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# what's rising

San Francisco Baking Institute Newsletter Autumn/Winter 2008

## Renewed Respect for Humble Buckwheat

by Tom McConnell, with help from Mac McConnell

Buckwheat has never enjoyed the prestige of corn or wheat in American agriculture. But, to a certain segment of farm families, buckwheat has always been a staple.

I learned about buckwheat where I grew up in Preston County, West Virginia, which is blessed with rolling but tillable plateau farm land atop the Appalachian Mountains. The area of northern West Virginia, western Maryland, and southwest Pennsylvania is recognized as the southernmost buckwheat concentration in the United States. Where buckwheat thrives, the elevation is over 2500 feet; the winters are hard; the springs are late; and there is always a threat of both a late spring and a premature fall frost. For early settlers, using only animal and human labor, the challenge of preparing the soil for planting in time to exploit the short

growing season inspired them to use a mix of crops to satisfy the needs of both family and animals.



Buckwheat played a special role among other crops because of its ability to produce a crop in 70 days. Its capacity to *tiller* (sprout many stalks from one seed) allowed farmers to harvest a near normal crop even when the *stand* (population of new plants) was weak due to

challenged seedbed preparation or a lack of seed. The tillage routine started with wheat sowed in early fall. Oats were sown first in the spring. Potatoes were planted next, then corn in early May or, *"when the oak leaves were the size of squirrel ears."*

*continued on page four*

## Gratitude: A Prerequisite for True Satisfaction

by Michel Suas, SFBI Founder and President

Choosing a subject for our newsletter this season was difficult, because of everything that is happening here at SFBI, and out in the world.

I was choosing a topic just as all the commotion began happening with the economy. Unscrupulous speculators and brokers contributed to real-estate crises, commodity price increases, grain shortages, and the shifting value of the dollar. This financial turmoil may have an impact on bakery equipment costs and many other aspects of our business.

A couple of years ago, we had a potential electrical shortage which led to an increase in our utility costs. Then Enron blew up and it was over quickly. I believe the same thing is happening now with the wheat market.

*continued on page three*



## many new classes in 2009!

See pages six and seven for a complete listing of bread and pastry workshops, including many new classes for 2009. Also, check out our new, Part-time Professional Training Program on page two.



The San Francisco Baking Institute (SFBI) is a baking and pastry arts school for professionals, educators, and enthusiasts.

Our mission is to cultivate and promote the art and appreciation of artisan-baked breads and pastries.

The San Francisco Baking Institute (SFBI) is a world-renowned leader in artisan bread and pastry education. SFBI's global alumni base includes thousands of professionals and enthusiasts. We also consult to top domestic and international bakeries. Experts praise us for elevating the baking craft and raising the standard of bread and pastry education. Critics hail our book, *Advanced Bread and Pastry*, as the authoritative textbook in the field.

SFBI offers a unique and invaluable educational experience. We're the only school in the United States dedicated exclusively to artisan baking. Our faculty and staff are experts in their field as professionals, consultants, and educators. Students receive an extraordinary amount of hands-on, "real-world" experience with the latest baking equipment and technology, along with an understanding of artisan baking techniques and values. Select graduates of our Professional Training Program are given the opportunity to learn about all aspects of retail bakery production through internships at Thorough Bread and Pastry.

SFBI hosts the selection and training for Baking Team USA, who compete in the World Cup of Baking.

## Announcing a New Part-time Professional Training Program

In response to numerous requests, SFBI has added a second Bread & Pastry Professional Training Program to our 2009 calendar. We now provide a new, part-time program designed specifically for people who would like to work while attending school.

**O**ur first 2009 program is SFBI's traditional full-time, 18-week course. It will be held from February 2 to June 5, 2009, for eight hours a day. This course is ideal for those who prefer to complete their training over a short time period.

Our new part-time, 24-week program will be held from September 24, 2009 to March 19, 2010, for six hours a day. This course is designed to accommodate students who would like to work part-time during their training.



Fitzroy Mannix scores his first loaves of Sourdough Bread during week two of the 2008 Bread & Pastry Professional Training Program.

Both of our Bread & Pastry Professional Training Programs provide the same exceptional level of hands-on experience and comprehensive education you expect from SFBI. Read on to see what sets us apart.



Pan Liu stops to smile as she finishes her first Concord Cake.

### Academic Excellence

Our curriculum is based on the theory and science of baking. With a strong knowledge foundation, students learn to follow instructions, solve problems, and develop their own formulas.

### Intense Hands-on Training and Real-World Scale

Our curriculum includes an exceptionally high level of hands-on training. Nothing is just demonstrated—students actively create each formula. Students bake in high volume to develop strong production skills. For example, each student produces more than a thousand loaves of bread, hundreds of croissants and cookies, and dozens upon dozens of classic and specialty cakes, pies, tarts, quick breads, petit fours, confections, frozen desserts, plated desserts, and chocolates.

### Focused Individual Attention

We commit to small class sizes. Our 12-student limit fosters invaluable personal instruction.

