.

With Mike's encouragement, David also raised his game. Offerings have included a white chocolate and pistachio spring roll with Granny Smith sorbet; a smoked apple and whiskey bonbon; hazelnut, milk chocolate, sea buckthorn and sour cream; and a plated specialty featuring raspberry cream and gel with lemon curd, liquorice crunch raspberry meringues, Orelys cremeux, then finished with cress, herbs, edible flowers. And even though Vidal was late to tempering, he rarely lets his desserts offerings pass without including at least one chocolate option.

Granted, life in a pastry kitchen entails more work adherence to formulas and structure, lest the bread proof a millisecond too soon or too late. But while Vidal's design looks well structured, it is not always preplanned, his ideas reshaping themselves throughout the process. "I think more like a chef than a pastry chef," he says. "I tend to improvise a lot. I found I like to work with what's around me. I don't sketch my ideas as much as I used to. I'm open to first seeing a dish one way and then making it come together differently."



Sometimes you need to make mistakes to understand how to get things right.

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Degens

Section

1.1.1.



Black and white photo of David Vidal by Damiano Brusegan; all other photos by Meto Khazragi

His unconventional style has led Vidal to some of the travels he missed as a savory chef, though he recalls being offered dates in Italy and literally asking: "Why me?" Now he enjoys the trips every few months. "Once I get past introducing myself, which I hate, then I can show people the little I know and I enjoy it," he explains. "If I leave behind one piece of advice, I tell them: don't do this for the money. It isn't worth it. If you love it, you should pursue it. Fail many times if you have to, but always try again."

On friends' advice, Vidal put his sparkling work on the web, thanks to his wife's keen photographic eye. "I am not much for promotion," he admits, "but I thought I would just put up a few pictures. Maybe people will see it; maybe not." And thus was born an accidental Instagram superstar. Tucked away or not, Vidal went viral and his confections became infectious. First hundreds and then thousands. Faster than he could take a dish off the menu, @Vidal31 had 440,000 sets of eyes, and, no doubt, mouths eyeing the chef's creations. The bread had proofed beyond the tray of anonymity that was supposed to contain it. "I did not imagine so many people," he says. Requests poured in. Vidal didn't plan to offer custom projects, but he had trouble saying no. "Sometimes I bite off more than I can chew," he says. "People ask for custom cakes and projects. First I tell them it's something we don't really do, but then I do it anyway. You know, I don't like to disappoint people."

Vidal's story is an exemplary tale of its time, a confluence of excellent food and the capacity of timing social media to make it rise like a soufflé. Some modern chefs chose their status; others are chosen. For Vidal, a new book with recipes and elements of history is in the works. "I'm not sure what I'll make next," he says. Even if it's humble pie, it is sure to have a following.

Brian Cazeneuve is a former staff writer at **Sports Illustrated** who never lost his childhood passion for chocolate. In fact, he and his wife, Caroline, spent their honeymoon on a threemonth chocolate-themed tour through Europe.





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STANDING OUT WITH YOUR STORY

By Amanda Schonberg, C.E.C.

s business owners, one of the primary things that separates our products from others is our story. If you are like most creators, then you are obsessed with the dipped chocolates, delicious pastries, cakes, sweets and more that we are able to create. None of these products are new and there are thousands of sugar artists and pastry chefs who also may make the same things you make. So, what is one thing that we can do to differentiate ourselves from our competition? I believe an easy and effective way to make your customers fall in love with your brand and remember your business is by sharing your story.

The power of sharing your story is amazing because no two people have the same story. As business owners our values and beliefs are usually one of the driving forces that are behind us starting our business. As a bakery business coach, I am always passionate about my students sharing their story as a key strategy to accelerate their growth. Here are three ways you can share your story to stand out with your marketing and create raving fans for your brand.

Number 1 — Have an 'about me' section not just on your website but in your store as well. People love knowing the story about those in their community and how they started their business. There is a popular restaurant here in my state called Raising Canes. Raising Canes started out as a locally owned company here in Louisiana and now has hundreds of locations across the world. When you walk into each store there is a plaque that hangs on the wall with the story of the owner and his dog Cane that he named the business after. The owner shares how he worked on local oil riggs and saved his money to get one store even when others didn't believe in him.

Fast forward to now: Raising Canes is a billiondollar restaurant business. Unfortunately, the original Cane dog has passed away but whenever they get a new "Cane" they always update their story on their website and share. Cane has become a staple that is attached to this dining facility simply because the owner decided to share his story.

Number 2 – Be sure to include your story on directory sites that you list your business on. One of my favorite sites that I recommend for my students to get more visibility and sales from is Yelp. Yelp is an online directory platform that connects those seeking services with those who offer them. Yelp is known for working with small businesses to help them grow. One of the great features of Yelp is their app. Their app has amazing spaces for a business owner to share their story on the app and to highlight key features of their business. Sharing your story on this site is not also good for connecting with potential clients but it is wonderful for SEO purposes as well. The app provides key features that allow others to shop based on categorizations that are part of your story. Examples of categories include veteran owned, black owned and woman owned. Look for other features like this to share your story not just on the Yelp directory, but beyond.

One of the final and best places to share your story is also on social media. There are so many features on any social media platform from making static posts to going live and showcasing your brand. As part of your content strategy, make it a key point to share not just why your products are different but how your story plays a part in creating them.

As you share your story more you will notice that conversations occur more organically. Sharing parts of your story such as your why, your mission and your key values will allow others to open up and see you in a new way. Sharing your story allows you to put intention behind your marketing and reach new customers like never before.

Amanda Schonberg is a certified chef and bakery business coach. Her work has been featured by brands such as Wilton, NBC, FOX, and a host of others. Her monthly group coaching membership, The Entrepreneur Community helps bakers and sugar enthusiasts to make more money and create thriving businesses. She is the founder of Baking For Business, an online platform dedicated to sharing tips, recipes, and products to help bakers grow.

Raising the bar on raw desserts and mentoring future generations of raw dessert chefs

By Sophia McDonald

rystal Bonnet used to catch every illness that circulated around her office. Recognizing that something must be out of balance in her body, she tried a raw food detox plan that worked so well she permanently transitioned to

a raw, plant-based diet. Her new way of eating didn't curb her cravings for sweets, so she started experimenting with raw chocolates and other desserts. She sold her treats at local farmers markets, where numerous shoppers asked if she offered classes on raw food cooking. Today, she has a fulfilling career teaching both in-person and online classes and certification courses through her business, Crystal Dawn Culinary. In a recent interview, Bonnet shared advice for entrepreneurs who would like to start their own digital dessert courses, debunked raw dessert myths and dished on one of her latest experiments: red velvet brownies that get their signature color from root vegetables.

How did you get started in the raw food and desserts niche?

In 2013, I was looking for a way to improve my health; I was working in a large office with many people and catching every illness. I knew something was out of balance, so I researched cleanses online and came across a raw food detox meal plan. I purchased it, which was pretty much the beginning of my love and passion for raw, plant-based foods. I started eating raw food dishes, juicing and introducing healing smoothies, my health turned around and I discovered a creative side I thought I never had. I've always loved sweets, so when I discovered raw chocolate and desserts, I wanted to dive deeper into learning and started a small farmers' market business selling raw chocolate and snacks.

How did you get into teaching raw desserts?

Raw desserts became my main focus. Not only did I enjoy them, but it was where I could be most creative. The textures and colors you can create with raw plant foods are amazing. When working at the farmers' markets, I had customers asking me for raw food classes; I started teaching small classes at home and eventually received opportunities to teach raw chef certifications, one-on-one courses, and to vegan café owners. I had some requests for raw dessert certification courses, so I created a curriculum I taught in person. I received requests for classes from people in other countries, so I eventually decided to put the curriculum online. I had some experience with online courses and knew this course was missing in the niche market, so I decided to put this online to reach more people.

The textures and colors you can create with raw plant foods are amazing.

Key Lime Pies

What tools and resources do you use for your online teaching?

The LMS platform I use to house my online courses is Thinkific. They are an excellent local company based here in Vancouver, BC. I chose this platform because it accommodates my courses in an organized way that no other platform could at the time. My courses are certification courses with assignments, learning assessments and multiple videos per lesson, so I needed a true LMS platform that would be userfriendly for the students. I do not film my courses myself; I hired professional videographers for all my courses. It was really important to me in the beginning to have everything top quality. I also did not have the space to film; I rented Airbnb's to film all my courses until recently.

There are many tools and resources used in the online course industry; it's hard to name them all, but I'll list the ones you will most likely need to start on top of the learning platform you choose. Any LMS platform should integrate with Paypal and Stripe to collect payments. This allows the students to pay with Paypal or credit card. I use Zoom, of course, to hold our monthly calls and Calendly, which is a scheduling software. I do my own food photography, so I use Adobe Lightroom and Photoshop to edit my photos.

My sales pages are on WordPress and I use Elementor as the design tool. You have the option to build your sales pages in Thinkific but the design capability is limited unless you know how to code. For website hosting, I use Kinsta and when starting any business, I recommend setting up an accounting software asap! I use QuickBooks; I don't know if it's the best for online businesses, but it's serving me fine at the moment.

What advice do you have for professionals who feel they are ready to create a course or program relating to their particular dessert expertise?

I would say the first place to start is creating the course. Decide what kind of course you want to offer and your target audience. Then start with an outline and develop the curriculum. That is the most important part. Once you have that figured out, you can start filming and building it out.

Once you have your course and you know how you would like to deliver it, I recommend signing up for all the free trials on the LMS platforms and start building out your course in each one to see which platform is the most user friendly for you and will accommodate your course the way you want. Hire out help where you need it! There is so much to learn and getting help where you can will save you a lot of time and frustration.

What was the hardest part of getting your online teaching business started?

The hardest part for me was financing. I started with a comprehensive course - the Raw Desserts Chef Certification, which now has over 100 videos, so hiring videographers for this project was a costly investment. The technical work also for me to this day is challenging because, as a creative, I'd rather be in the kitchen creating, but most of my time is spent on the computer. I hired a Thinkific expert to help me set up my Thinkific site and do all the integrations. It was all way over my head and I had to focus on reviewing videos and creating the curriculum. As I mentioned above, don't be afraid to ask for help! When I started, I did not have a large audience, and you don't need one to offer an online course. Start small and build from there.





I'm also a little obsessed with chocolate, so I'm all in anytime I can pair a new flavor with chocolate. For my cookbook, I created a double chocolate red velvet brownie with fresh beets; it's one of my favorite recipes.

> Zebra Cheesecake

What are the common misconceptions that you find people have about raw desserts?

The most common misconception from someone new to raw desserts is they don't taste good because they are healthier. This is furthest from the truth because raw desserts are made with natural, whole foods that hold most of the flavor. Once they try them, most people say they are more flavorful than their baked counterparts. I've also had students who came from a baking background say that raw frostings are much easier to work with than traditional buttercream.

The other misconception is that all raw cakes are made with cashews and dates. While cashews are an excellent ingredient to create a creamy texture in raw frostings and raw cheesecakes, I also create layered cakes that look and have the same texture (if not better) than baked cakes without using cashews or dates. I also use fewer dates than most raw dessert chefs because they are too heavy when paired with nuts and other fats. In most of my crusts, I don't use dates at all.

The last common misconception is that the ingredients used in raw desserts are expensive. While they can

are expensive. While they can be costly if purchased at retail, I encourage the students to buy in bulk and wholesale, saving a lot of costs. I have sourcing lists in my courses with student discounts and educate them on where to purchase them at wholesale prices. We also make ingredients from scratch, such as oat flour, coconut butter, and almond flour. Almond flour, for instance, is more expensive processing than down whole, raw almonds. which I use a lot of in my crust bases.

What are some of the most challenging parts of creating raw desserts that people tend to struggle with?

Definitely the preparation and organization, because you're not using processed ingredients. Raw foods require more prep, especially if you're making ingredients from scratch and soaking and sprouting to make the foods more bioavailable. It could seem overwhelming when you're first starting, especially if you have never worked with raw food before. But like with anything new, once you get the hang of it and have more practice, it becomes easy and you develop a flow. I don't think the methods, equipment and ingredient sourcing are more challenging than cooking or baking. If you're using any piece of new equipment, it could be challenging at first until you get used to it, just like any new method you're learning.

