



RECIPE

S'MORE BRIOCHE

GOURMET BAKING

CREATION & INNOVATION CHALLENGE



Recipe

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You should try your best everyday. Then, the next day, do just a little bit better. Never stop growing, learning, improving.

“Creation / Innovation” Challenge (1)

“S’more Brioche”

Inspired by one of my childhood favorites, this pastry evokes memories of the warmth of moonlit campfires with friends and family, protected by the mighty redwood trees on a cool summer night. This rendition of the classic s’more takes this fire-borne night-time treat and reworks it into a pastry that can be enjoyed anytime. Impressing through its execution, this s’more wows through the creative use of a smoke gun and cherry wood. Smoking the pastry allows it to be experienced through all of the senses that open one up for youthful reminiscence.



Ingredients / recipe	Quantity	Baker's %	Production method
Type 65	863 g	100%	Dough: Chocolate Brioche
Water	163 g	18.88%	Mixing: Intensive
Egg	413 g	47.85%	Desired Dough Temperature: 22 C
Brown Sugar	47 g	5.44%	Bulk Fermentation: 9 Hours at 4 C
Honey	66 g	7.64%	Divide and Shape
Yeast, Instant	22 g	2.54%	Proof: 1 hour at 25 C with 85% Humidity
Salt	20 g	2.31%	Bake: 18 minutes at 176 C
Atomized Chocolate	132 g	15.29%	Convection Oven with Steam at 75ml for 2 seconds
Cocoa Noir	68 g	7.87%	
Whole Wheat Levain	448 g	51.91%	
Butter, 82%	453 g	52.49%	
<i>Total</i>	<i>2695 g</i>	<i>312.22%</i>	

“Creation / Innovation” Challenge (2)

“S’more Brioche”



Argument

Physical and Flavor Characteristics

A classic s'more is characterized by its honey-sweet graham crackers, oozy fire-roasted marshmallows, and melting chocolate. Here, physical characteristics are defined by a tender brioche crumb which fills the entire cylinder, distinguished layers of graham sucee, chocolate ganache, and marshmallow, an even top, and even distribution of graham crumb around the outside. Flavor is characterized by the honey notes in the graham and brioche, chocolatey earthiness stemming from the ganache, and creaminess from the marshmallow. In order to achieve its distinct campfire tones, this s'more uses cherry wood smoke to infuse the pastry as a whole.

Product Assessment Indicators

Layers of chocolate ganache and marshmallow fill the cylinder of chocolate whole wheat brioche. Crisp graham sucee serves as the base. Smokey overtones are upfront and give way to the creamy chocolate and marshmallow filling.

Source of Inspiration

A fireside favorite, the s'more is the perfect handheld snack. Marshmallows on a long stick are toasted over the flames. They are then placed between a sandwich of chocolate squares and graham cracker cookies, and eaten right away.

Creative Aspect

In order to evoke fireside feelings, I'm using cherry wood chips to smoke the pastry in its entirety. This infusion helps to give the pastry a savory element that would typically be derived from toasting the marshmallows over the flames.

The smoke also serves as an exciting service element. The mystique created by the lingering clouds helps to create an air of intrigue.

Innovative Aspect

An effort to bridge the worlds of pastry and baking, this piece is assembled much like an entremet from the pastry kitchen. The idea of purposefully building detailed elements and combining them to create complementary flavors with contrasting textures.

“Creation / Innovation” Challenge (3)

“S’more Brioche”

Marketing interest

Targeted Market

The target audience for this type of item would be the guest who is looking for something a little out of the ordinary. They might be interested in a change of pace from their everyday selections. The pastry could serve as a special gift to someone celebrating a birthday or anniversary. It should stand out as a showcase in a pastry display.

Evaluation of the Market Size

The market size for an item like this might be about 20%-30% of daily visitors. In the right market, this item could become a seasonal favorite. Also, with a knowledgeable staff able to speak to the outstanding qualities of this pastry, market pull could climb as guests are awarded with improved awareness.

Potential Sales Price

In my bakery, I could easily see this pastry selling for \$8 USD a piece. It could also be utilized as a dessert in my restaurant and could be on the menu for about \$12 USD.

Nutritional interest

Analysis / Nutritional value final product	
Amount per 60g (2.1oz)	
Calories 238	
from Fat 120	
	% Daily Value
Total Fat 13.6g	21%
Saturated Fat 8.1g	40%
Trans Fat 0.2g	
Cholesterol 35mg	12%
Sodium 114mg	5%
Total Carbohydrates 27g	9%
Dietary Fiber 2g	9%
Sugars 18g	9%
Protein 4g	7%
Vitamin A	5%
Vitamin C	0%
Calcium	4%
Iron	10%

Nutrition Claims

This pastry carries a moderate amount of positive nutritional value. Devouring one of these a day would not compromise any specialized diet.

As with all pastries, the ability to responsibly source quality ingredients, in all aspects, allows for a healthier pastry. Acquiring products with little to no additives or preservatives helps to maintain a balanced menu. If a guest were to indulge in sugars and fats, they should be good types sugars and fats.

We, as bakers, have a very intimate relationship with our guests. The pieces we make everyday are actually being ingested by them. They have trusted us with something that they have chosen to put into their bodies. We should not take that trust for granted.