*continued on page eight*

# The Essence of Education

continued from page one

But every time the financial world is a little uncertain, the baking industry survives with support from its loyal customers, who continue to appreciate products with integrity and quality. Everyone in the industry—from craftspeople to raw materials suppliers—should be grateful to our customers and give them a break if we can afford to.

There have been days when I wonder if anyone appreciates what we do here at SFBI. I am sure you have some of the same thoughts from time to time. I take heart from the fact that customers continue to call and use our services—demonstrating that they truly do appreciate what we have to offer.

Something that made me particularly grateful lately is all the nice emails, calls, and notes I have received since we started selling SFBI's new book: *Advanced Bread and Pastry*. The overwhelming response we received from so many of you proved to me that education is important and that you support it. *Advanced Bread and Pastry* is the culmination of SFBI's philosophy. I was impressed by, and proud of, the devoted people who worked on it. The best SFBI has to offer of our knowledge and dedication is all over the book's pages. More gratitude goes to all of you who purchased our book, either for yourself



2008 Bread & Pastry Professional Training Program graduates, interns, and instructors gather to celebrate.

or as a gift to your employees – especially for the young ones who are just starting in the industry. When I saw multiple orders from the same bakery—dedicated to different people—my reward and satisfaction was picturing the recipient unpacking our book with excitement and a big smile on his/her face, anxious to read it from cover to cover.

I am also grateful to a good friend, who recently told the *San Francisco Chronicle* about SFBI. They called me for an interview to discuss our programs, philosophy, and history.

The writer, Amanda Gold, was very nice and talented. She soon realized that I wouldn't talk too much about what I do, so she went and talked to bakers I have worked with over the years. The resulting article was the best gift I could ever receive for my work – which I do with pleasure, regardless of recognition. Once the article was published, I was struck by how many notes

and phone calls I received to compliment me on the article, and how many people were excited to see that SFBI was finally getting some “front page” recognition (and that I was being put “on the spot!”)

Your kindness has touched me personally and helps me forget all the stress and hard work myself and everyone else involved went through in creating *Advanced Bread and Pastry*. It was sometimes a strain for our small organization, but I would do it all over again to serve the industry.

I send my sincere *thank you* to all of you who support SFBI. As friends and customers, you help me fulfill my mission: to educate and support the growth of the baking industry.

*“Gratitude is the memory of the heart.”*

French Proverb ■

(To see the *San Francisco Chronicle* article, visit [www.sfgate.com](http://www.sfgate.com) and enter “The Breadmaker’s Guru” in the search field.)



## Michel Suas SFBI President and Founder

*Michel Suas is internationally recognized as an industry expert and thought leader, and is a strong advocate of using education to advance the appreciation and craft of artisan baking. The Bread Bakers’ Guild of America awarded Michel their Golden Baguette in recognition of his enormous contributions to the Guild and the artisan baking industry. The Bread Project named Michel an honorary life member in recognition of his guidance and support.*

*A native of France, Michel started baking when he was fourteen. In France, Michel trained under several renowned chefs and won two silver medals as a Certified Pastry Chef and Certified Culinary Chef in the national CAP exam. At the age of 21, Michel was named head pastry chef at Barrier’s restaurant – at the time it was one of just twelve French restaurants honored with three stars by the Michelin guide. After moving to the United States, Michel founded both the San Francisco Baking Institute and TMB Baking, a top national bakery design consultancy and equipment distributor. Together, SFBI and TMB Baking provide the baking industry with the highest level of education, consulting, and equipment. These services have helped many of the world’s best-known bakeries develop operational efficiency and quality production.*

# Renewed Respect for Humble Buckwheat

*continued from page one*

Buckwheat was never viewed as the most important crop, but it was seen as a necessary and reliable crop. Buckwheat had a reputation for being easy to establish in the “just-broken” sod ground, which was rough from horse-pulled plowing and harrowing. July-sown buckwheat allowed farmers who didn’t have enough ground ready for corn in early spring to still start their crop rotation. They cut hay first, then broke the sod later with great confidence they would have a crop. Buckwheat was a safety net.

The earliest buckwheat farmers relied upon new ground, or some animal manure, to provide plant food to promote growth. As fertilizer was introduced, farmers found they didn’t have to use much to attain the average yield. In addition, many researchers claimed that buckwheat would “forage” its own phosphorus from the soil. Because buckwheat is self-pollinating, plant breeders and farmers were denied the opportunity to select for higher-yielding cultivars. Using more fertilizer on low-yielding crops causes them to *lodge* (fall over) and yield no crop. This distinctive feature has made buckwheat unpopular with the monoculture farmers of the last sixty years, who have been able to use higher rates of fertilizer (nitrogen in particular) to increase yields. Today’s plant breeders have gained new insights into selection techniques, but a buckwheat crop is still very low-yielding compared to the small grains grown in America. That said, buckwheat is very well-suited for organic

production and requires no herbicides to control weeds. In fact, it is used today as a smother crop and a green manure crop in vegetable planting rotations.