The process of preparing raw food teaches you how to be more organized. If you're an organized person and already possess this skill, it will be easier for you. If you are not, then it might be more of a challenge. This is why I set up my courses the way I do; you start with the basics and then move on to the practical work. In our

new course - Raw Food Culinary Academv. because we teach all areas of raw food. really focus we organization, on scheduling your recipes and preparation. Once find you your in the groove kitchen, it gets much easier.

> Tiramisu Cake

"The process of preparing raw food teaches you how to be more organized."

What's your favorite raw dessert of all time?

It is difficult for me to pick a favorite; when I create a new recipe, I'm famous for saying, 'This is my favorite recipe.' Most of them are my favorite, but I will name a few of my current favorites. I tend to favor the chocolate ones more only because I love chocolate. The current favorites I created for the new cookbook are the Mocha Crisp Cheesecake because the texture and flavors of the crust on this cake. paired with chocolate and coffee flavors, are outstanding. The crust melts in your mouth. I mentioned briefly above the Double Chocolate Red Velvet Brownies. These were a huge success

because I wanted to create a raw brownie that

resembled a moist baked brownie and this was

achieved using fresh beets to provide moisture

and body along with other ingredients to create

a cakey texture. The brownies are topped with

a dark chocolate ganache and white chocolate

marble: it's one dessert I could eat every day.

I also created a Tiramisu Cake for the book:

a three-layer cake with 'baked' cake layers,

mascarpone 'cream' filling, double chocolate

frosting, and an espresso cacao dust. It is one

of those cakes you would never guess is raw.

What are some of the flavor combinations you're currently playing with?

I recently finished writing a cookbook while I was creating a new

course, so I was experimenting with many different flavor combinations. A couple of surprising flavor combinations I used in both projects were beets, raspberry, chocolate and balsamic. I recommend trying it out; it's definitely a winner. I also love to use spices and herbs in raw desserts where they make sense, such as thyme and rosemary with orange and cardamom with almond. I'm also a little obsessed with chocolate, so I'm all in anytime I can pair a new flavor with chocolate. For my cookbook, I created a double chocolate red velvet brownie with fresh beets; it's one of my favorite recipes.

Berries and Cream Coconut Cake

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Can you share some tips for making some of your desserts?

Yes, of course! Use molds to mold your desserts. I use an 8-inch square pan to make the brownies, line the pan with parchment paper and press the brownies into the bottom of the pan. To even out the top, I use the back of a soup spoon. I use small springform pans to mold the cake layers and of course, for the cheesecake. When I pour a filling into a mold or springform pan, it's important to lightly tap it on the counter or a hard surface to even it out and release any air bubbles that have formed.

What's on the horizon for you and your business?

I'm currently creating and filming some masterclasses to offer smaller courses for those who want to learn my recipes but would not like to enroll in a complete certification program. My first published cookbook, *The Art of Raw Desserts*, is also set to release in early December; it's actually available for pre-order now. And beyond that, I hope to have the opportunity to keep growing my business and sharing my passion with others.

LINKS:

Online Courses: https://crystaldawnculinary.com/courses/

Cookbook Pre-Order: https://crystaldawnculinary.com/shop-2/

Instagram: https://www.instagram.com/crystal_ dawn_culinary/

> Facebook https://www.facebook.com/ crystaldawnculinary

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Mint Chocolate Chip Ice Cream



Red Velvet Brownies

KATHRAN GORDON

Chef-Instructor, Pastry & Baking Arts, Institute of Culinary Education, New York, NY

By Tish Boyle

Kathryn Gordon to leave her lucrative career as a management consultant years ago and delve into the more creative world of professional pastry. After working in the pastry departments of three of the busiest – and most famous – restaurants in New York City, where she trained externs on the skills and nuances of crafting a range of high-end desserts, she realized she enjoyed the process of teaching pastry more than the production of pastry. So she switched gears and became a culinary teacher, a job she has been doing for over 20 years, at the Institute of Culinary Education in New York, as well as at a luxury hotel in the Loire Valley of France. Here she reflects on her career path, her side business helping entrepreneurs make their dreams come true, and the lessons she hopes to impart to her students before they graduate.

desire to spend less time on the road motivated

What made you decide to leave a successful position in management consulting to pursue a career in pastry?

I think sometimes the path forward is very planned out. Other times in life, we make impromptu decisions that set us on an arbitrary course for change. For me, I enjoyed consulting but was unhappy from the constant travel as I was away from my home base six nights every week. So, very suddenly, I jumped at a chance to change my life, thoroughly shocking my father, and entered pastry school. The decision to specifically study pastry was also spur of the moment - a friend of a friend had just checked out the options at a local pastry school which turned out to be an excellent foundation in classic French cuisine. I also pursued baking because I had cooked a lot of savory at home, and figured I knew absolutely nothing about baking and would have a lot to learn. Of course, I was right about that one, and it's a continual process to this day!







How did you get into teaching?

When I was working in New York City at what were at the time the three highest grossing restaurants in the country (the Rainbow Room, Tavern on the Green and Windows on the World), there were many externs from many states. I realized I was already "teaching" in my day-to-day job, and that I really enjoyed it. From that perspective, I spoke to Jacques Torres (my former boss from Le Cirque and Osteria del Circo), about teaching at a culinary school at what was at the time the French Culinary Institute (later ICC), but they did not have any open positions then. So I got the only job I ever got through the newspaper versus the pastry network, teaching at the school that was formerly the New York Restaurant School that later became the Art Institute. I was there for three years, and head of the pastry department for the last two years. I went on to teach at the Institute of Culinary Education (ICE) in the pastry and baking department and this October, I will have been at ICE for 19 years! So yes, I still like being able to meet people and help students pursue their goals.

What's the most challenging thing about your job, and what do you love most about it?

The challenge is that everyone comes to the program with very different backgrounds and goals, and yet we try to graduate students with a certain level of essential skills to enter industry jobs and attain their goals. Employers expect a certain level and as chef educators, we have to adapt and customize different teaching methods for different students.

You co-wrote your first cookbook, *Les Petits Macarons*, back in 2011, when macarons were going mainstream, and it became a best-seller. Macarons are notoriously problematic – what was your strategy for making sure that readers of your book would be able to master making macarons?

The timing of the macaron book was truly being in the right place at the right time! That in itself was the biggest challenge – at the time there was only one macaron book in the world (translated from Japanese) and there was a rush to market – all the recipe testing was concurrent with the writing, and we only had five months to finalize the manuscript (versus two years for the contract on the second book).

I had long realized that everywhere I worked, macarons were made a different way (and a large part of that is the ovens, which are always a variable), but I was literally fascinated by the different methodologies regarding types of meringue (including all the variations within each method), drying methods, baking strategies, etc. A few years before writing the book, when I was teaching a multitude of macaron classes to recreational students because macarons were rapidly rising in popularity, I had started to interview various MOFs I knew from continuing education classes, etc. as to which method they liked to use. I literally wound up taking an average of all weights and cooking times used by the MOFs for the base recipe I teach from.





What was the toughest part of writing the book?

Challenge-wise, we heavily tested everything to make sure it would work and be adaptable for home ovens – and styles of ovens in different countries. The book, after all, is for home bakers, and this later included some adaptations for the Chinese translation of the book because historically most Chinese homes have not had ovens.

Aside from your teaching job at the Institute of Culinary Education, you have a couple of major side gigs. Tell us about Food Startup Help and the classes you teach at Le Moulin Brégeon in the Loire Valley.

My life partner, Jessie Riley, and I formed Food Startup Help (www.foodstartuphelp.com) consulting services over 10 years ago, when she realized that our business partner who I taught with at ICE, Jeff Yoskowitz, and I were always meeting with alumni of ICE who wanted to open a food business or launch a product. Culminating our combined years of experience, we just launched a tool, LaunchAFoodProduct. com, to help global entrepreneurs navigate the world of business plans, MSRP calculations, copackers, test production manufacturing runs, nutritional labels (and everything else ranging from photo shoots to branding to distribution strategies!). The tool also features our book, *Food Business, Idea to Reality.* We also work with businesses opening cafes and bakeries, and work on everything from location analysis, financial projections, kitchen design and equipment procurement, menu development, to staffing and training.

Over 20 years ago, the owner of Le Moulin Brégeon, which is a gorgeous country luxury hotel converted from a former wheat mill and monastery in rural France, unexpectedly showed up at school. This encounter led to the development of an annual, hands-on baking and cooking program working with farmers, learning about all types of food at the source, working with a variety of chefs and bakers, and truly having an immersive, farm-to-table experience.

Since then, I've worked with the chefs at the mill to write their cookbook, and continued to teach two to three programs there every season. Of course, the Loire region is famous for its chateaux, sparkling wine and mushroom caves, and is adjacent to the fleur de sel marshes – and we incorporate all of that in our course, as well as enjoying the mill's organic gardens, antique French linen on the beds and candelabra. So I think everyone should join us there and enjoy the peaceful countryside and opportunity to cook in France. You can practice your French if you want to, but all the classes are in English to make it easier.

What are some of the most important techniques and ideas that you want your students to learn and retain in preparation for a career in the pastry industry?

After teaching for quite some time, especially when I had to teach a series of classes for a private organization in a challenging environment where I wasn't even allowed to turn the ovens on by myself - I came to a realization. It's all about getting the students baking. It's not about me showing them stepby-step new techniques. For students to truly absorb, my role is to explain, coach and assist. It is the student's role to learn the theory, practice basic skills, and retain those skills. And ultimately, as they go on to their unique careers in this industry, to begin to think creatively as they understand the key techniques of how the recipes work and interact (emulsions, Maillard reaction, mixing methods, gluten, gelatinization, caramelization, tempering, etc.).



Learning techniques comes before flavor, and I think it is a learned through tasting experiences, and the more students can get out there, and travel, taste and evaluate – the more they will learn about what pairs with what, how to season and flavor their pastry, how to work with textures and what their focus in passion and strength should be.





CHOCAMOLE AND CHIPS

By Charity George

s a Southern California native, and having spent most of my life in San Diego, Mexican food has been a large part of my culinary experience. Authentic Mexican food is especially sought after here, as we are just 30 minutes north of the Mexican border. I have always wondered what a dessert version of the staple appetizer brought to every Mexican food restaurant patron's table would taste like. Here is what I've come up with as the sweet version of chips,

salsa & guacamole, with a dessert "mocktail" margarita to wash it all down with. It's a cold, spicy, light, surprisingly healthy (and even vegan, for the most part) dessert that probably shouldn't work, but strangely, it's *súper delicioso*;.

Yield: 8 servings

CRISPY THIN 'TORTILLA CHIP' COOKIES

- 337 g unsalted butter, softened (substitute vegan butter sticks if desired)
- 200 g brown sugar
- 200 g granulated sugar
- 0.7 g sea salt
- 10 ml Mexican vanilla extract
- 2 large eggs
- 280 g all-purpose flour
- 4 g baking powder
- 112 g finely chopped almonds
- 1. Preheat oven to 350°F (177°C).
- 2. Cream together the butter and sugars, salt and vanilla for about 5-6 minutes, until light and airy. Add the eggs, one at a time, and incorporate well.
- 3. Combine the flour and baking powder, then add to the butter mixture half at a time, and mix until incorporated. Stir in almonds.
- Line full sheet pans with parchment. Using a 2-oz scoop, place scoops on the parchment about 4-5" (10.2-12.7 cm) apart, and spread out in a corn tortilla-sized circle, about

3mm thick (the cookies will spread slightly, so leave some space between). Bake for 10-12 minutes, until the edges are slightly darker than golden brown. Let cool on the pans, set on cooling racks, for about 4-5 minutes, then using a pizza wheel, cut into 6-8 triangular pieces, like tortilla chips. Let cool completely.

CHOCOLATE DIP

- 500 g Ghirardelli 72% Cacao Dark Chocolate Chips
- 80 g extra-virgin coconut oil
- 1. In a microwave-safe bowl, melt Ghirardelli 72% Cacao Dark Chocolate Chips and coconut oil in 40 second increments, stirring between until smooth. Let cool for about 5 minutes.
- 2. Dip a portion of 1/2 the amount of 'tortilla chip' cookies in the chocolate mixture, let excess drip off, then place on parchment-lined sheet pans.
- Let the chocolate set up in a cool location. To serve, place some of each of the chips – both dipped and plain – in a bowl or basket, accompanied by the 'salsa' and 'guacamole'.

