



INSPIRE TODAY, CREATE TOMORROW



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CANADA

RECIPE

BREAD RISING

NUTRITIONAL BREAD MAKING
Challenge Bake & Dine

Stay true to your values,
your passions and take
no shortcuts.

“Bake and Dine” Challenge (1)

The “bread takes center plate”

Description

Name of the dish

« Bread Rising »

Explanation

This bread, composed of two separate unique recipes, is in the shape of a phoenix, a well-known mythical creature that symbolizes rebirth and growth as it « rises from the ashes ». It was developed for this challenge to symbolize the revival of bread, with the ambition of returning bread to the center of the table where it once was the star. Bread is the only food that has the capability to be the appetizer, main course, and dessert all in one sitting. This is Bread Rising.



Nutritional interest

Nutrition claims

- No artificial flavours, colours, preservatives
- Loaded with fruits, vegetables and nuts
- Low in Cholesterol
- Source of Iron

“Bake and Dine” Challenge (2)

The “bread takes center plate”

The bread

Pear, Kiwi, Cheese			
Ingredients / recipe	Quantity	%	Production method
white flour	638g	21.00%	Required dough temperature :24c
Organic Coconut milk	24g	0.70%	fermentation : 2 hours
Malted Barley Flour	6g	0.20%	mixing methode: improved technique
whole wheat flour	106g	3.40%	mix the poolish and sour starter in the 2 hour of preparation , the night before
Poolish 2	425g	13.90%	make an autolyse for 30 min and mix the rest of the ingredients for 3 min on first and 7 min on second except the inclusions to add at the end of the mix for 3 min
Water	468g	15.40%	leave it ferment for 2h
Sour Starter 2	425g	13.90%	scale all the parts of the Pheonix and shape them
Yeast	9g	0.20%	ferment for 90 min at 23 degrees
Salt	24g	0.70%	bake them at 20 min at 220 degrees
Kiwi roasted	160g	5.20%	
pear roasted	372g	12.10%	
old cheddar	266g	8.60%	
brown sugar	11g	30.00%	
Grated ginger	5g	0.10%	
Sweet Potato Walnut			
Ingredients / recipe	Quantity	%	Production method
Flour T65	786g	21.90%	Required dough temperature :24c
Organic Coconut milk	30g	1.10%	fermentation : 2 hours
Malted Barley Flour	8g	0.30%	mixing methode: improved technique
Splet Flour	131g	3.20%	mix the poolish and sour starter in the 2 hour of preparation , the night before
Poolish 1	524g	13.10%	make an autolyse for 30 min and mix the rest of the ingredients for 3 min on first and 7 min on second except the inclusions to add at the end of the mix for 3 min
Water	576g	14.40%	leave it ferment for 2h
Sour Seed 1	524g	13.10%	scale all the parts of the Pheonix and shape them
Yeast	10g	25.00%	ferment for 90 min at 23 degrees
Salt	33g	0.80%	bake them at 20 min at 220 degrees
Sweet Potato Roasted	393g	9.80%	
Onion Roasted	196g	4.90%	
Toasted Walnut	196g	4.90%	
Fresh Rosemary	8g	0.20%	
Roasted Grapes Halves	196g	4.90%	

“Bake and Dine” Challenge (2)

The “bread takes center plate”

The other components of the dish

Dipping Sauce			
Ingredients / recipe	Quantity	%	Production method
fresh parsley	100g	10%	blend all the ingredients together in a blender and rest in the fridge
sourcream	320g	32%	
pin nuts	200g	20%	
horseradish	125g	12%	
cheese	200g	20%	
lemon	2.5g	0.25%	
olive oil	50g	5%	



“Bake and Dine” Challenge (3)

The “bread takes center plate”



Argument

Physical and flavour characteristics

Bread-Rising is in the visual shape of a phoenix, and is composed of two unique recipes. Its flavour is a delectable savoury and fruity combination. The coconut milk provides a softness to the interior throughout the loaf. The combination of roasted kiwi, roasted pear, 2 year old aged cheddar, and ginger yield a robust fruity flavor in the first recipe. In the second recipe, roasted sweet potatoes, roasted grapes, toasted walnuts and fresh rosemary provide an earthy fragrance and taste, with a touch of comfort and warmth.

Product assessment indicators

The exterior is a lightly crisp golden crust, with a slight chew. The dough is hand knotted and braided together to form its unique shape, and dusted with flour. The taste is substantial and a perfect balance between savoury and fruity. The interior is soft and slightly open. The aroma is earthy, warm and inviting.

Source of inspiration

The inspiration for this challenge came from a multitude of places. The multi-layer recipe formulation was developed with the mindset of returning bread to the center of the table, or the Rise of the Bread. Bread is the only food that has the ability and permission to be an appetizer, main meal, or dessert in one sitting. It is fulfilling, nutritious, and carries the energy one requires to function. Its shape, the phoenix, a powerful symbol of renewal not only demonstrates the desire to restore bread to the forefront, but also as a demonstration of my personal self. After my injury I was unable to walk on my own for many weeks, but that did not hinder me from practicing and preparing for this competition. However, as I started to recover, I felt more powerful, more determined and ready for renewal. « Bread Rising » is so much more than a simple loaf of bread – it is a symbol of reconnection, perserverance and belief that anything is possible.

Conditions of integration of the bread in the dish

This versatile and multipurpose bread pairs beautifully with any foods at any occasion. Serve with pâté and a bold wine as an appetizer, with any meat, fish or seafood dish as a main, or paired with fruits, nuts and cheese for dessert.

The role of the bread in the dish

This loaf can be shared and enjoyed as the introduction, the hero within a larger meal, or can be also a snackable meal in itself. No matter what role this bread takes in the dish, “Bread Rising” returns as the hero, taking center stage (or table, in this context!).

“Bake and Dine” Challenge (4)

The “bread takes center plate”

Targeted market

Marketing interest

Middle-to-Higher Income Families

Primary shopper

Loves to cook and entertain, but is no expert

Evaluation of the market size

20-30% of family population within respective market

Potential sales price

Suggested Retail Price: \$5.99-\$6.99 CAD [€3.97- €4.64]

Nutrition Facts	
Valeur nutritive	
Per serving (100 g) / pour portion (100 g)	
Amount	% Daily Value
Teneur	% valeur quotidienne
Calories / Calories 240	
Fat / Lipides 4.5 g	7 %
Saturated / saturés 1.5 g	8 %
+ Trans / trans 0.1 g	
Cholesterol / Cholestérol 5 mg	
Sodium / Sodium 440 mg	18 %
Carbohydrate / Glucides 42 g	14 %
Fibre / Fibres 3 g	12 %
Sugars / Sucres 4 g	
Protein / Protéines 8 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	0 %
Calcium / Calcium	6 %
Iron / Fer	20 %