Mountain farmers learned to rely on buckwheat to supply food and feed. Some say its reliability was confirmed after the great volcano *Tambora* erupted in 1815. Tambora spewed 11 cubic miles of debris and dust across the world, lowered the earth’s mean temperature 1 degree Celsius, shortened the growing season by half, and caused the last great subsistence crisis of the western world the following year. The year of 1816 was referred to as the “year with no summer.” I learned a piece of farmer lore about 1816. During the year with no summer, farmers sowed and planted their crops, only to see them frozen in July. All the farmers had left was a little buckwheat in their granaries. They sowed the last buckwheat seed they swept up from their granary floors and harvested a crop that carried the farmers and their animals through the winter.

As feed, buckwheat was versatile. It was often included in the ration to fatten cattle and hogs, and supplemented the scratch for chickens. My grandfather always added buckwheat to his milk cow ration to bolster the protein of his other home-grown grains. So, in addition to its role in getting crop land worked and sowed, buckwheat was relied upon to amend the rations on early farms.

Buckwheat’s appropriateness for human food is probably the best part of its story. This healthy grain is gaining in popularity among physicians and nutritionists as a “superfood.” It is higher in protein (14% protein) than rice, millet, wheat, or corn. It is also higher in the essential amino acids, lysine and arginine (deficient in the other grains mentioned above) and is gluten-free.

Diets that include buckwheat have been linked to a lower risk of high cholesterol and high blood pressure.

Nutritionists suggest this is partly due to buckwheat’s supply of *flavonoids*, which are *phytonutrients* that protect against disease by extending the action of vitamin C, and serve as an antioxidant. The most “famous” flavonoid, *rutin*, was in great demand during the height of the cold war because it was purported to speed recovery from radiation sickness. Buckwheat shares the healthful attributes – including controlling blood sugar, reducing the risk of colon cancer, and lowering serum glucose – of other whole grain flours.

I grew up eating buckwheat cakes. They weren’t an everyday staple for us like they were for so many I grew up around, but I ate lots of cakes with lots of different families. Many of those families, “farm” or “town,” ate buckwheat cakes for breakfast every morning.

Some cooks liked their cakes thick and sweet, like a pancake. They would buy a wheat and buckwheat flour mix and prepare a batter for immediate consumption. I soon learned that the really good cakes were created by cooks who first prepared a starter consisting of 1 cake of yeast, 1 teaspoon of salt, a quart of water, and enough buckwheat flour to make a stiff batter. The starter was allowed to sit at least overnight, preferably for a couple of days. When the time came to bake the buckwheat cakes, the cook would dissolve 1 teaspoon of sugar and ½ teaspoon of soda in a cup of warm water to add to the starter. A cup of starter was removed and mixed with more flour and water to perpetuate the starter. Next, more warm water was added to prepare the batter. It is important to inject here that in buckwheat country the main attraction is referred to as *buckwheat cakes* and never, never buckwheat pancakes!

I learned that there was much variation in taste and consistency in cakes from different cooks. This is explained, I assume, by the role environment and taste preference play in the creative cooking process.



Most of the cakes were served very sour, which was determined by how well the starter was fed. The starter was often kept going for many weeks. (I think the use of starter originated more from economic necessity than from any culinary insight.) Many cooks added other ingredients to their batters, such as a cup of coffee or more sugar to give the cakes a browner look on the plate. The browning issue is important, because buckwheat flour is naturally gray and the resulting cakes are gray, too. I was talking with a researcher friend about the economic promise of buckwheat (considering its many health benefits) and he said, “It’s awfully hard to get excited about gray food!”

I like to add buttermilk and molasses to buckwheat cake batter. Most cakes are baked on a medium-hot, greasy griddle. I have learned that I get very tasty results by placing a pat of butter on the griddle just before adding the batter. The edges of the cakes get brown and feathery. The sour and very thin, crepe-like cakes are usually served in a stack of three or four with a couple of sausage patties on the side. (The thinness of the cakes is determined by how much water is added to the batter.) Often the cakes are covered with heavily-peppered sausage gravy. The people who taught me to eat buckwheat cakes for breakfast added fried eggs over the top! Maple syrup with butter was the topping of choice, usually over the cakes, gravy, and whatever else looked good in the kitchen that morning.

It’s hard to explain, but in moderation, the cakes always make my stomach feel good. This is likely due to the alkaline nature of the buckwheat seed (also evident in millet). Admittedly, not too scientific! Buckwheat cakes do possess a great satiety factor, not like that derived from fat, but they do bring forth a certain relaxed, comfortable, good feeling. We have learned to eat buckwheat as *blinis* (a Russian crepe) and *galettes* from Brittany, France. In Brittany, the buckwheat crepe is eaten plain with

butter, or topped with savory items such as eggs and meat. Whole hulled seeds (called *groats*) are toasted to make a porridge called *Kasha*. During the Olympics in Nygano, Japan, we learned about buckwheat-based *soba noodles*. There is a brisk demand for North American buckwheat in Japan. Some report the Japanese prefer North American flour to their own. Overall, the demand for buckwheat has never been stronger and the increase in price is calling a few more growers to the table each year. Some think that as we learn to adjust to the new energy order, buckwheat will continue to increase in popularity due to its low fertilizer requirements and desirable nutritional attributes.