VEGAN CHOCOLATE 'GUACAMOLE' PUDDING

- Flesh of 2 large Haas avocados
- Seeds scraped from 1 Tahitian vanilla bean
- 100 g Ghirardelli Majestic Cocoa Powder, sifted
- 120 ml B grade pure maple syrup
- 60 ml raw honey
- 120-180 ml fresh tangerine juice
- 50 g coconut sticks, thinly shaved
- 70 g dehydrated banana slices or unsweetened banana chips, chopped coarsely
- Crème fraiche, for garnish
- 1. In a large, powerful blender, blend the avocado, vanilla bean seeds, cocoa powder, maple syrup, honey and 120 ml of the tangerine juice together, scraping down the sides as needed, until the pudding is smooth and creamy. Add additional tangerine juice as needed. Scrape the pudding into a shallow, glass pan; cover and refrigerate for about an hour.
- 2. Once the pudding is cold, stir in the thin coconut shavings and coarsely chopped

banana pieces. To serve; spoon into a dish and top with a dollop of crème fraiche.

SPICY RASPBERRY PURÉE

- 340 g frozen raspberries
- 100 g granulated sugar
- 120 ml water
- 1 finely chopped ghost pepper (a jalapeño, Serrano, or habañero pepper can be used as well, depending on the level of heat you desire)
- 1. In a saucepan, cook the raspberries, sugar and water along with the chili pepper until reduced by half and slightly thickened.
- Strain into a glass container, pushing through the purée, and leaving the seeds and remaining chili pieces behind (discard). (The mixture can be thinned out with some simple syrup if it becomes too thick.) Cover and refrigerate until cold.

Note: the Spicy Raspberry Purée is meant to be mixed into the cut fruits according to a patron's 'heat index' request (similar to when ordering Thai food, a patron requests a certain heat number 1-10). For a 'no-heat' request, leave the base out of the cut fruit. For a level 10, add a lot of it.





FLAVORED



FRUIT 'SALSA'

- 900 g strawberries
- 340 g raspberries, broken into pieces
- 1 large mango
- 4 large sprigs of chocolate mint (or regular mint) leaves removed, stacked and cut into thin ribbons
- 120 g Ghirardelli Classic White Barista Mini Chips
- 1. Mix all ingredients together.
- 2. To serve, add the desired amount of the Spicy Raspberry Purée, portion into a dish and serve with the 'chips' and 'guacamole'.

WHITE CHOCOLATE 'MARGARITA' MOCKTAIL

- 120 ml coconut milk
- 60 ml non-dairy creamer
- 115 g Ghirardelli White Chocolate Flavored Sweet Ground Powder
- 25 ml cocktail lime juice
- 500 ml ice
- Margarita salt
- Ghirardelli White Chocolate Flavored Sauce
- Lime slice, for garnish
- 1. Blend all ingredients except the last 3 together in a powerful blender until ice has fully broken down.
- 2. Rim a margarita glass with the Ghirardelli White Chocolate Flavored Sauce and dip the rim into the margarita salt. Pour the drink into the glass and garnish with the lime slice on the edge of the cup.

***Note:** To make this into a fully loaded cocktail, add 1.5 oz of good quality tequila



CHOCOLATE CITRUS CAKE

By Angel Castillo

he Chocolate Citrus Cake was inspired by the seasonal citrus from Austin, Texas. I use oranges from local farmers that are ripe and sweet, and pair them with a dark chocolate so that the orange flavor stands out. I also wanted to add a touch of savory, which is where the hickory smoked sea salt comes into play.

Yield: 24 servings

GUANAJA CAKE

- 126 g canola oil
- 126 g Valrhona Guanaja chocolate 70%
- 282 g egg yolks
- 282 g egg whites
- 275 g granulated sugar
- 55 g all-purpose flour
- 55 g cornstarch
- 1. Place oil and chocolate over double boiler to melt. Emulsify, then set aside.
- 2. Whip egg yolks to ribbon stage.
- 3. Whip egg whites and sugar to medium peaks. Fold into whipped yolks. Fold egg mixture into chocolate in 3 stages.
- Sift the dry ingredients together and fold into the chocolate mixture. Spread batter in sheet pan and bake at 350°F (177°C) until done.

GUANAJA CITRUS MOUSSE

- 476 g Valrhona Guanaja chocolate 70%
- 280 g egg yolks
- Finely grated zest of 1 orange
- 196 g granulated sugar
- 896 g heavy cream



- 1. Melt the chocolate.
- 2. Whip the egg yolks and orange zest to the ribbon stage.
- Cook the sugar with some water to 240°F (115°C), then pour slowly into yolks. Mix until cooled.
- 4. Slowly fold the yolk mixture into the chocolate in 6 stages.
- 5. Whip the cream to soft peaks; fold into yolk mixture slowly.
- 6. Pipe into 24 individual molds. Cut cake in rectangles and place on top of mousse. Freeze.

CHOCOLATE-COATED PUFFED RICE

- 225 g milk chocolate
- 75 g cocoa butter
- 185 g puffed rice
- 1. Melt the chocolate and the cocoa butter together.
- 2. Add the puffed rice and stir until coated. Separate on lined sheet pan and allow to set at room temperature.
- 3. Store in airtight container.

DARK CHOCOLATE SPRAY

- 350 g dark chocolate
- 150 g cocoa butter
- 1. Melt the chocolate and cocoa butter together. Strain and spray while warm.

ORANGE GEL

- 387 g orange concentrate
- 113 g orange juice
- 5 g agar agar
- 89 g granulated sugar
- 1. Bring concentrate, juice, agar agar and sugar to a boil. Pour into pan and refrigerate until set.
- 2. Process in blender until creamy and smooth.

ORANGE FOAM

- 95 g orange juice
- 12 g water
- 8 g granulated sugar
- 2.5 g Versa Whip
- 1.5 g xanthan gum
- 1. Whisk all ingredients in mixer until light and fluffy.





HICKORY-SMOKED SEA SALTED CHOCOLATE CARAMEL

- 375 g heavy cream
- 282 g granulated sugar
- 38 g trimoline
- 263 g liquid glucose
- 15 g unsalted butter, at room temperature
- 150 g Valrhona Guanaja 70%
- 75 g cocoa mass
- 8 g hickory smoked sea salt
- 1. Cook cream, sugar, trimoline and glucose to 235°F (113°C).
- Add the butter and cook to 244°F (118°C). Add the chocolate and cocoa mass. Pour onto silicone baking mat-lined ¼ sheet pan with frame. Allow to set overnight.
- 3. Cut into 0.6" (1 cm) strips, lightly torch and sprinkle with hickory-smoked sea salt.

4. Using a clean, hot knife, cut into 0.6" (1 cm) squares.

ASSEMBLY

- Fresh orange segments, diced
- Dulcey chocolate curl, for garnish
- Dark chocolate round, for garnish
- 1. Unmold frozen mousse desserts and spray with Chocolate Spray.
- 2. Place Chocolate Mousse in center of plate; add diced orange segments to top. Pipe Orange Foam around mousse, then spoon puffed rice alongside dessert. Pipe Orange Gel organically around dessert. Place room temperature chocolate caramel on plate. Garnish with Dulcey chocolate curl and dark chocolate round.

ANGEL CASTILLO

Executive Pastry Chef, Hyatt Regency Scottsdale Resort & Spa, Scottsdale, AZ

Early Influence

Growing up, my family get-togethers always had a strong focus on savory food, and I took it upon myself from a young age to create sweets for my family. Seeing the excitement and enjoyment from eating something that I made is what made me want to keep creating and trying new things.

Signature Style

Balanced. I enjoy building flavor combinations, textures, and colors that all contribute to creating an exciting and different dessert experience that keeps the guest wanting more with each bite. I believe a dessert should not be too sweet, and should look as good as it tastes and taste as good as it looks.

Inspiration for New Recipes

I get inspired by seasonal ingredients. Using an ingredient at its peak and allowing it to be the star is motivational. Trying a new ingredient that I've never had or used before pushes my creativity as well. You never know if something pairs well with another flavor until you try it. I begin by writing down the main flavor profile and then start adding flavors that will complement it. From there, I sketch out my idea of what it will look like. I try to keep it interesting, modern, and clean. I draw inspiration from fellow chefs, both pastry and savory. I also enjoy learning about different cuisines and cultures and understanding how to incorporate those spices and flavors into a sweet dessert.



Current Flavor Favorites

With my Native American Navajo background, I try to use corn in unique and different ways. It's a very important part of our culture, not only for ceremonies but also as a food supply. To turn it into something sweet and different is fun and challenging.

Production Tip

To master plated desserts, I suggest first understanding the factors and resources you are working with and from there, you can set yourself up for a streamlined approach.

Technical Tip

I suggest making sure you have a good digital scale and measuring your recipes in grams. The recipes can easily be scaled to larger or smaller sizes in a faster, more efficient way.

Career Advice

Be patient, practice, disciplined, and have a good support system. This industry is not for everyone, and can be challenging. It requires more than just good cooking skills, and depending on what level you want to achieve, it is up to you to get there. Creating, satisfying, and surpassing a guest's experience is very rewarding.





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RED FRUIT CHARLOTTE

By Aurelien Decaix

wanted to work on a cake that reminded me of being a kid. The combination of the tonka bean and red fruits takes me back to my childhood. I wanted to create a pastry that visually represented a large piece of candy. I would love to bring that happiness and nostalgic feeling to everyone. Is that not the goal of a pastry chef?

Yield: three 7" (17.78 cm) cakes

DECORATION 'CIGARETTE RUSSE' MIXTURE

- 100 g unsalted butter, soft
- 100 g all-purpose flour
- 100 g egg whites
- 100 g granulated sugar
- 2 g white food coloring
- 1. Combine the butter, flour, egg whites and sugar. Add the white coloring.
- 2. Using a pastry brush, draw vertical stripes on a Silpat and allow to dry overnight.

LADYFINGER SPONGE CAKE

- 320 g egg yolks
- 320 g granulated sugar, divided
- 385 g egg whites
- 3 g pink food coloring
- 160 g all-purpose flour
- 160 g potato starch
- 1. In the bowl of an electric mixer fitted with the whisk attachment, whip the egg yolks with 160 g of the sugar to a mousse-like texture.

- 2. In a separate mixer bowl, using a clean whisk attachment, whip the egg whites with the remaining 160 g of the sugar until a firm meringue is formed, then add the pink food coloring. Fold the whipped egg yolks into the meringue. When almost completely folded in, sift the flour and potato starch on top and fold into the batter until smooth.
- 3. Spread 700 g of the batter on top of the dry Cigarette Russe and bake for 7 minutes at 335°F (168°C).





TONKA BAVAROISE CREAM

- 250 g whole milk
- 700 g heavy cream, divided
- 1 whole tonka bean, ground
- 100 g egg yolks
- 50 g granulated sugar
- 90 g gelatin mass (12 g gelatin powder plus 72 g water)
- 1. In a saucepan, boil the milk with 250 g of the heavy cream. Add the ground tonka bean, cover and allow to infuse for 15 minutes.
- Combine the egg yolks and sugar and temper into the infused cream mixture. Continue to cook, stirring constantly, until the temperature is 185°F (85°C). Pass the mixture through a fine-mesh sieve over the gelatin mass. Mix and cool down to 82°F (28°C).
- 3. Whip the remaining 450 g of the heavy cream to a soft texture. Fold the cream into the yolk mixture.

CANDIED RED FRUITS

- 120 g raspberry purée
- 140 g frozen red fruit mix
- 95 g granulated sugar, divided
- 2 g pectin NH
- 28 g gelatin mass (4 g gelatin powder plus 24 g water)
- In a saucepan, heat the raspberry purée, the frozen red fruit mix and 40 g of the sugar to 158°F (70°C). Add the pectin NH with the remaining 45 g of sugar. Bring to a boil for 3 minutes, and then add the gelatin mass.
- 2. Pour 130 g into three 6.3'' (16 cm) round cake molds and freeze.



SYRUP

- 200 g simple syrup, cold
- 75 g blueberry water, cold
- 10 g lime juice, cold
- 1. Mix all ingredients together.

GLAZE

- 500 g neutral glaze
- 30 g strawberry purée
- 1. Mix the neutral glaze with the purée.

