



INSPIRE TODAY, CREATE TOMORROW

## RECIPE

### NUTRITIONAL BREAD MAKING Creation and innovation Challenge The “wow factor” bread



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“Fall seven times, stand up eight”.

As this Japanese old proverb says, if I get knocked down, I will get back up anyhow. I have been through a lot about bread-making.

No one can beat me at the passion for bread-making and love for bread !

# “Creation / Innovation” Challenge (1)

## The “wow factor” bread

### Description

Rich flavor of dark beer, roasted aroma of sesames, texture of walnuts, sour taste of raisins, appetizing smell of butter and novel inside of the bread inspired by mille-feuille. The puff doughs overlap each other by folding butter by hand which give multiple textures. 33% of hydration of the dough is dark beer. You can't imagine the flavor, texture and crumb by its appearances.



| Ingredients / recipe        | Quantity | %   |
|-----------------------------|----------|-----|
| White wheat flour type 65   | 2000g    | 100 |
| Salt                        | 44g      | 2.2 |
| Lesaffre Semi-dry yeast red | 8g       | 0.4 |
| Dark beer                   | 660g     | 33  |
| Water                       | 800g     | 40  |
| Sourdough                   | 500g     | 25  |
| Levain(liquid state)        | 400g     | 20  |
| Raisins                     | 150g     | 15  |
| Walnut                      | 80g      | 8   |
| White sesami                | 100g     | 10  |
| Salting butter              | 550g     | 55  |

| Production method   |
|---|
| Kneading (spiral mixer) : L2min autolysis15min L5min<br>H50sec ↓ L3min H50sec ↓ L2min |
| Dough temperature : 23°C  |
| 1st fermentation :90min with a fold after 60min at 27°C                               |
| Dividing : 120g/40g/25g, 60g/25g/15g  |
| Resting time : 30min at 27°C  |
| Moulding : Combine three round breads<br>with triangular cloth attached.              |
| Final fermentation : 75min at 27°C  |
| Baking : 30min/18min at 230°C/210°C   |

# “Creation / Innovation” Challenge (2)

## The “wow factor” bread

### Argument



#### Physical and flavour characteristics

Light crust and moist crumb. Well-balanced between a rich flavor of butter and a sour taste of raisins. The bread is voluminous, but it has a crispy texture.



#### Product assessment indicators

Using two kinds of sourdough, hard and liquid. The bread has a good preservability as well as the ability to retain moisture.



#### Source of inspiration

I came up with an idea in my day-to-day work. I was improving the perfection of this bread through a trial and error process in order to create the puff dough like a mille-feuille.



#### Creative aspect

I elaborated a lively aspect with stripe line pattern. The round base was selected to express tenderness, warmth and fullness as a bread.



#### Innovative aspect

The butter is wrapped in the high hydration dough. You will be agreeably surprised when you eat the product after cutting.

# “Creation / Innovation” Challenge (3)

## The “wow factor” bread

### Marketing interest

#### Targeted market

Department store. Wealthy people. The consumers who are full of adventure and who like trying new things. Make a sale in an inner-city area in the form of a cut bread as well as a whole one, as Japanese consumers have a strong tendency to buy the small pieces.

#### Evaluation of the market size

Highly nutritious foods are needed in Japan's aging society and the bread is no exception. That's why the products containing cereal grains and raisins gain popularity among Japanese. In my company, the juicy bread with butter inside is also very popular.

#### Potential sales price

Sales price is 600 JPY. In view of the cost, it would be better to raise a price, but I hope many people eat this bread.

### Nutritional interest

#### Analysis / Nutritional value final product

|                          | Per 100g   |
|--------------------------|------------|
| Calories                 | 281.76kcal |
| Moisture                 | 48.24g     |
| Protein                  | 7.27g      |
| Lipid                    | 5.37g      |
| Carbohydrate             | 49.52g     |
| Ash                      | 1.71g      |
| <u>Inorganic quality</u> |            |
| Sodium                   | 373.05mg   |
| Potassium                | 179.84mg   |
| Calcium                  | 72.24mg    |
| Magnesium                | 37.02mg    |
| Phosphate                | 102.47mg   |
| Iron                     | 1.28mg     |
| Zinc                     | 0.73mg     |
| Copper                   | 0.20mg     |
| Fiber Total              | 3.16g      |

#### Nutrition claims

Dark beer increases HDL cholesterol and has the antioxidant action. In addition, vitamin B6 (improve functioning of the brain, energy production, boost the immune system) is supplied. Raisin is rich in dietary fiber, vitamin and mineral. What's more, it is low in fat and zero-cholesterol. As for walnut, it contains protein and alpha-linolenic acid. Sesame is rich in vitamin E and B group and mineral such as calcium and iron. It also includes unsaturated fatty acid such as linoleic acid and oleic acid.

#### Blended(%)

|                             |       |
|-----------------------------|-------|
| White wheat flour type 65   | 48.25 |
| Dark beer                   | 12.93 |
| Raisins                     | 5.88  |
| Walnut                      | 2.35  |
| White Sesame                | 1.96  |
| Black Sesame                | 1.96  |
| Rye flour                   | 1.35  |
| Lesaffre Semi-dry yeast red | 1.57  |
| Salt                        | 0.86  |
| Water                       | 22.89 |