In 1938, in response to slow recovery from the Depression, residents who thought they could spur the local agricultural economy by promoting farm life organized the *Preston County Buckwheat Festival*. The festival started out as an “end of harvest” celebration with games, horse trading, a carnival, and the selection of *Queen Ceres* and *King Buckwheat* (she, for her grace and beauty and he, for the quality of the gallon of buckwheat seed he exhibited. And, oh yes, the first king and queen got married.) Still going strong, the festival retains its original promise of economic potential, serving thousands of buckwheat cake and sausage dinners each year, featuring locally-grown and ground buckwheat and locally-produced hogs for the sausage.

Something about buckwheat has relegated it to the backseat, but it never goes away. Maybe it’s genetics, history, economic potential, reliability, nutrition, or nostalgia, but today—at three restaurants in the county seat of Kingwood and in several others across Preston County, West Virginia—buckwheat cakes (all you can eat!) and sausage are served 365 days a year. ■

See Mac’s formula for Buckwheat Campagne on page ten.



“I like to add buttermilk and molasses to buckwheat cake batter. Most cakes are baked on a medium-hot, greasy griddle. I have learned that I get very tasty results by placing a pat of butter on the griddle just before adding the batter. The edges of the cakes get brown and feathery. The sour and very thin, crepe-like cakes are usually served in a stack of three or four with a couple of sausage patties on the side. (The thinness of the cakes is determined by how much water is added to the batter.) Often the cakes are covered with heavily-peppered sausage gravy. The people who taught me to eat buckwheat cakes for breakfast added fried eggs over the top! Maple syrup with butter was the topping of choice, usually over the cakes, gravy, and whatever else looked good in the kitchen that morning.”

*Tom McConnell is the director of the West Virginia Small Farm Center at West Virginia University and he coordinates the West Virginia Sustainable Agriculture Research Center. Tom owns and operates a small farm with his family, including his son Mac.*

# Monthly Schedule

## November 2008

**Artisan I:** November 3-7

**Fundamentals of Pastry:** November 3-7

**Artisan II:** November 10-14

## December 2008

**Artisan I:** December 8-12

**Vienniserie:** December 8-12

## January 2009

**Artisan I:** January 12-16

**Artisan II:** January 19-23

**New! Wedding Cakes:** January 19-21

## February 2009

**Fundamentals of Pastry:** February 2-6

**Full-time Professional Training Program:**

February 2 - June 5

**Pastry I:** February 9-13

**Pastry II:** February 16-20

**Pastry III:** February 23-27

## March 2009

**Vienniserie I:** March 2-6

**New! Gelato, Ice Cream, and Sorbet:** March 9-11

**Artisan I:** March 16-20

**Artisan II:** March 23-27

**Full-time Professional Training Program:**

February 2 - June 5

## April 2009

**Artisan I:** April 6-10

**Artisan II:** April 13-17

**Whole Grain Breads:** April 20-24

**Full-time Professional Training Program:**

February 2 - June 5

## May 2009

**Artisan I:** May 4-8

**Breads of the World:** May 11-15

**New! Special Dietary Needs:** May 18-22

**Full-time Professional Training Program:**

February 2 - June 5

## June 2009

**Artisan I:** June 15-19

**Vienniserie I:** June 15-19

**Artisan II:** June 22-26

**Vienniserie II:** June 22-26

**Full-time Professional Training Program:**

February 2 - June 5

# 2008-2009 Workshop Schedule

## 5-day Workshops

### Artisan I: Baking Fundamentals

Learn the details of mixing, fermenting, shaping, and baking bread in this essential introductory course. Work with the traditional Baguette, Rye, Whole Wheat, Multigrain, Egg, and Pan Breads to gain a strong foundation in bread baking. The course covers baker's math, ingredient selection and function, how mixing affects fermentation, and other bread baking fundamentals. Both enthusiasts and professionals gain a deep understanding of the baking process.

### Artisan II: Mastering Sourdough

Artisan II builds on the skills learned in Artisan I. Study the intricacies of sourdough and learn how various starters and fermentation techniques affect flavor and appearance. Create your own wild yeast starter, and learn how to apply a feeding schedule to maximize the quality of bread. Make sourdough breads with liquid and stiff starters, Olive Bread, Raisin Bread, Ciabatta with a poolish, and many other favorites. Students leave this course with a strong knowledge of sourdough—an essential skill for any baker.

### Artisan III: Advanced Breads

Think out of the bread box...this course challenges traditional assumptions and explores innovative bread-making techniques. Work with a variety of flours such as rye and spelt, make miche using high ash flour and 230% (!) starter, and experiment with different retarding techniques. Even seasoned bakers are inspired by the knowledge and marketable skills gained from this workshop.

### Breads of the World

Discover the unique flavors and textures of breads baked around the world. Create exotic breads, including Germany's Heigebrot Bread, Hawaiian Pineapple Bread, and Mexican Conchas. The vast array of breads covered in this course will help you explore your creativity and grow your business in an expanding market.