ASSEMBLY

- Pink chocolate ring garnish
- Fresh red fruits (raspberries, strawberries, red currants)
- Gold leaf

- 1. With a 7.08" (18 cm) cutter, cut out 3 rounds of the Ladyfinger Sponge Cake. Then cut three 22.83" (58 cm) x 1.18" (3 cm) strips of this sponge cake to create the border of the cake. Set aside.
- 2. Fill the mold (Silikomart "Universo 1200") with 2/3 of the Tonka Bavaroise Cream. Place the Candied Red Fruit in the cream. Add some fresh red fruits and fill again with a small amount of the cream, then seal with the sponge cake. Freeze.
- 3. Place the cake on a baking rack and glaze each cake with the pink neutral glaze. Stick the lady finger strip on the glaze to create a border around the cake. To decorate, add a ring of pink chocolate on the top of the cake and fill with fresh red fruits. Garnish with gold leaf.

AURELIEN DECAIX

Executive Pastry Chef, Boulangerie Christophe, Washington D.C.

Early Influence

My biggest influence was my dad, who is a chef. I grew up in his kitchen, watching him cook, and one day he asked me to help him make a napoleon. We made it together and at that moment I knew I wanted to be a pastry chef.

Signature Style

My pastries are inspired by my French culture. I can describe my style as very precise and technical. I aim to make beautiful pastries and incorporate color as much as I can. I always challenge myself to improve the recipes to differentiate them from the competition while keeping the flavor.

Inspiration for New Recipes

In my daily life I find inspiration for pastries outside of work in art, color, and nature. I prefer to work with the seasons to ensure the quality of the fruit. I work with strawberries in the summer, apples in the fall, citrus in winter, and rhubarb in the spring.

Current Flavor Favorites

My partner introduced me to the açaí bowl and...I loved it. We don't have açaí in France, and since I tried it I can't stop imagining a pastry with this flavor. For the summer, I'm working on an açaí eclair with a fine layer of macadamia granola on top.

Production Tip

I use a lot of rectangular cake frames to make my pastries. This makes it easy to cut into individual pastries, no trash, and easy to stock in a freezer!



Technique Tip

Piping is my favorite technique. To pipe well, you need to start with good cream by focusing on the texture first and keeping the cream cold. You need to know how to use a piping bag, making sure not to over fill the bag and perfecting the technique. This takes time and practice.

Career Advice

One day I was in a pastry competition with my professor in France working on a large sugar piece. Ten minutes before the end of the competition, one of the flowers fell on the floor and broke. I lost my temper and my professor told me, "The first quality of a pastry chef is to be calm, so please breathe and cool down." I took a breath and cooled down, and quickly worked to fix the sugar flower. Now when someone on my team is frustrated because they made a mistake, I cleverly give them the same advice.

INSPIRING

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PEACH 'UPSIDE' DOWN

By Jordan Snider

he inspiration for this dish comes from a classic dessert. We have amazing peaches in

South Carolina, and I wanted to highlight them with a nod to the classic Pineapple Upside-Down Cake.

Yield: 24 servings

CARAMELIZED PEACHES

- 600 g peaches (fresh or IQF)
- 100 g brown sugar
- 40 g unsalted butter
- 30 g honey
- 4 g pectin NH
- 2 vanilla beans, split and scraped
- 50 g passion fruit purée
- 1. If using fresh peaches, first blanch and remove the skin. For either type, dice the peaches uniformly for even cooking.
- 2. In a sauté pan, combine the brown sugar, butter, honey, pectin NH and vanilla beans over high heat. Allow to form a thick syrup, then add the peaches and passion fruit purée. Cook quickly and drain off excess caramel, reserving the peaches.

PAIN DE GENES

- 750 g almond paste
- 480 g whole eggs



- 240 g egg yolks
- 240 g unsalted butter, melted
- 150 g all-purpose flour
- 10 g baking powder
- 1. Warm the almond paste (so that it will be easier to incorporate with the eggs).
- 2. Whip the almond paste and slowly add the whole eggs. Add the egg yolks and mix until smooth, then continue whipping until light in color. Add the melted butter. Fold in the sifted dry ingredients. Scrape into sheet pan and bake at 350°F (177°C) until golden brown, about 12 minutes.

CARAMELIZED PUFFED RICE

- 400 g granulated sugar, divided
- 120 g water, divided
- 200 g puffed rice
- 30 g cocoa butter
- Using 200 g of the sugar and 60 g of the water, make a sugar syrup and cook to 248°F (120°C). Add the puffed rice and allow to cool on a silicone baking mat.
- 2. Using the remaining 200 g of the sugar and 60 g of the water, make another sugar syrup and cook to 248°F (120°C). Add all the 'sanded' puffed rice and re-crystallize, then caramelize slowly as a praline. Add the cocoa butter to prevent the cereal from sticking together, and cool. Store in an airtight container with desiccant.

VANILLA BAVAROIS

- 3 vanilla beans
- 250 g whole milk
- 100 g egg yolks
- 75 g brown sugar
- 250 g heavy cream
- 60 g gelatin mass (1:5)
- 300 g whipped cream (soft peaks)
- 100 g mascarpone cheese
- 1. Infuse vanilla beans in the milk for 30 minutes. Strain and readjust the weight of the milk to the original quantity.
- 2. Whisk the egg yolks with the sugar and add to the milk with the heavy cream. Cook slowly, stirring constantly, until mixture reaches 185°F (85°C). Add the gelatin mass and strain. Refrigerate overnight.
- 3. Whip the anglaise base until loosened and airy, then fold in soft peaked whipped cream and mascarpone and use immediately.

ROASTED PEACH PURÉE

- 500 g peaches (fresh or IQF)
- 50 g brown sugar
- If using fresh peaches, blanch, then remove the skin. Mix with brown sugar and roast at 400°F (204°C) until caramelized on the edges. While still warm, blend smooth on high speed and strain. Cool overnight.

ROASTED PEACH ICE CREAM

- 210 g whole milk
- 100 g heavy cream
- 20 g trimoline
- 120 g granulated sugar
- 40 g dextrose



- 75 g skim milk powder
- 5 g ice cream stabilizer
- 500 g Roasted Peach Purée (from above)
- 50 g passion fruit purée
- 1. Combine the milk, cream and trimoline and heat to 122°F (50°C).
- Combine the sugar, dextrose, milk powder and stabilizer and whisk into the liquid base. Pasteurize at 185°F (85°C), strain and chill quickly to safe temperature, then refrigerate overnight.
- 3. Burr mix the milk base with the roasted peach and passion fruit purées for 2-3 minutes, until well combined.
- 4. Churn in an ice cream machine to desired firmness.

ASSEMBLY

- Gold leaf
- White chocolate
- 1. Cast white chocolate around a cylinder form.
- 2. Assemble the dessert à la minute: Put a disc of pain de genes on the bottom of the cylinder. Fill with some Vanilla Bavarois, then some Caramelized Puffed Rice. Scoop some of the peach ice cream inside and then top with the Caramelized Peaches. Decorate with a piece of gold leaf and serve immediately.

JORDAN SNIDER

Executive Pastry Chef The Sanctuary at Kiawah Island, SC

Early Influence

I was fortunate to start my career under a couple of talented bakers who showed me the ropes. At the age of 18 when most people I knew were out late, I was getting up at 2 A.M. to bake. It set my foundation. I still go back and think about those times, totally carefree and just learning a craft. There is something very rewarding about baking and looking at a full production rack at the day's end. I truly believe this set me up to be where I am today.

Signature Style

I enjoy classic pastry and preparations, wellexecuted and beautifully presented. Being from the Carolinas where we truly have a defined cuisine, our resort restaurants try to reflect this. The desserts we offer are recognizable and very simply, we try and entice our guests with comforting and seasonal flavors.

Inspiration for New Recipes

I take a lot of inspiration from my staff and fellow chefs. Sometimes ideas come through brainstorming menus with our culinary team. Oftentimes, I find that our best and most popular come about from working on a simple concept or from a guest request. Very basically we take an idea/flavor profile/ingredient and think about how to make it upscale. What would make this interesting and stand out? What would I think if I ordered this and received this plate? We start at these basic questions and work towards a solution. I like simple work with few frills or things to hide behind. I try and target a main visual component, idea or flavor and add complementary aesthetics or components. This is my thought process,

whether working on *petits gateaux*, plated desserts or showpieces.

Current Flavor Favorites

I love to work with the classics: yuzu and pineapple, peach and lemon verbena, chocolate and pecan or different teas, etc. I think there is something to be said for simplicity and sophistication. Know your clientele and what they are looking for, that is our primary focus. We all try and make things that we enjoy and in doing so, believe it will be passed on to our guests. I've definitely been tasked to design cakes or desserts that aren't to my taste, but that's the job of any professional – to do what is required to make our guests happy!

Production Tip

Practice technique, practice plating, put ideas to a plate, work on proper recipe theory, practice! Like most chefs, I have my go-to items when I need to achieve a response or impress a client. Knowing how and when to use these skills is important. Treat your staff with respect, as they're any operation's most valuable assets. Without my amazing team, past or present, I wouldn't be where I am – it's that simple. Value your own time and that of people you work with.

Technical Advice

For showpiece work, start small and be smart with mold usage. No need to build a big piece with lots of visual holes just because. Let the design highlight your skill-set and artistic ability, then work to those strengths. Learn complementing colors and why they work together.

Career Advice

I had some fantastic mentors very early on. My time spent in Las Vegas is most memorable for me and where I really came into my own. I wish I could sum it up in one quote, but I believe learning patience, appreciation, and organization have all helped me to succeed.

PASSION-MANGO

By Juliana Hokkanen

his dessert will bring you a piece of summer. Here, fresh mango and passion fruit combine in a

wonderfully creamy passion diplomat and fresh mango gel center. A perfectly crunchy sablé base and top add the perfect textural contrast to this smooth, mouth-watering dessert.

Yield: 24 servings

DIGESTIVE SABLÉ

- 120 g unsalted butter, softened
- 90 g granulated sugar
- 250 g graham wholemeal flour
- 2 g salt
- 60 g whole egg
- Whisk the butter and sugar together. Add the flour and salt, stirring as little as possible. Add the egg to the mixture, stirring a little. Finish the dough by hand.
- 2. Roll the dough between two perforated silicone mats until 2mm thick. Freeze the dough.
- When the dough is frozen, remove the mats on both sides and cut out rounds with a 3.15" (8 cm) diameter ring mold. Put on a silicone mat and bake at 300°F (150°C) for about 18 minutes.

MANGO GEL INSERT

- 220 g mango purée
- 400 g granulated sugar
- 200 g water
- 12 g agar agar
- Mix all the ingredients together. Put in a saucepan and bring to a boil. Run the coagulated mass into a gel in a blender. Vacuum the air out. Pipe a diameter of 1.5" (4 cm) into a half sphere mold. Freeze.

PASSION DIPLOMAT

- 340 g granulated sugar
- 60 g water
- 300 g passion purée
- 40 g unsalted butter
- 80 g cornstarch
- 80 g egg yolks
- 280 g heavy cream 36%
- Put the sugar, water, purée, and butter in a saucepan and bring to a boil. Pour over the cornstarch and stir until smooth. Add the yolks and cook to 183°F (84°C). Strain and allow to cool.
- Break the structure of the cooled curd with a whisk. Whip the cream to soft peaks and fold into the curd. Pipe into Silicomart #sf206 molds. Add frozen Mango Gel Insert to the center. Freeze.

VANILLA GANACHE

- 375 g heavy cream, divided
- 4 g vanilla bean
- 15 g glucose 40de
- 14 g invert sugar
- 50 g Valrhona Ivoire 35%
- 18 g cocoa butter
- 1. In a saucepan, bring 150 g of the cream, vanilla, glucose and invert sugar to a boil.
- 2. Melt the chocolate with the cocoa butter and emulsify it with warm vanilla cream. Finish the emulsion with immersion blender. Mix the remaining 225 g cream in and allow to crystallize in the refrigerator overnight.
- 3. Whip just until lightened.

PASSION DIP

- 600 g Valrhona Passion Fruit Inspiration
- 300 g cocoa butter
- 100 g cashews, crushed
- 1. Melt the chocolate and cocoa butter together and add to the cashew nuts.

ASSEMBLY

- Fresh mango cubes
- Dark chocolate sticks
- Gold leaf
- 1. Dip the frozen Passion Diplomat in the Passion Dip.
- 2. Put a Digestive Sablé under the dessert and on top of it.
- 3. Pipe beautifully foamed Vanilla Ganache around the edge of the sable on top. Arrange mango cubes in the center. Garnish with chocolate sticks and gold leaf.





