

# CRUSTY OLD WORLD BREAD



Here's a great way to add a delicious new product to your line of high quality breads and add a "touch of class" to your display case. Even the name "Crusty Old World Bread" suggests something special, and the taste and texture of this delicious product will seal the deal!

Adding Crusty Old World Bread to your product mix is easy, fun, and profitable. Your customers will love the variety and appreciate your skill as a baker.

## EXTRA SALES AND PROFITS FOR YOU!

Be sure to price this loaf according to the premium perception that accompanies the "Crusty Old World Bread" name. Adding 20 - 30% to your normal retail is not out-of-line for this specialty item.

## BAKEMARK PRODUCTS USED TO MAKE THIS ITEM:

- Crusty Old World Bread Base
- Bread Pan Spray Release



## 1. SCALE & MIX



Scale the desired size batch using the directions printed on each bag. Mix the dough for 1 minute in low speed; then continue mixing for 8-9 minutes in medium speed to a full development. Medium speed is 3rd speed on a 4-speed mixer. Rest the dough for 15 minutes.

## 2. SCALE INDIVIDUAL PIECES



Pictured is a round 1-lb. 4-oz. loaf. Round the dough piece, and let it rest an additional 5 minutes. De-gas the dough; then re-round it, and place it on a desired baking sheet. Here, we use a perforated baking sheet pan. Proof to about 3/4 size in a moderate proofing cabinet or covered rack.

## 3. SCORE



Scoring or cutting the dough not only gives the loaf a unique look...it also helps the loaf expand properly during baking.

## 4. BAKE



Bake the bread at 400°F for approximately 30 minutes until the loaf is golden in color and firm when you tap the bottom of the loaf. If available, steam for 12 seconds with 20 seconds of dwell.

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Authentic Taste. We Deliver.™

For more information, contact your BakeMark Sales Rep or call toll-free 866.232.8575

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