### Fundamentals of Pastry

Learn the fundamental formulas and processes for creating today's most popular pastries. Practice the mixing and baking of pastries, including quick breads, cookies, and puff pastry. Gain knowledge and techniques to successfully produce and troubleshoot a wide variety of baked goods.

### German Breads

German breads appeal to an increasing number of customers with dietary restrictions, as well as people who seek interesting breads with pronounced flavors and textures. Join us for this exciting seminar to learn how to bake spectacular German breads. Learn how to make Lye Breads, Sourdough Rye, Whole Grain Spelt Bread, Bavarian Pretzels, Kaiser Rolls, 100% Rye Bread, and even traditional Pumpernickel—which bakes for 36 hours!

### Pastry I: Cake Bases, Creams, and Assembly

In this course, learn the formulas, techniques, and processes that are the foundation of both modern and classic pastries. Gain an understanding of ingredient functionality, cake mixing methods, pastry doughs and batters, creams and icing preparation, and layer cake assembly. Make a variety of pastries, including Chocolate Hazelnut Cake, Lemon Curd Cake, Black Forest Cake, Napoleon Cake, Éclairs and Paris-Brest.

### Pastry II: Creams, Mousses, and Glazes

Pastry II builds on the skills learned in Pastry I. Gain an in-depth understanding of creams and the cakes they complement. The class covers techniques to finish decadent and beautiful desserts using creams, mousses, glazes, and ganache. Leave this course with your creations including Opera Cake, Baba Savarin, Cremeux Tarts, Bavarian Cakes, Fraisier Cake, Charlotte Russe, as well as Fruit and Chocolate Mousse Cakes.

### Pastry III: Advanced Cakes and Pastries

Moving beyond Pastry II, learn complex techniques to create more intricate cakes and pastries in this advanced course. Use infused creams, frozen inserts, and tempered chocolate garnishes to create avant-garde pastries with cutting-edge design techniques. The intricate and unique formulas you learn in this class will be an indispensable asset to any restaurant or bakery.

### New! Special Dietary Needs

Baking for specific dietary needs, including vegan, diabetic, gluten-free, and sugar-free, is an area of the industry that is rapidly advancing. In this course, we pay particular attention to ingredients and techniques that produce delicious flavors with enjoyable textures. Products covered include breads, pastries, and frozen desserts.



## Viennoiserie I: Breakfast Pastry

Learn how to use laminated and non-laminated doughs to create popular breakfast pastries, such as Croissant, Danish, and Brioche. Study ingredient functions, dough mixing, laminating, filling preparation, and baking processes. Perfect breakfast pastry is a benchmark of any successful baker or bakery.

## Viennoiserie II

Building on the skills covered in Viennoiserie I, learn how to make advanced laminated and non-laminated pastries. Create traditional, international, and contemporary doughs including Laminated Brioche, Baked Donuts, Inverted Puff Pastry, Colomba di Pasqua, Gibassier, and Kouing Aman. The course covers complex formulas that enable students to create breakfast pastries that stand above the crowd.

## Whole Grain Breads and Specialty Flours

In this intensive, hands-on workshop, learn how to produce consistently great breads using whole grains, sprouted wheat, and specialty flours, such as spelt, buckwheat, and semolina. Sixty-four percent of Americans say they are trying to eat more whole grains—a growing demand that makes this class invaluable to the modern baker.

## 3-day Workshops

### **New!** Gelato, Ice Cream, and Sorbet

Learn all aspects of gelato, ice cream, and sorbet production, including formula development, production processes, and equipment selection. Create balanced formulas using classic and innovative ingredients. This course is ideal for restaurateurs who want to make frozen desserts a component of their dessert repertoire, entrepreneurs who want to start their own ice cream business, or enthusiasts who want to delight their family and friends.

### **New!** Wedding and Custom Cakes

Heighten your skills to create memorable custom cakes for weddings and special events. Employ diverse methods of cake and icing preparation; understand contemporary and traditional design techniques; and develop piping and decorating skills to craft spectacular custom cakes.

## Holiday Pastries

Time-honored secrets and techniques for producing an array of holiday pastries – rich in culture, tradition, and flavor – are revealed in this 3-day class. Cover a wide variety of specialty items, including Stollen, Pannetone, Bûche de Noël, holiday Mousse Cakes, and seasonal Cookies, Pies, and Tarts. Introduce your customers or friends to a wealth of traditional treats.

## Wood Fired Oven

This rare opportunity to bake unique and flavorful food in our hand-crafted, wood fired oven introduces you to an ancient craft with recently renewed popularity. The course covers a large selection of products that are well-suited for a wood fired oven, including breads, pizzas, and rustic tarts.

## 2-day Workshops

### **New!** Holiday Pastry with Kids

Spend a fun weekend creating memories and treats to share with family and friends. Produce a variety of holiday cookies and pastries, ranging from cookies to cakes to breads. We will provide gift wrap and packaging. *Each child, ages 10-14, must be accompanied by an adult. Responsible students, ages 15 or older, may attend alone.*

### **New!** Holiday Pies and Tarts

Learn how to create an array of pies and tarts—just in time for the holiday season. This course covers a number of techniques to make classic pie crusts and tart shells. Produce both traditional and contemporary fillings, from pumpkin purée to pears poached in caramel. Practice preparing, rolling, baking, filling, and finishing pie crusts and tart shells to make stunning and delicious pastries for giving or serving.