JULIANA HOKKANEN

Pastry Chef, WorldSkills Coach and Teacher of Pastry Science, Etelä-Savo Vocational College, Mikkeli, Finland

Early Influence

After I had already been working as a pastry chef, I determined that I wanted to study more and become better at my craft. I met lots of amazing chefs, but it was my teacher Outi Suopanki who pushed me to believe in myself and find my own way of doing things. It was then that I found my own style as a teacher, pastry chef and as a coach. Everything is possible if you really want something.

Signature Style

My style is minimalist and clear. I want everything – flavors and appearance – to be balanced.

Inspiration for New Recipes

I try to make time for myself to create new pastries at least once a week. The Passion-Mango pastry was born because I went to the grocery store and found some beautiful mangos and passion fruits and wanted to make something new.

Current Flavor Favorites

I really like earthy flavors. Right now I'm working with flavors that I can find in the forest – mushrooms, spruce, lichen and lingonberry. All have interesting flavors and different textures. I believe they fit together well.



Production Tip

Have a clear focus on what to do. Always make a plan on how to do things and calculate everything. By doing that, multitasking and creating new things comes much more easily.

Technical Advice

As simple as it sounds, perfectly smooth and silky ganache needs to be created by using high quality products and a well calculated formula. To understand the formula of ganache, you need to know the ingredients and the technique well.

Career Advice

First, say out loud what you dream of. Work to achieve it. Continue to learn throughout your life – you will never learn everything, but together we can achieve something bigger.



FRESH SUMMER TART

with Macadamia, Lemon Verbena and Strawberries

By Julie Mengel

weet strawberries are definitely a favorite ingredient during summertime. In this dessert, they're mingled with fresh lemon verbena and fat macadamia nuts, to create a dessert that is a delicious combination of crunch, softness and perfume that satisfies all of your senses.

Yield: 8 servings

LEMON VERBENA MOUSSE

- 1.5 gelatin sheets
- 50 g lemon juice
- 50 g granulated sugar
- ½ tsp vanilla paste
- 5 g lemon verbena leaves
- 97 g heavy cream
- 50 g Greek yogurt
- 1. Dissolve the gelatin in cold water for around 20 minutes.
- Pour the lemon juice, sugar and vanilla paste into a pot and heat it up to boiling point.
 Remove from the heat and melt the gelatin in the lemon syrup. Strain it into a high container and leave it to cool at room temperature until it's 86°F (30°C).
- 3. Add the lemon verbena leaves and blend with an immersion blender for about 1 minute. Allow to cool.
- 4. Whip the cream and mix it with the Greek yogurt. Add a little bit of the cream to the syrup and mix well. Then add the rest of the cream and gently fold it together. Pour the mousse into silicone molds and place it in the freezer for at least 4 hours.

FEUILLETINE

- 50 g all- purpose flour
- 50 g confectioners' sugar
- 50 g melted butter
- 50 g egg whites
- 1. Preheat the oven to 347°F (175°C).
- 2. Combine the ingredients and smoothly distribute the dough on a piece of parchment paper in a thin and even layer. Bake it for 7 minutes or until golden brown. Let it cool and crush it to small bits in a plastic bag.



MACADAMIA SHORT CRUST

- 140 g all-purpose flour
- 25 g macadamia flour
- 50 g confectioners' sugar
- ½ tsp ground cardamom
- Pinch of salt
- 75 g unsalted butter, cold and cubed
- 25 g whole egg
- 1. Blend the all-purpose flour, macadamia flour, confectioners' sugar, cardamom, salt, and butter cubes in a food processor for a few seconds until combined. Add the egg and quickly blend again. Roll it out between two pieces of parchment paper. Let it rest in the refrigerator for around an hour.
- Gently place the dough into 4 tartlet pans (3.5"/9 cm diameter). Trim the edges of the dough with a sharp knife to fit the tart pans. Place the tart shells in the refrigerator while making the frangipane.

MACADAMIA FRANGIPANE

- 50 g macadamia flour
- 50 g granulated sugar
- 50 g unsalted butter, softened
- 25 g whole egg
- ¼ tsp ground cardamom
- 1. Preheat the oven to 392°F (200°C).
- 2. In the bowl of an electric mixer fitted with the paddle attachment, beat the macadamia flour, sugar, butter, egg and cardamon until light and fluffy.
- 3. Add a thin layer of frangipane in each of the tart shells, then add a tsp of the feuilletine on top of the frangipane and bake for about 15 minutes. Let cool completely.



MACADAMIA PRALINE

- 60 g granulated sugar
- 60 g macadamia nuts
- ½ tsp salt
- 60 g Callebaut Gold caramel chocolate 30.4%
- 1. Melt the sugar in a saucepan over medium heat until it turns to golden caramel.
- 2. Remove the pan from the heat, add the nuts and quickly mix them with the caramel. Pour the mixture onto a piece of parchment paper and let it cool completely at room temperature.
- 3. Chop it into smaller pieces, put it in a blender with the salt and blend until it turns to macadamia butter (it takes a long time have patience).
- 4. Melt the chocolate in a microwave and add it to the macadamia butter. Blend it again and add a thin layer of praline in each of the tart shells and place them in the refrigerator until it sets.

STRAWBERRY AND ROSE PEPPER LAYER

- 1.5 gelatin sheets
- 300 g frozen strawberries
- 45 g granulated sugar
- 25 g lemon juice
- 15 crushed rose (pink) peppercorns
- 100 g fresh diced strawberries
- Dissolve the gelatin in cold water for about 10 minutes.
- 2. Put the frozen strawberries, sugar, lemon juice and crushed peppercorns in a pot and heat gently. Let it simmer for about 10 minutes, then pour through a strainer and save the juice. Melt the gelatin in the juice.



Add the fresh diced strawberries and let the content cool down to 68°F (20°C).

3. Divide the strawberry mixture among the tart shells and leave it to set in the refrigerator.

CHOCOLATE STRAWS

- 200 g dark chocolate 70%
- 1. Temper the chocolate and pour it into a pastry bag. Cut a small hole in the bag and make long straws of chocolate on plastic. Leave it to set, then gently remove the plastic.

ASSEMBLY

- Fresh lemon verbena leaves
- Remove the mousses from the silicone molds and place one in the center of a plate. Do the same with the remaining mousses. Let thaw in the refrigerator.
- 2. Cut the 4 tarts into 8 halves and place each half beside a mousse. Decorate the tarts with fresh lemon verbena leaves. Decorate with 2 Chocolate Straws on top of each mousse and serve.

JULIE MENGEL

Pastry Chef, Copenhagen, Denmark

Early Influence

I grew up in the countryside, where my mother had a garden full of vegetables, fruits and berries. Thus, from an early age I cultivated a playful approach to tasting and began combining the different things I could find in her garden. For example, eating peas and then eating strawberries. It gave me some unusual impressions that I still use today.

Signature Style

Simple, graphic and organic. Maybe a little Nordic inspired.

Inspiration for New Recipes

I often start the process by choosing a certain color or form and then work my way from there. For example, green: lime, pear, kiwi, woodruff etc. I then think about in which combinations I can use the different green elements and what other things might work well with them.

Current Flavor Favorites

I am currently exploring combinations of yuzu, woodruff and hazelnut. On their own, each of these has a unique and characteristic flavor, and for my own curiosity, this combination could be very interesting.



Production Tip

I would say that thinking the process through before jumping into it is very important. Study the recipe thoroughly before getting started.

Technical Advice

The mousse: It's very important to use the right measurements. Both the temperature and the ingredients have to be very accurate, so don't freestyle there.

Career Advice

Don't be afraid of trying something new. And don't give up. Do it again and again and again and allow yourself to learn from it every time.















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NOCCIOLA

By Noelle Marchetti



he Nocciola at Yolan is a decadent dessert inspired by Baci Perugina treats, which were created in the region around Perugia, Italy. This dessert features various elements of chocolate, hazelnut, chicory, and espresso. We also utilize many textures, like an airy mousse, chewy meringue, crunchy caramel, and creamy Italian gelato. It's the absolute perfect dessert for anyone with a sweet tooth.

Yield: 24 tarts

CHICORY CARAMEL MOUSSE

- 250 g heavy cream
- 4 g ground chicory spice
- 425 g granulated sugar, divided
- 20 g unsalted butter
- 30 g gelatin sheets, bloomed
- 162 g egg yolks
- 1000 g heavy cream, softly whipped
- 1. In a small pot, combine 250 g of the cream with the chicory and heat until hot. Cover and allow to infuse for 10 minutes. Set aside.
- 2. In a larger pot, make a dry, dark caramel with 300 g of the sugar. Deglaze the caramel with the chicory cream, butter, and the drained gelatin. Set aside.
- 3. In a small pot, cook the remaining 125 g sugar to 240°F. In a stand mixer, whip the yolks until light and fluffy. When sugar reaches 240°F, stream into whipping yolks and continue to mix until cool.
- 4. Add the warm caramel to the yolk mixture in stages and fold gently. Fold in the soft whipped cream and pipe the mousse into molds.

AERO CHOCOLATE

- 200 g Valrhona Guanaja chocolate
- 56 g vegetable oil
- 3 ISI chargers
- 1. Melt the chocolate and oil over double boiler to 100°F (38°C). Cover double boiler.
- 2. Pour into ISI can and charge 3 times with cream charger. Dispense onto a frozen pan lined with acetate. Store in the refrigerator and break as needed.

MILK CHOCOLATE GLAZE

- 200 g heavy cream
- 166 g praline paste
- 600 g Valrhona Absolu Cristal neutral glaze
- 133 g water
- 466 g Valrhona Jivara chocolate
- 15 g gelatin, bloomed
- 1. In a pot, heat the cream, praline paste, neutral glaze and water until boiling. Pour over chocolate and drained gelatin. Immersion blend and strain.
- 2. Chill before using at 90°F (32°C).

HAZELNUT TUILE

- 100 g milk
- 250 g unsalted butter
- 100 g glucose
- 5 g NH pectin
- 300 g granulated sugar
- 100 g cacao nibs
- 200 g chopped hazelnuts
- Maldon salt, to taste
- 1. In a pot, heat the milk, butter and glucose until melted.
- Mix the pectin and sugar together. Add to the hot mixture and whisk well. Cook to 223°F (106°C) while whisking constantly. Add the nibs, hazelnuts and salt. Spread in a thin layer on parchment and freeze.
- 3. Bake at 315°F (157°C) for 12 minutes, or until dark golden brown.
- 4. Once the tuile is removed from the oven, immediately cut 0.78" x 6" (2 cm x 15 cm) using a sharp knife. Store in a dry place.

HAZELNUT BAVARIAN

- 200 g heavy cream
- 166 g vanilla sauce
- 6 g gelatin sheets, bloomed
- 50 g Valrhona Jivara chocolate
- 50 g Valrhona Gianduja hazelnut chocolate
- 66 g chopped hazelnuts, toasted
- 1. In a stand mixer, whip the cream to soft peaks. Set aside.
- 2. Heat the vanilla sauce and drained gelatin until the gelatin is completely melted. Pour over chocolate and immersion blend.
- 3. Fold the chocolate mixture into the whipped cream and add toasted chopped hazelnuts. Pipe into quenelle mold and freeze.

CHICORY CHANTILLY

- 111 g heavy cream
- 6 g chicory
- 7 g crushed espresso beans
 - 40 g white chocolate
 - 1. In a pot, bring the heavy cream, chicory and crushed espresso beans to a boil. Turn off the heat and let the mixture stand for 10 minutes.
 - 2. Strain over the white chocolate and immersion blend.
 - 3. Chill overnight before whipping to soft peaks.

CHICORY MERINGUES

- 100 g granulated sugar
- 20 g water
- 50 g egg whites
- Chicory, for sprinkling
- 1. Cook sugar and water to 243°F (117°C).
- 2. In a stand mixer fitted with the whisk attachment, whip the egg whites until foamy. Pour the sugar mixture over the whipping egg whites and whip to stiff peaks. Pipe in lines on silicone baking mat with small round tip. Sprinkle with chicory and dehydrate at 215°F (102°C) for 17 minutes, or until crisp.
- 3. Break into 3" (7.6 cm) sticks and store in a dry place.

