

2020 ICA CATIE AWARDS SUBMISSION

Best Food Trend



A Celebration of Gluten!

celebrating
gluten



SYNOPSIS

In a world where bread has become *carbohydrate non grata*, a second class culinary citizen, we felt compelled to remind people that, for centuries, bread was known as the “staff of life”. That people have broken bread together for generations, because it’s incredibly delicious! So instead of shying away from it, we created an old world bakery tasting station—pairing breads with bone marrow, compound butter, and homemade jam—just a few delicious calories, for old time’s sake.

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CONCEPT

We know that people go out of their way to find a great bakery. Even those who aren't looking for a bakery, but happen to walk by a shop full of fresh baked loaves, must go in and sample a slice. Right? That's the feeling we set out to create with our "Celebrating Gluten" station. We wanted to draw people over; even those who usually shun bread because it has fallen out of vogue at the moment. Of course some folks simply cannot eat bread for medical reasons, and for them, there were many other options at this

Grand Opening event. But for our gluten-friendly guests we wanted to put a bread station front and center. Proudly offering tastes of our made-from-scratch breads paired with a delicious fat and a sweet. We wanted to challenge the perception that gluten and bread should be avoided. So we made bread the star of the station and guests could experience why bread has always been one of the purest forms of indulgence.

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Ciabatta with bone marrow and red onion jam



Molasses brown bread with vanilla cranberry compound butter and Slide Ridge Honey Comb



Polenta bread with home-made blackberry jam, whipped butter and Redmond salt

PRESENTATION

Breaking Bread Together Never Goes Out of Style

We created a multi-level display of dozens of our freshly baked loaves, butter swirls, honeycomb and house-made jam to catch the eye of guests and draw them over. Our two educator chefs torched and seasoned the bone marrow, plated the breads, fats and sweets, and arranged the slates on the front table.

BREAD MENU DETAILS

Our concept was to highlight 3 classic breads, each paired with a fat and sweet. We planned a theme for each selection:

SAVORY - Ciabatta with torched bone marrow sprinkled with Parmesan and paired with house-made red onion jam

SWEET – Molasses Brown Bread with vanilla cranberry compound butter paired with local honey comb

COMFORT – Polenta Bread with salted whipped butter and paired with house-made blackberry jam

Our chefs enthusiastically volunteered information about the selection of artisan breads (ciabatta, polenta and molasses brown bread), and described how delicious breads are when paired with a variety of sweets and fats. Many guests are not familiar with bone marrow. Adding this unique item to the tasting upped the intrigue for foodies who are always eager to try something new.



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PRODUCTION DETAILS

We set up our “bakery” breadboard behind the tasting table and stacked our slate plates on each end of that. This created a prep area for our 2 chefs to torch the bone marrow and store the piped butter, honeycomb and jam. The chefs used the front table to plate the slates with their assigned fat and sweet. This created opportunity for interaction with the guests and gave our chefs plenty of room to prepare each slate.

The slates were prepped and ready for guests to partake of whichever bread they wanted to try first. Chefs were right there to discuss details of why we chose these particular breads and why we paired them with a fat and a sweet.

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CHALLENGES AND HOW THEY WERE OVERCOME

Managing Perceptions and Slates

As hospitality experts we were keenly aware that a few guests might perceive our Celebrating Gluten station as somewhat insensitive to people with gluten intolerance and/or carb restrictions. To ensure the Celebration message came through loud and clear, we chose our chef attendants carefully—selecting team members with oodles of charm, friendly smiles and gracious personalities. They were naturally sensitive to anyone hesitating to indulge, and enthusiastically suggested other stations for them to try. We received only compliments from the guests and our client for our choice to include a fully stocked bread presentation at this winter event.

We also had a space issue. Each tasting trio required 3 slates. We loved the natural surface of the slate and it worked well with our theme. But with a guest count of 150, multiplied by 3 is 450 slates! Because the event décor was modern rustic chic we were not using any tablecloths and so couldn't stack slates under the station. We solved the space issue by assigning a runner to frequently bus used slates BOH and bring out new clean slates to be used with the continuing flow of guests.

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RECIPES

Ciabatta (12 loaves)

Ingredients for Poolish (Sponge or Starter)

Bread flour 1246 g
Water 1246 g
Yeast 0.2 g

Ingredients for Final Dough

Bread flour 3624 g
Water 2776 g
Salt 116 g
Malt 38 g
Yeast 24 g

Method

1. Make poolish 18 hours before mixing final dough.
2. For the final dough, break down the polish in the water.
3. Add other ingredients and mix until incorporated but no gluten development.
4. Bulk ferment for 20 minutes in a greased tub.
5. Fold and bulk ferment on table for 20 minutes.
6. Fold and bulk ferment for 10 more minutes.
7. Cut dough into 12 pieces.
8. Place on floured towel and proof for 30 minutes.
9. Stretch out a little and bake on stones at 475 for 20-25 minutes until nicely browned.
10. Cool on racks from the mold. Do not pull or wiggle too vigorously.

Polenta Bread (4 loaves)

Ingredients

Water 4 C
Yeast 1 Tbsp 1 tsp
Sugar 1 C
Oil 1 C
Polenta 1 C
Salt 1 Tbsp 1 tsp
Bread Flour 4 lb

Method

1. Pour water into mixing bowl and add all dry ingredients on top.
2. Mix on 1st speed for 4 minutes and then second speed until gluten is fully developed.
3. Divide dough into 2 lb pieces and freeze until needed or continue to shape.
4. Shape into loaves 20" long.
5. Cover and proof.
6. Bake at 375 F in convection oven.
7. Cool on wire racks.

RECIPES

Red Onion Jam (yields 4 cups)

Ingredients

8 Cups Red Onion, julienne
1-2 Cups Red Wine Vinegar
1-2 Cups Red Wine
½-1 Cup Sugar
Salt to taste

Directions

1. Put all ingredients in saute pan, saute until translucent
2. Bring to a boil, then reduce to a simmer.
3. Cook until liquid thickens.
4. Spread on sheet pans and cool.
5. Finished product should be jam like with stringy onions, not dry looking.

Compound Butter

Ingredients

1 lbs butter
2 vanilla beans
1 tbsp vanilla
¾ cup dried cranberries (chopped)
1 tbsp orange

Directions

Take 2 vanilla beans, slice right down the center, scrape the caviar from the inside of the bean. discard the husks. In mixer combine butter, caviar, vanilla, cranberries and zest. beat until incorporated and has a whipped consistency.

Sweet Molasses Brown Bread (4 loaves)

Ingredients

Water	40 oz.
Yeast	3 T
Molasses	7.5 oz.
Cocoa	¼ cup
Oil	3 oz.
Honey	7.5 oz.
Salt	4 tsp.
Wheat Flour	30 oz.
Bread Flour	40 oz.

Method

Straight dough method. Scale 2 lbs dough balls. Shape into balls and bench rest for 10 minutes. Shape into baguettes and proof. Egg wash and top with oats.

Bake at 350 degrees for about 20 minutes. Watch proofing.

Blackberry Jam

Ingredients

5 cups blackberries
1 ½ cups sugar
1 ½ Tbsp lemon juice

Directions

In a large saucepan, mix ingredients together and place over medium heat. Bring it to a simmer, and cook until it has reached gel stage- about 15 minutes.