Read more details  
online at [www.sfbi.com](http://www.sfbi.com)

## July 2009

**Artisan I:** July 6-10  
**Fundamentals of Pastry:** July 6-10  
**Artisan II:** July 13-17  
**Pastry I:** July 13-17  
**Pastry II:** July 20-24  
**Wood Fired Oven:** July 20-22

## August 2009

**Pastry I:** August 3-7  
**Pastry II:** August 10-14  
**Artisan I:** August 10-14  
**Artisan II:** August 17-21  
**Artisan III: Advanced Breads:** August 24-28

## September 2009

**German Breads:** September 7-11  
**Part-time Professional Training Program:**  
September 14, 2009 - March 19, 2010  
**Viennoiserie I:** September 21-25  
**Viennoiserie II:** September 28 - October 2

## October 2009

**Fundamentals of Pastry:** October 12-16  
**New! Holiday Pies:** October 17-18  
**Viennoiserie I:** October 19-23  
**Pastry III:** October 26-30  
**Part-time Professional Training Program:**  
September 14, 2009 - March 19, 2010

## November 2009

**Holiday Pastries:** November 4-6  
**New! Holiday Pies:** November 14-15  
**Artisan I:** November 16-20  
**Part-time Professional Training Program:**  
September 14, 2009 - March 19, 2010

## December 2009

**New! Holiday Pastry for Kids:** December 12-13  
**Part-time Professional Training Program:**  
September 14, 2009 - March 19, 2010





## New Part-time Professional Training Program

*continued from page two*

### Advanced Equipment and Spacious Classrooms

SFBI's open facility provides plenty of room to practice. Our diverse and technologically-advanced equipment prepares graduates to use equipment found in any restaurant or bakery.

### Flexible Schedule

Students choose between a full-time (18 weeks) and part-time (24 weeks) program. The full-time program allows students to complete training and start working as quickly as possible. The part-time program allows students to work while attending school.

### Independent Access

Professional Program students can use bakery classrooms during weekends to perfect skills and experiment.

### Prime Location

Our campus is just south of downtown San Francisco, one of the world's most beautiful cities. Students explore all that the Bay Area has to offer—spectacular wine country, gorgeous beaches and terrain, unique culture, and world-renowned restaurants.

### Overseas Study

Students may participate in an optional training session at the *Atelier Pierre Hermé* at the *École Grégoire-Ferrandi* in Paris, one of Europe's top baking institutes.

### Apply Now!

Each of SFBI's Professional Programs fully prepares students for an exciting career. Join us for our full- or part-time program to build knowledge, skills, and connections to thrive in bread and pastry.

### Full-time Bread & Pastry Professional Training Program

18 Weeks

February 2, 2009 - June 5, 2009

### Part-time Bread & Pastry Professional Training Program

24 Weeks

September 14, 2009 - March 19, 2010

*These courses are limited to twelve students. Admissions are made on a rolling basis.*

***Apply early!***

### How Bakery Managers Can Save Money by Training Employees

Every day bakery owners tell us that it's hard to find well-rounded, well-trained bakers who can work hard and think on their feet. When you find promising employees, send them to us. We'll train them thoroughly—after graduation they'll contribute to your business for years.

Businesses that help sponsor employees for a Bread & Pastry Professional Program will receive discounted SFBI consulting services, including one year of free off-site business expansion guidance and a 50 percent discount on limited on-site consulting services.\*

Please contact us to learn more about sponsoring an employee for our Bread & Pastry Professional Training Program. Call (650) 589-5784 or email [laura@sfbi.com](mailto:laura@sfbi.com).

\* This offer excludes travel expenses. Consulting services must be used before December 31, 2009.

## Professional Internships

Professional internships are available at Thorough Bread and Pastry. SFBI started this bakery and café to give select graduates of the Bread & Pastry Professional Training Program experience in all aspects of production for a retail bakery. **Thorough Bread and Pastry was recently named San Francisco's Best New Bakery by SF Weekly.**

Thorough Bread and Pastry | 248 Church Street | San Francisco, CA 94114  
Tel: 415.558.0690 | [www.thoroughbreadandpastry.com](http://www.thoroughbreadandpastry.com)



## About SFBI Workshops

### Seek Knowledge, Gain Skills, Be Inspired

The San Francisco Baking Institute provides students with an invaluable education that is impossible to find elsewhere. Our workshops give students incomparable, career-enhancing, knowledge and experience. Our students include professional bakers and baking instructors seeking to master the latest methods and trends, home bakers desiring to hone their knowledge and craft, bakery owners aspiring to sell high-quality artisan baked goods, and beginning bakers studying to enter the industry.

### How to Register

1. Complete our registration form. You may download the form at [www.sfbi.com](http://www.sfbi.com), or request that we send one to you.

2. Submit your completed registration form with a 50% deposit to reserve your space in class. You may mail, email, or fax your form to us. (Students submitting a registration form without a 50% deposit will not be enrolled, but will be placed on the class waiting list. Once a class reaches maximum enrollment, space will no longer be available to those on the waiting list.)