HAZELNUT SABLÉ

- 105 g unsalted butter
- 79 g confectioners' sugar
- 3 g black pepper
- 3 g salt
- 44 g eggs
- 208 g all-purpose flour
- 36 g hazelnut flour
- 1. In a stand mixer, cream the butter, sugar, pepper and salt until fluffy.
- 2. Slowly stream in the eggs, scraping the sides between additions.
- 3. Add all-purpose and hazelnut flours and mix until homogenous.
- 4. Remove from the mixer and roll small sections of the dough between parchment paper to 1/8" (3.2 mm) thickness. Chill until firm.
- Cut out large circles matching the diameter of the mold. Bake on silicone baking mat at 325°F (163°C) for 8-10 minutes, or until golden brown. Store at room temperature.



TOASTED MERINGUE

- 100 g granulated sugar
- 20 g water
- 50 g egg whites
- 1. In a pot, cook the sugar and water to 240°F (115°C).
- 2. In the bowl of a stand mixer, using the whisk attachment, whip the egg whites until foamy. Stream in the sugar mixture and whip until cool.
- 3. Spread the finished meringue on a sheet pan and toast until black. Stir and repeat until all meringue is brown. Set aside.



ITALIAN MERINGUE GELATO

- 375 g milk
- 28 g milk powder
- 138 g heavy cream
- 8 g trimoline
- 8 g stabilizer
- 83 g granulated sugar
- 13 g egg yolk
- 150 g Toasted Meringue
- 1. In a pot, heat the milk, milk powder, cream and trimoline.
- 2. In a bowl, mix the stabilizer, sugar and yolk into a paste.
- When the milk comes to a boil, temper it into the yolk mixture while whisking. Return the mixture to the pot and bring to 181°F (83°C) while stirring constantly with a spatula. Add the Toasted Meringue and fold gently. Chill overnight.
- 4. Strain the base, then blend with immersion blender. Process in ice cream machine.

ASSEMBLY

- Toasted Hazelnuts
- Tempered Chocolate Rings

GOLD LEAF

- 1. Melt the glaze to 90°F (32°C) and blend with immersion blender until smooth. Glaze half of the Chicory Caramel Mousse ring and place on top of the Hazelnut Sablé.
- 2. Crumble a bit of the Hazelnut Sablé to use under gelato.
- 3. Spread a thin layer of glaze on a plate, starting from left to right. Place the glazed mousse and sablé in the center of the plate, covering the right edge of the glaze swipe. Pipe two Chicory Chantilly kisses on either side of the mousse - one on top, one on the bottom. Place two toasted hazelnuts and two pieces of Aero Chocolate next to the Chantilly. Place a Hazelnut Tuile stick on top of the mousse to the right side of the ring, and place one Hazelnut Bavarian quenelle on top. Lean a tempered chocolate ring against the Bavarian quenelle. Lean two meringue sticks against the front of the mousse ring and finish with gold leaf on the glaze. Quenelle Italian Meringue Gelato and place to the right of the mousse on a bed of crumbled Hazelnut Sablé.



NOELLE MARCHETTI

Executive Pastry Chef, Yolan at The Joseph, Nashville, TN

Early Influence

My grandfather was extremely influential and played a key role in my decision to enter the pastry world. As a child, I would joyfully watch him tinker with recipes, testing how far one could be modified. Watching him, I was fascinated with the science behind all things pastry and how even the smallest of alterations could drastically change a recipe. I was ultimately drawn to the organization of the process and the predictability of the results!

Signature Style

My style in pastry can best be described as modern and geometric. I find pleasure in plating pastry creations that embody different shapes and clean lines. In each of my desserts, you'll find a mix of elements for the eye to take in: shape, texture, and color.

Inspiration for New Recipes

My process for creating desserts comes in various forms. Sometimes, it starts simply with a particular flavor profile, and other times, it starts with something more niche, like a piece of pottery I find visually appealing and interesting. I draw a lot of inspiration from chocolate and flavors that pair well with it, specifically, Valrhona chocolate. With so many different flavor notes among the Valrhona chocolate line, there is always a flavor and taste that matches what I am looking for.

Current Flavor Favorites

Lately, I have been loving the opportunity to explore savory and sweet combinations. Things like pink peppercorn, sweet parsley, and dark toasted grains all bring a unique flavor profile to a sweet dessert. As the pastry world grows, guests are more interested in stepping out of their comfort zones to try new or different flavors. For me, it's a fun lightbulb

moment to see the surprise and delight of guests realizing how compatible two different flavors can be together.

Production Tip

I highly recommend practicing 'mise en place', which means 'putting in place', and refers to the setup and arranging of ingredients before starting to cook or bake. The key to multitasking and efficiency in an active kitchen is to have all your tools and ingredients easily at your fingertips. Preparation and organization make daunting or difficult tasks much easier and allows you to instead focus on the details at hand.

Technique Tip

Chocolate tempering is a technical process in pastry that I have had to master throughout my career. Practice makes perfect. I suggest starting with a small bowl of chocolate and using a reliable thermometer. Over time, feeling the temperature of the bowl with your wrist can also help gauge the stage of the temper.

Career Advice

Teamwork is the key to success. With so many moving parts in a hotel pastry department, it is imperative to be able to rely on my team. They inspire me, push me, and maintain our standards in the highest regards. Very early in my career, I recognized the importance of giving credit where it is due and acknowledging those that help every step of the way. Having a team that is loyal and empowered is something that should never be taken for granted!v

<section-header>CHOCOLATE AND HAZELNUT ENTREMET

By Nour Kandler

his entremet combines classic flavors with a variety of textures. I love the richness and nuttiness of the hazelnut praliné.

the contrasting smoothness of the milk chocolate ganache and the fluffiness of the financiers. The entremet is finished off with a shiny cocoa mirror glaze and dipped in a sublime caramelchocolate glaçage gourmand. making it super gourmand, and the perfect indulgent dessert.

Yield: 6 servings

WHIPPED MILK CHOCOLATE GANACHE

- 225 g double cream, divided
- 10.5 g gelatin mass (1.5 g 200-bloom powdered gelatin mixed with 9 g water)
- 75 g Callebaut milk chocolate 33.6%
- 1. Heat 125 g of the cream in a pan over medium heat. When the cream starts to simmer, remove from the heat, add the gelatin mass and mix until dissolved.
- Pour the hot cream over the chocolate and mix until the chocolate is melted and well combined. Pour over the remaining 100 g cream and mix until everything is combined. Cover the surface with plastic wrap and chill in the refrigerator for a minimum of 6 hours.

HAZELNUT PRALINÉ*

- 100 g hazelnuts with skins
- 100 g hazelnuts without skins
- 150 g superfine granulated sugar
- 2 g fleur de sel

***Note:** This recipe requires a total of 180 g of praliné. Store remaining praliné in a jar for another use.

- Spread the hazelnuts evenly on a large tray under a silicone mat and roast them at 338°f (170°C) for 15-17 minutes, then set aside to cool slightly.
- 2. Make a dry caramel with the sugar.
- 3. Pour the caramel over the hazelnuts and allow to cool before transferring it to the bowl of a food processor. Add the salt and process until the praliné has a runny consistency.

Tip: The darker the caramel is, the more bitter in taste it will be. Be careful not to over-caramelize it. Roasting the hazelnuts will achieve a nuttier flavor that will enhance the praliné.

COCOA PÂTE SUCRÉE

- 45 g all-purpose flour
- 4 g almond flour
- 20 g confectioners' sugar
- 5 g cocoa powder
- Pinch of salt
- 30 g unsalted butter, chilled and cut into cubes
- 10 g whole egg



- 1. In a stand mixer, mix together the flours, confectioners' sugar, cocoa powder and salt. Add the butter cubes and mix with the paddle attachment on low speed until you have a crumbly mixture. Add the egg and continue mixing until a smooth dough forms. Wrap dough in plastic wrap and chill for at least 2 hours.
- 2. Once chilled, roll the dough out to 2 mm thickness, then use the outside of Silikomart Fashion Eclair 80 mold set cutter to cut out 6 pieces, then transfer to a perforated mat. Chill for another 30 minutes.
- 3. Place another perforated mat on top of the short crust and bake for about 12 minutes at 329°F (165°C).

HAZELNUT FINANCIER

- 38 g beurre noisette
- 33 g almond flour
- 5 g hazelnut flour
- 15 g all-purpose flour
- 45 g confectioners' sugar
- 53 g egg white

- 1. Make the buerre noisette and set aside to cool slightly.
- 2. In a bowl, combine all the flours, confectioners' sugar and egg white and mix well. Add the beurre noisette and mix well. Spread into a small silicone lined tray and bake for 12 minutes at 356°F (180°C). Cool.
- 3. Use the inside Silikomart cutter to cut out 6 pieces. Set aside until assembly.

GLAÇAGE GOURMAND*

- 250 g Callebaut Gold Caramel Chocolate 30.4%
- 37 g neutral oil
- 42 g chopped roasted hazelnuts

*This recipe requires a quantity to be deep enough for dipping the entremet in. Save remaining glacage for another recipe.



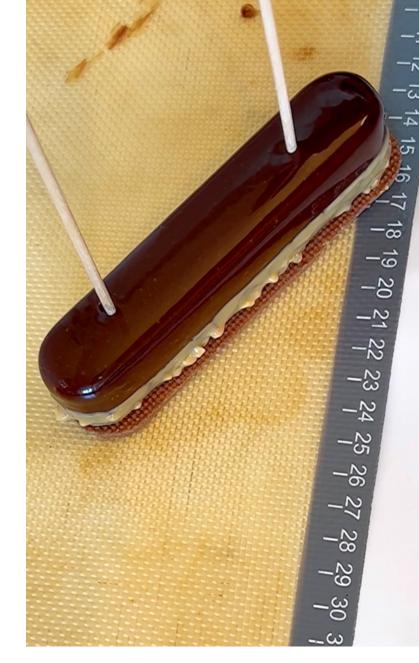
- 1. Melt the chocolate over a bain-marie. Remove from the heat and use a rubber spatula to mix in the oil. Add the hazelnuts.
- 2. Use at 93°F (34°C).

CHOCOLATE MIRROR GLAZE

- 150 g glucose syrup
- 150 g superfine granulated sugar
- 100 g double cream
- 50 g water
- 72 g gelatin mass (10 g 200-bloom powdered gelatin mixed with 62 g water)
- 50 g 100% cocoa powder
- 1. In a saucepan, bring the glucose syrup, sugar, double cream and water to a boil over medium heat. As the mixture is about to reach the boiling point, remove from the heat, add the gelatin and mix until dissolved
- Sift the cocoa powder into a pitcher, then pour the mixture over the cocoa powder and use a hand blender to blend, being careful not to create too many air bubbles. Cover the surface with plastic wrap. Use the glaze at around 95°F (35°C).

ASSEMBLY

- A handful of roasted hazelnuts and hazelnut skins
- Gold leaf
- Lightly whip the milk chocolate ganache until it has a stable consistency, but is spreadable. Transfer to a pastry bag and pipe into the Silikomart Fashion Eclair mold, then use a small spatula to coat the sides. Pipe about 30 g of Hazelnut Praliné in the mold. Place the financier on top, then pipe some more ganache into the sides and top and use the spatula to coat and make smooth. Freeze overnight.



- 2. Unmold the entremets and place them on a wire rack ready. Freeze while you make the glaze and glaçage.
- 3. Bring the mirror glaze to 95°F (35°C) and transfer to a pastry bag. Put the Glaçage Gourmand into a container that is deep enough for dipping. Take the entremets out of the freezer and place the wire rack over a baking tray. Pipe the mirror glaze over the entremets, then place two sticks on either side of the entremet and carefully lift it and dip the bottom into the Glaçage Gourmand before placing it onto the pâte sucrée bases. Remove the sticks and decorate with the hazelnuts, hazelnut skins and gold leaf.

NOUR KANDLER

Pastry Chef, London, England

Early Influence

My eldest sister, Sarah, was the brilliant baker who inspired me to experiment in the kitchen. My late mother's continual encouragement to follow my passion for pâtisserie was also critical in pursuing that passion. One recipe led me to discover the beauty that is delicate French patisserie, and the rest is history.

Signature Style

My style is delicate, elegant and colorful, and I decorate my pâtisserie in a way where every main element used in that recipe is reflected in the garnish. I also like combining classic flavors with unusual ones, as well as creating innovative Middle Eastern-French fusions.

Inspiration for New Recipes

My inspiration comes from various outlets, such as using leftover ingredients to invent new recipes, or my travels to Paris for patisserie tasting and trend-spotting. When I return, I experiment by combining the flavors I tried during my trip. Maison Aleph in Paris is especially inspiring to me, as I haven't come across Middle Eastern flavors and textures being incorporated into pâtisserie; they inspired me to go back to my roots and experiment with Arabic flavors.

Current Flavor Favorites

I am currently testing black sesame and raspberry recipes, which are not often used together in pâtisserie. I love the nuttiness you get from the black sesame, complemented by the sharpness of the raspberry. Other flavors I'm currently exploring are rose water and orange blossom, particularly orange blossom with pistachio, as they carry very Middle Eastern flavor notes.

Production Tip

I believe that in order to work efficiently, you need to plan ahead by preparing certain elements in



advance to save prep time on the day of creating the full pâtisserie. Start with the element that needs the longest time to set and then the next and so on. Also, always freeze leftover elements (that can be frozen) to use later, because that'll save money and reduce food wastage.

Technical Advice

Praliné is a simple, yet tricky, one to get the perfect consistency for. Darker caramel indicates more bitterness, so be careful not to over caramelize it. Roasting your hazelnuts will achieve a more nutty flavor that will enhance the Praliné. When assembling a frozen entremet, it's important to make sure that the mirror glaze and glaçage gourmand is ready to go at the right temperature and consistency. Using two sticks to insert into the entremet sideways ensures it doesn't fall out when dipping into the gourmand. The entremet needs to be well frozen without any frosting on it in order to have a clean mirror glaze that will stick to it.

Career Advice

Don't be afraid of failure; it is part of the process in becoming a good pastry chef. You need to fail and try again in order to succeed and not be afraid of experimenting with different techniques and flavors. I say, "Where there is passion, there is exquisite pâtisserie."

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O @norohyvanille More information on **us.valrhona.com** Recipe



ELSA

By Richard Hawke

love pairing dark chocolate and sour cherries. I have been working hard recently to improve my vegan chocolate mousse, and after I found the perfect recipe, I wanted to create this dessert. It is very simple, but when done well it is impossible to guess that it is vegan. This, in my opinion, is how vegan pastry should be done. The focus should be on the visual, textures and flavors.

Yield: 16 petits gateaux

CHOCOLATE CAKE

- 52 g Weiss Galaxie Noir 67% couverture
- 77 g grapeseed oil
- 21 g invert sugar
- 265 g water
- 147 g all-purpose flour
- 25 g cornstarch
- 21 g cocoa powder
- 10.5 g baking powder
- 2.1 g potato protein (Louis François)
- 3.5 g salt 'fleur de sel'
- 84 g caster sugar
- 1. Melt couverture with oil and invert sugar to 100-104°F (38-40°C). Add a small amount of the water before pouring onto dry ingredients. Whisk, and gradually add remaining water, making sure that no lumps form.
- Spread to 4 mm thick with Raplette onto a silicone mat. Bake at 338°F (170°C) for 8-10 minutes. Cool before cutting 2" (5 cm) diameter discs for assembly.

SOUR CHERRY COULIS

- 426 g sour cherry purée (Capfruit)
- 15 g water
- 8.5 g pectin 325NH95 (Louis François)
- 50 g superfine granulated sugar
- Heat purée with water to 122°F (50°C). Add pectin mixed with sugar and blend before heating to 185°F (85°C). Pour 15 g per insert into 2" (5 cm) diameter silicone molds. Place chocolate cake disc and lightly press before blast freezing.



LI CHU 64% MOUSSE

- 411 g water, divided
- 3.5 g pectin 325NH995 (Louis François)
- 0.7 g calcium lactate (Louis François)
- 70 g inulin (Louis François), divided
- 210 g Weiss Li Chu 64% couverture(Weiss)
- 3.5 g pea protein (Louis François)
- 0.2 g xanthan gum (Louis François)
- 1. Heat 310 g of the water to 122°F (50°C). Add the pectin mixed with calcium lactate and 21 g of the inulin before blending with a hand blender. Heat to 185°F (85°C) and pour onto couverture. Emulsify with hand blender and cool to 95-104°F (35-40°C).
- 2. Blend the remaining 101 g water with the pea protein, xanthan gum and the remaining 49 g inulin before whipping to form a creamy meringue. Fold a small amount of the meringue into the cooled chocolate base. Fold back into remaining meringue to finish. Pour into disc molds and place insert inside, smooth the top and blast freeze for finishing.

COCOA GLAZE

- 150 g glucose
- 407 g water
- 210 g superfine granulated sugar, divided
- 120 g cocoa powder

- 8 g pectin X58 (Louis François)
- 2 g calcium lactate
- 100 g coconut oil
- 3 g liquid sunflower lecithin
- Heat glucose with water and 150 g of the sugar to 122°F (50°C). Add cocoa powder mixed with pectin, calcium lactate and remaining 60 g caster sugar. Heat to 185°F (85°C) before pouring onto coconut oil and lecithin. Emulsify with hand blender and refrigerate for use.

FINISHING

Unmold and glaze with Cocoa Glaze melted to 95-104°F (35-40°C) and place onto support (cake board or a platter). Place chocolate logo stamp on top to finish.

Chef Richard Hawke is a gluten-free guru whose pastry quest is constantly evolving. His current research has him focused on lactosefree and various vegan products. Find more information at richardhawkepastry.com or on Instagram at @richardhawkepastry.

Listen & Learn



THE OFFICIAL PODCAST OF PASTRY ARTS MAGAZINE

Hosted by Tish Boyle

Available on









pastryartsmag.com/podcast



EVOCAOTM PLANT-BASED FILLED SABLÉ

By **Dimitri Fayard,** Lead Chef, Gourmet Brands USA, World Pastry Champion 2008 wanted to create a plant-based filled sablé, which is traditionally a very indulgent treat. The idea is for the experience to be

indulgent while also being health conscious. A small amount of ganache is needed on the sablé in order for the enrobing to adhere. Omitting the ganache will cause the enrobing to peel off the sablé.

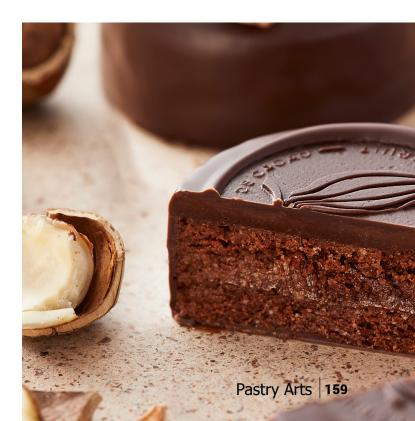
Yield: 30 servings

PLANT-BASED SABLÉ

- 227 g pastry flour
- 83 g American Almond hazelnut flour
- 2 g salt
- 127 g coconut oil
- 67 g water
- 80 g confectioners' sugar
- 33 g Extra Brute cocoa powder
- 1. Sift the dry ingredients together.
- 2. Mix the dry ingredients with a paddle attachment while adding the coconut oil and water. Mix until a uniform dough forms.
- 3. Roll dough out between 2 sheets of parchment paper to a thickness of 3 mm. Cut out two 7.8" x 11.8" (20 x 30 cm) rectangles from the dough and place them on a sheet pan that is lined with a silicone baking mat. Bake at 320°F (160°C) for 20 minutes.

WHOLEFRUIT CHOCOLATE HAZELNUT SPREAD

- 350 g American Almond whole hazelnuts
- 150 g turbinado sugar
- 2 g Nielsen Massey vanilla beans, split
- 3.85 g fleur de sel
- 128 g Evocao[™] WholeFruit Chocolate, tempered
- 85 g coconut oil
- 1. Roast the whole hazelnuts at 320°F (160°C) for 20 minutes.
- 2. Caramelize the turbinado sugar to 365°F (185°C). Pour the caramel over the split vanilla beans and fleur de sel. Cool completely.
- 3. Once cool, process the caramel and hazelnuts in a Robot Coupe. Once you've reached the desired thickness, add the tempered Evocao[™] WholeFruit Chocolate and coconut oil. Temper and spread to 82°F (28°C). Cast over a sablé in a 7.8″ x 11.8″ x 0.6″ (20 x 30 x 1.5 cm) frame. Top with the second sablé.



WHOLEFRUIT CHOCOLATE PLANT-BASED GANACHE

- 87.5 g hazelnut milk
- 28.8 g glucose DE60
- 28.8 g inverted sugar
- 150 g Evocao™ WholeFruit Chocolate
- 12.5 g coconut oil
- 5 g deodorized cocoa butter
- 1. In a saucepan, bring the hazelnut milk, glucose and inverted sugar to a boil. Cool down to 158°F (70°C).
- 2. Slightly melt the Evocao[™] WholeFruit Chocolate and coconut oil. Pour the hazelnut milk mixture over the chocolate and emulsify. Add the cocoa butter and emulsify once more. Spread over the sablé.

ASSEMBLY

- Evocao™ WholeFruit Chocolate, tempered
- 1. Cut into desired shapes. Dip into Evocao™ WholeFruit Chocolate.
- 2. Emboss with a cold stamp.



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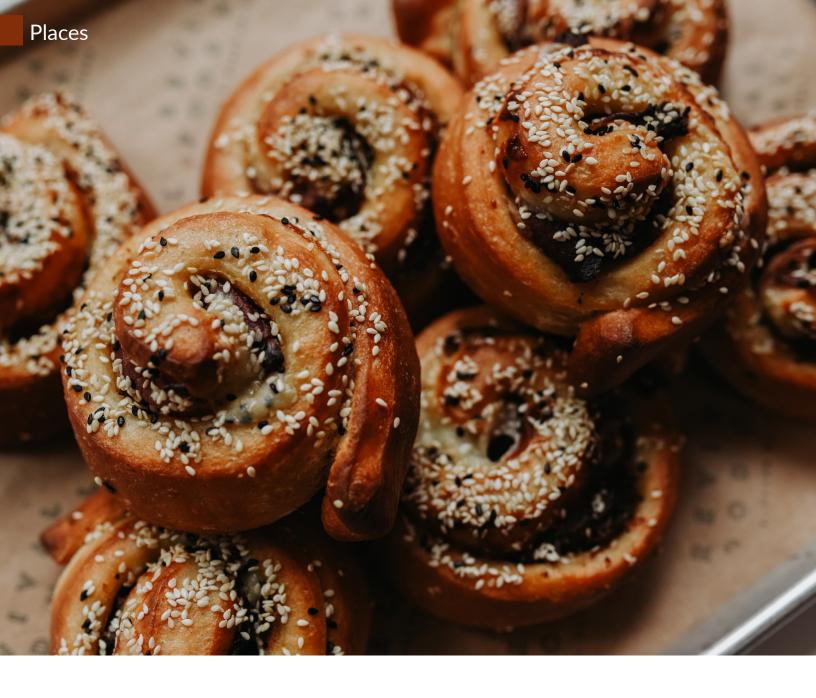
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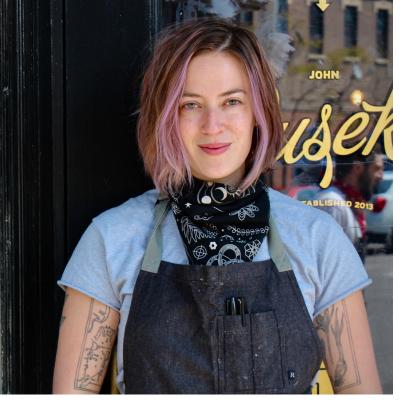




FAMILIAR BAKERY

Chicago, IL www.familiarbakery.com





ASHLEY ROBINSON FOUNDER & PASTRY CHEF

Company Mission

Familiar Bakery is your neighborhood go-to for homestyle bagels and pastries, cookies, and top-notch donuts, reminding you that something amazing can be summoned from a few simple ingredients.

Signature Products

Donuts are our specialty. We use a milk bread dough for the raised donuts, and all of our glazes and fillings are made with the best possible ingredients. Our strawberry and blueberry glazed, for example, are made with fruit from our favorite farm in Michigan, and our buttercrunch is made with Marcona almonds. We also make specialty pastries, such as a cinnamon cardamom knot made with two types of lovely cinnamon and a bunch of cardamom, and a ham and cheese swirl that's made with Tasso ham from the butcher at our sister restaurant, Dusek's Tavern. Our bagels are also a big hit. They're sourdough, fermented for a few days, and our everything bagel has truly everything on it, including nigella, fennel, fried shallots, and wild-harvested dried seaweed from my home state of Maine.