3. Once we receive your completed registration form and payment, we will contact you to confirm your space in the class.



### Workshop Tuition\*

- 1-Day Workshop Tuition: \$198
- 2-Day Workshop Tuition: \$398
- 3-Day Workshop Tuition \$598
- 4-Day Workshop Tuition \$798
- 5-Day Workshop Tuition \$998

\* If you have already taken one class at SFBI this calendar year, subtract 5% from the total tuition.

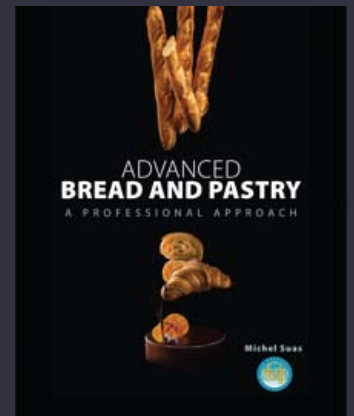
*“I did it! I baked bread, real bread...flour, water, salt and a naturally fermented starter mixed by my own hand from start to finish.... This would have been impossible, I mean Mt. Everest impossible, without your skill as a teacher. Your ability to clearly explain theory and physical demonstrations were critical to my success. I look forward to more great training at SFBI.”*

— Artisan I Student

## Our Book

The authoritative text book in the field.

*Advanced Bread and Pastry: A Professional Approach* is a comprehensive professional manual for bread and pastry. *Advanced Bread and Pastry* provides indispensable instruction in an approachable format. Techniques and key concepts are applied in real-world situations to help today’s instructor and baker master new products and emerging trends in the baking industry. *Advanced Bread and Pastry* offers the baker and pastry chef a strong foundation of knowledge and a solid framework to continue to develop professionally.



*Clean out your bookshelves. For any baker, at any level—from a home cook to the head chef of a three-star bakery—Michel Suas has written an incredible guide to baking that will be the only book you will need. **Advanced Bread and Pastry** is a revelation.*

— Nancy Silverton, Co-owner and Pastry Chef, Campanile, Los Angeles; Founder and Consultant to La Brea Bakery, Los Angeles; Award-winning Cookbook Author



## Baker's Tip:

# Exploring Spices in Baking – Beyond Cinnamon and Vanilla

by Miyuki Togi, Assistant Instructor

The use of spices in baking is a surprisingly simple and endlessly creative way to bring complexity and dimension to flavors. Spices can be added to or infused with pastry doughs, batters, and creams. They can also be cooked with fruits when making seasonal jams, compotes, or fruit pies. To extract the most flavor from dried spices, it is best to use whole pods or seeds and grind them just before use. Applying heat to the spices, through toasting or hot infusion, greatly enhances their aroma.

## Ginger

Ginger is characterized by a pungent warm, sweet, and spicy bouquet. *Fresh ginger* is perfect for infusing piquant flavor into ice cream bases and other creams. *Dried ground ginger* is most commonly employed in baked goods, lending its familiar spiciness to favorites such as gingerbread and pumpkin pie. *Crystallized ginger* retains the pungent flavor of fresh ginger, with its bite counterbalanced by sweetness from the sugar coating. It is sometimes used as a garnish on baked goods, and it can be baked in muffins, scones, cookies, and cakes.

## Pepper

Used in moderation, *black and pink peppercorns*, *cayenne pepper*, and *Szechuan pepper* give an unusual kick to the flavor of breads and pastries. To yield the maximum flavor, toast the whole peppercorns in a frying pan until they are fragrant and, once they have cooled, grind the toasted peppercorns. Try pairing pepper with chocolate in brownies or chocolate cakes – the pepper adds a spicy balance to chocolate's rich flavor profile. Strawberries, cherries, pineapple, and mango pair well with pink and black peppercorns.

## Star Anise and Anise Seeds

The aptly named *star anise* is a star-shaped spice, with a licorice-like flavor. Star anise can be used whole for infusion or ground into powder. In baking, star anise adds a bright note to custards, fruit compotes, and jams. *Anise seeds*, which are similar to fennel seeds, have a milder licorice flavor. Used whole or ground, they are commonly paired with oranges, dates, and figs in Eastern Mediterranean pastries.



## Cardamom

*Cardamom* is one of the world's most ancient—and expensive—spices. It features a warm, eucalyptus flavor with undertones of lemon. Cardamom is often found in custard-base products, such as pudding and ice cream, and it pairs well with citrus. It is an essential spice in chai and mulled wine.

## Allspice

*Allspice* takes its name from its aroma—a combination of cinnamon, cloves, ginger and nutmeg. Allspice can be substituted for cinnamon with the same measure, and is a welcome addition to hearty pastries such as pumpkin pie and bread puddings. To make a substitution for allspice, combine one part nutmeg with two parts each of cinnamon and cloves.

## Things to Try this Season

As winter takes hold, make a soothing treat for a cold day by experimenting with hot cocoa infused with a blend of spices. You could also make the *Spiced Sugar* formula from *Advanced Bread and Pastry*, (page 885) to complement freshly fried donuts with a harmonious blend of warm, spicy and sweet flavors. ■



**Miyuki Togi**  
Assistant Instructor

*Miyuki works with SFBI as an assistant instructor, and as the production manager for Thorough Bread and Pastry. In 2006, Miyuki joined SFBI as an intern. Upon completing her internship, Miyuki was promoted to Assistant Instructor. She is integrally involved in most of the school's activities – ranging from formula and course development to teaching. Miyuki contributed to publishing Advanced Bread and Pastry in a number of ways: she wrote and edited, she created products for photo shoots, and she guided the effort to create an extensive library of video footage for every process of every formula in the book. Miyuki worked with Kate Good, Safa Hamzé, and Mac McConnell to create the enormous bread snail for Slow Food Nation 2008. Prior to joining SFBI, Miyuki graduated summa cum laude from Johnson & Wales University in Providence, Rhode Island, with a Bachelor's degree in Culinary Arts and an Associate degree in Baking and Pastry Arts. She also studied at DCT Swiss Hotel Management School in Switzerland. Throughout her school years, Miyuki staged at restaurants in Providence, RI, and Boston, MA.*

# Recipe of the Season: Sourdough Buckwheat Campagne

by Mac McConnell

Yield: 6, 650g loaves; Test Yield: 2, 450g loaves

Liquid Levain Formula						
Ingredients	Baker's %	Kilogram	U.S. Decimal	Lbs & Oz		Test
Bread Flour	100.00	0.164	0.361	0	5 7/8	1 1/4
Water	100.00	0.164	0.361	0	5 7/8	1 1/4
Liquid Levain	60.00	0.098	0.217	0	3 1/2	3/4
Total	260.00	0.426	0.939	0	15 1/4	3 1/4

## Process, Levain

- Mix all ingredients until well-incorporated with D.D.T. of 70°F.
- Allow to ferment 12 hours at room temperature (65-70°F).

Total Formula						
Ingredients	Baker's %	Kilogram	U.S. Decimal	Lbs & Oz		Test
Flour	90.00	1.897	4.183	4	2 7/8	14 7/8
Buckwheat Flour	10.00	0.211	0.465	0	7 3/8	1 5/8
Water	72.00	1.518	3.346	3	5 4/8	11 7/8
Salt	2.30	0.048	0.107	0	1 6/8	3/8
Liquid Levain	20.00	0.422	0.929	0	14 7/8	3 1/4
Total	194.30	4.096	9.030	9	3/8	2

## Process, Final Dough

- Mix: Improved mix (soft consistency)
  - Hold back 5% water for double hydration
  - Autolyse flour and 95% water for 20 minutes, then mix with salt and liquid levain
  - 1st speed: 4 minutes
  - 2nd speed: 3 minutes, double hydrate with remaining 5% water, mix 1 more minute
- D.D.T.: 76°F
- First fermentation: 3 hours, 15 minutes with 3 folds
- Pre-shaping: Tight boule
- Shaping: Boule, in banneton
- Final proof: 2 hours
- Steam: 2 seconds
- Bake: Deck oven at 450°F, for 45 minutes. Vent the last 10 minutes of baking.

## Notes

- Hydration may vary with the quality and moisture content of the flour.
- Time and temperature will vary from oven to oven, and with the weight of the loaves.



### Mac McConnell SFBI Bread & Pastry Professional Training Program Graduate

*Mac McConnell recently graduated from SFBI's Bread & Pastry Professional Training Program. He will begin working as a baker for Della Fattoria this November. Mac has an MS in Mechanical Engineering and worked as an engineer before attending SFBI.*

## SFBI Snail Makes a Splash at Slow Food Nation 2008

Work of art created from 450 pounds of dough, 300 loaves of bread, and 20 bread varieties.

SFBI was asked to create the bread showpiece for the Slow Food Nation '08 "Come to the Table" event in San Francisco. Our assistant instructors, Miyuki Togi and Kate Good, worked with two students from our Bread & Pastry Professional Training Program, Safa Hamzé and Mac McConnell, to create the work of art. The snail was made of more than 450 pounds of dough and 300 loaves of bread.

Steve Sullivan, with support from Craig Ponsford and Michel Suas, did the nearly impossible to create a high-production, temporary outdoor working bakery. Our instructors, interns, and students volunteered at bakery, which produced bread, pizza, and Indian flat breads for the 60,000 people in attendance.





This and many of the photographs inside by Frank Wing

## Contact Us

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## What's Rising This Season

- Renewed Respect for Humble Buckwheat
- Founder's Letter
- New Part-time Professional Training Program
- New 2009 Course Schedule
- Baker's Tip: Exploring Spices
- Recipe of the Season: Sourdough Buckwheat Campagne
- And much more!

## SFBI in the News!

SFBI was featured in the San Francisco Chronicle. To see the article, visit [www.sfgate.com](http://www.sfgate.com) and enter "The Breadmaker's Guru" in the search field.



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Advancing the baking and pastry arts.  
Serving professionals, educators, and enthusiasts.