Production Tip

Our biggest cost saving was figuring out a great way to use donut scraps. Our yeasted donut dough has a lot of expensive ingredients and needs to be mixed every day, but you can't really re-roll the dough and get beautiful donuts. So to avoid throwing the scraps away, we roll the scrap into a brown sugar-filled spiral that we cut and fry. This is how we make our Larry donuts (which we named for reasons we can hardly remember but now we could never call them anything else!). They're never perfectly uniform, but we embrace the organic look and end up with at least 25 percent more sellable product every day.

Equipment 'Must-Haves'

We're a tiny, scrappy bakery, and we pride ourselves with doing a lot with a little. Our kitchen is mostly just mixers and ovens. That said, we need our donut fryer, for obvious reasons - it is designed for speed and efficiency, and we use it for that! Otherwise, the two tools that are used most in our day-to-day are scissors. We have at least four different sizes of scissors that we use for everything, with blades up to eight inches long. They're especially useful in portioning and shaping our yeasted buns. Basically, the user has more control than with a knife and doesn't need a cutting board, the scissors don't stick to the dough as much, and it's just faster and cleaner than relying on knives, especially the notoriously dull things that are pastry knives. Our products come out cleaner and more even, and it saves the baker quite a bit of time when shaping to portion the dough this way. Once you start cutting dough with scissors, you'll never go back.

Secret of Success

We're a tiny new spot, so we're still in the phase where everything is rather boutique, and frankly it's not hard to make the most beautiful pastries in the world when operating at a small scale. But that said, for every single new menu item that we create, we ask the question what would it be like to make 1000 or more of this item? We're hyper-focused on developing a menu, systems, and staff that is built for growth and success at a large scale, and our first goal is always to make sure that as we expand, we will not lose quality. The process of building out systems can feel tedious, especially with a small staff, but we know it to be crucial, especially with the level of quality we strive for every day. We also prioritize our staff's well-being, because bakeries don't work without bakers, and it's both ethical and just good business practice to treat employees well and create a work environment that they want to stay in long-term.

Future Goals

We're a brand new spot, so we have more plans than we can even list! First, we are thrilled about announcing our new full-size bakery, inside of the Old Post Office Building's food hall, From Here On. The food hall is also owned by 16 on Center. Popping up at Revival Food Hall has been amazing, but we're ready to make our home in the beautiful, historic Old Post Office. Once we move, we're finally going to be able to add laminated items to the menu, including my personal favorite, our Golden Sugar Morning Bun, which is a croissant dough swirled with all sorts of saffron, Ceylon cinnamon, and orange zest. Otherwise, our biggest priority is expanding our savory menu with items like house-cured salmon for bagels, romesco breakfast buns, slab pizza, and other heartier options. At the end of the day, our goal is to be a part of everyone's daily ritual, so we want to make sure our menu covers sweet treats and savory snacks alike.



KOUKLET BRAZILIAN BAKEHOUSE

Philadelphia, PA www.kouklet.com

Photos by Mike Prince







MARDHORY SANTOS-CEPEDA OWNER

Company Mission

Our mission is to transport people to Brazilian culture with each bite of our pastries.

Signature Product

Our signature pastry is our Bolo de Rolo, which translates to "cake roll." This is made of thin layers of buttery and soft cake filled with different fillings. Native to the northeastern Brazilian state of Pernambuco, this pastry is not an easy one to make, because each cake layer is only millimeters thick, and the temperature needs to be carefully controlled to keep it moist enough for rolling. Guava is the most traditional filling, the one you would find in Brazil (I also import my guavas straight from Brazil), but I like to play a little with the flavors, making a variety of fillings like vegan carrot and chocolate; passion fruit; orange and caramelized milk: and double chocolate. These cake rolls are perfect for breakfast, dessert, or any time of day - all you need is a cup of coffee or tea.

Production Tip

Honestly, I don't really try to speed up production. It makes a difference to be patient with the process of each element in each pastry, but I do meticulously plan my production week. It is the key to have a smooth work day in the kitchen, not waste time or ingredients. We first plan the menu and then each day of the week before we start our week. We also always look for tools that will save time keeping the process as artisanal as possible. A great example is how we were able to go from making 10 cake rolls per day to 20 with a biscuit frame, a tool that helps you to spread an even layer of cake batter on a sheet pan that is 4mm thick. This is a little bit thicker than the traditional layers from Brazil, but there is a purpose to this. Making it this way balances the cake flavor with the filling tastes.

Equipment 'Must-Haves'

The immersion blender is my number one must-have equipment. You're able to achieve the smoothest ganache texture, blend out lumps from sauces and brigadeiros, mix cake batter, and so much more. Another piece of equipment that I really love is my insulated proofer. It allows for consistency in your bread, especially if you make sweet sourdough breads. It keeps the right temperature no matter what the temperature is outside the proofer. Lastly, a dough sheeter. I don't make a lot of laminated dough, but I use it to roll out around 40 pounds of tart and cookie dough per week. Imagine doing it all by hand?

Secret of Success

Connect with your community, guests and other business owners. I started my business right in the beginning of the pandemic and having the help of so many other business owners really saved me. Also, I tried not to just make pastries for salability. Each pastry and bread I make has a story behind it, maybe a memory from my childhood, or influence from relationships I had.

Future Goals

There is so much going on, but right now I'm focusing on building a strong team that at some point will be able to take over the bakehouse so I can go on to my next adventure. I want to open a savory place inspired by my father, whom I lost during the pandemic. He was my biggest supporter (perhaps tied with my husband). I owe him everything.

TECUMSEH BREAD & PASTRY

Tecumseh, MI www.tecumsehbakery.com











ALISYN AND ARLO BRANDL OWNERS

Company Mission

We strive to bake the best goods we can with the desire to support our local grain economy, and our locals, as well!

Signature Products

Our croissants and sourdough breads using fresh milled (right here in the shop!), organic whole grains. We were the first to be doing it in our area, and every day it draws in a wonderful group of regulars and others looking for that 'European' style baking they love.

Production Tip

For croissants, we do back-to-back double folds to reduce the resting time by an hour. Also, very unheard of, we proof all our laminated doughs at room temperature for up to 19 hours (no proofer/retarder available here!) with such minimal quantities of yeast to allow for a smooth, milky taste without a hint of sour, and also all the products are immediately ready for the oven when we arrive.

Equipment 'Must-Haves'

Space for special orders! We thrive off of customers ordering goods and we can't do without custom shelves under counters to organize and alphabetize all orders during the holiday season. These shelves cut back on the madness and keep the customer line flowing. Also, our Jansen Grain mill. Fresh flour makes an astounding difference in taste and texture.

Secret of Success

We are always there, working, helping customers, supporting our community and never stray away from our passion: owning a bakery! If an issue arises, we can troubleshoot it, and also receive great feedback and suggestions from customers by always being available when the shop is open.

Future Goals

Two years ago (COVID!), we purchased and began renovating a downtown historic building to move our operation to. This will contain our larger grain mill, bigger bread oven, and have a beautiful pastry display case, custom dry goods rack, and of course more seating for all of our wonderful customers. We are excited to continue to meet the demand in a sustainable manner for our family.

THOMAS CRAFT CONFECTIONS

Brenham, TX www.thomascraftconfections.com







ADAM & JENNIFER THOMAS OWNERS

Company Mission

We are a family owned and operated business. We focus on old world confections like toffee, caramels and pralines, while respectfully using new world methods and technologies. We do have a retail space with great accessibility and parking, though a large percentage of our business is online, wholesale, and corporate gifting, and we see that increasing.

Signature Products

We are known for our toffee. The family that we bought the company from, Sam and Cynthia Timpa, built a real legacy with their second generation toffee recipe. During the holidays, we ship thousands of pounds of toffee nationwide. It's an incredible recipe, really. Every second is accounted for throughout the process. We have been making chocolate and confections for many years and have seen many recipes for toffee. But none have the crumbly texture and breakdown like ours. There's no sticking to your teeth. The only thing we've changed since taking over of the business is the type of chocolate we are coating the toffee in and a higher quality nut. We do pecan, almond and coffee toffee. The coffee toffee is truly exceptional.

All of our panned items have really become signatures as well. Our bourbon candied pecans coated in milk chocolate, our custom-roasted coffee beans coated in blonde chocolate are two items we have a hard time keeping on the shelves. The pecans we candy in a brown sugar bourbon caramel in the oven at low temperature. Most of our nuts are caramelized on the candy burner with the copper kettles, but as you know, pecans are just too soft of a nut and require a more delicate process.

Production Tip

We don't have the space currently for heated tables, so when we pour the toffee, we place trays in the oven for a minimum of 10 minutes. This helps us spread the toffee to our desired thickness. We don't add any preservatives to the toffee, so of course it likes to set up as soon as it leaves the fire.

Equipment 'Must-Haves'

We have candy burners and copper kettles outfitted with agitators that help us cook not only our toffee, but all of our caramels as well. I couldn't imagine not having the agitators with the amount of toffee we cook daily. We use the same agitators switched out with a nut plow that we use to make our praline base and candied nuts for panning. Our large melanger refines our praline and nut butters. It yields a better finished product compared to a food processor. Our Betec chocolate enrobing line is a staple in our production as well. While we are not so much a colorful bonbon company, we do offer a wide variety of enrobed chocolates and pralines.

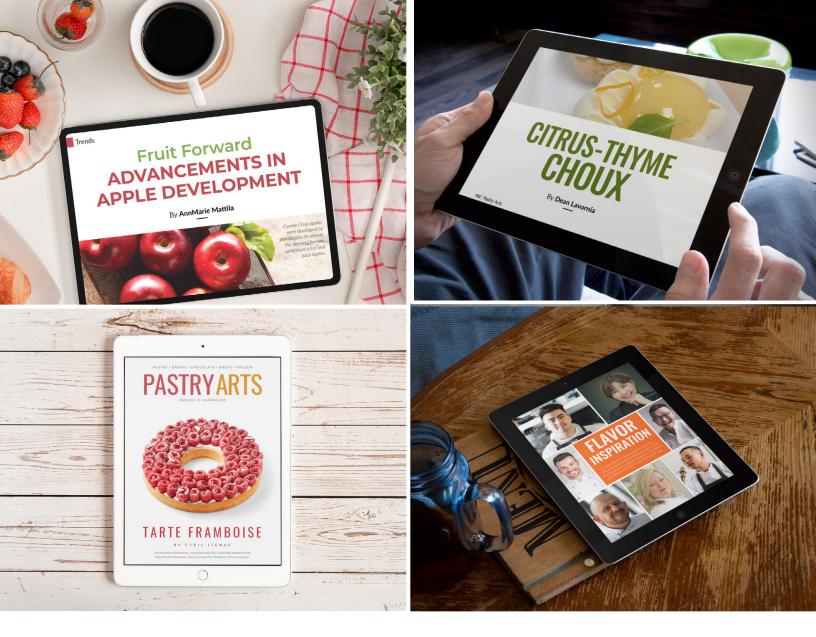
Secret of Success

Along with confections, we also offer fresh baked goods – cookies, brownies, cupcakes, macarons, tarts, etc. These offerings are baked fresh daily. We also do a 'Saturday Bake' that brings in a lot of excitement. It's our version of weekend brunch. So far, we've sold out even before we open. With the use of social media and the loyalty of our regulars, it's been a very fun and successful program.

Future Goals

We are in the process of remodeling the building we are in. There are essentially three phases to this. Phase one we just completed, which was a full remodel of the showroom/ retail space for our guests. We put a real personal touch on this part, which was fun. It's a bit art deco, if you will. Second phase we will get into hopefully in the coming months, which is to remodel the kitchen production space. The focus there will be to create a better workflow, bring in some machines and increase efficiency. Stage three possibly next year will be to expand on the packaging and fulfillment space. In this industry, packaging and fulfillment space is hyper critical. Our goal is to take Thomas Craft Confections and establish ourselves as a leading brand in gourmet confections. Of course, the chocolates, toffee and other items must be first class and taste great but there should be a positive experience overall. From the product to the packaging to the time our guests walk in, or call or receive their product in the mail, we want to make sure they are engaged and taken care of. We want to stand out as a brand you can trust to deliver the best confectionary experience. We do see Thomas Craft scaling and possibly moving into multiple concepts. There are a lot of projects and partnerships we are focusing on in the next year and there is a lot of excitement that comes along with that. We have been approached for several collaborations, but right now, we want to focus on the projects that we've committed to, taking care of our guests and being a part of a growing community.





"It's like having 100 years of pastry experience in the palm of your hand."