

THE SOURDOUGH FORMULA

Module 3 · 30+ Sourdough Recipes to Sell

How the recipes work

Here's the secret that makes this whole module easy: you already know how to bake every loaf in it. Every recipe below is a variation of the Master Loaf from Module 2. Same Dolly, same rhythm, same Friday-to-Saturday schedule. What changes is a short list of things: the flour mix, the water, a few extras, and sometimes the pan.

So each recipe tells you three things clearly. What's different. When to add it. And what it costs you and what it sells for. Everything else is «Master Loaf step N», and you'll know those steps by heart after your third bake.

The Master Loaf steps, at a glance

Keep this list handy. Every recipe refers to it by number.

Before Step 1 comes **the morning feed**: feed Dolly 1:1:1 on Friday at 8 am, so she peaks around 4 pm, mix time.

1. **Mix (and autolyse)** (4 pm). Flour and water only, keeping back 20 g of the water; rest 30 minutes.
2. **Add the starter, then the salt.** Dimple in the starter, then squeeze in the salt with the reserved water.
3. **Stretch and folds.** 4 sets, every 30 minutes. Inclusions go in during the 2nd set.
4. **Bulk fermentation.** Until the dough has grown 50–75 %, about 4–6 hours at 75 °F (24 °C).
5. **Pre-shape and bench rest.** A loose round, 20 minutes uncovered.
6. **Final shape.** Tight round or oval, seam up, into the floured banneton.
7. **Cold proof.** Covered, in the fridge, 10–16 hours.
8. **Score and bake.** Dutch oven preheated at 500 °F (260 °C); 20 minutes lid on at 475 °F (245 °C); 20–25 minutes lid off at 450 °F (230 °C); internal 205–210 °F (96–99 °C).
9. **Cool.** 2 hours minimum before cutting or bagging.

How to read the Cost & Price table

Every recipe ends with the same table, so you always know your numbers before you post a menu. A few things to know:

- **Flour and extras** are priced from real US grocery prices (November 2026). Bread flour is $0.55 a pound in a 5 lb bag, and $0.44 a pound if you buy the 25 lb Costco bag, so your numbers only get better as you grow.
- **Starter (with feed)** is the 100 g of Dolly that goes into the dough plus the flour you used to feed her. I count it at $0.25 per loaf.
- **Oven share** is your electricity or gas. A hearth loaf counts $0.46 (half of an hour-long bake with two Dutch ovens in the oven). Pan loaves bake four at a time at a lower temperature, so they count $0.20.
- **Packaging** is $0.35 per loaf: bag, label and twine. It's optional, and when a regular brings her own bread bag, that $0.35 stays with you.
- **Sell at** comes from the price ladder: **Plain $9 · Classic $11 · Specialty $14**, with premium specialty loaves at $12–16. We never price at «cost × 2». A classic loaf that costs $1.40 sells for $11.
- **You keep** is the sell price minus ingredients minus packaging. That's your money for the loaf.

In Canada, the UK and Australia the ladder travels well. Use the same numbers in your local money as a starting point (roughly CA$11–12, £7–9 or A$12–14 for a classic) and check the price sheet in Module 6 to fine-tune.

When to add inclusions

Cheese, olives, fruit, nuts, seeds, chocolate: they all go in during the **2nd set of stretch & folds**. By then the gluten has started to build, so the dough holds them without tearing, and you still have two sets left to spread them evenly.

Here's how you do it. Wet your hands, stretch the dough out flat in the container, scatter half the inclusions over the top, fold it into thirds, scatter the rest, and fold again. Done. Pat wet things dry first (olives, jalapeños, soaked raisins) so they don't add extra water.

Herbs, spices and honey usually go in at the mix instead, because you want them everywhere. Each recipe tells you which.

Scaling ×4 for bake day

On a Saturday bake day you'll mix in batches of 4 loaves, which is 2 kg of flour. Multiply every ingredient by 4, including the inclusions, and mix in one big container (a 12-quart food-safe tub with a lid is perfect).

- Feed Dolly a bigger breakfast on Friday morning so you have at least 400 g of active starter at 4 pm, plus a little left over to keep her going.
- Divide the dough by weight at pre-shape (Master Loaf step 5). A scale makes every loaf the same size, and same size means same price, same bake time.
- One oven fits 2 Dutch ovens, so each round of 2 loaves takes about 45 minutes. Pan loaves (sandwich, honey whole wheat) bake 4 at a time, which is how you get to 20 loaves in one home oven.

The full bake-day timing lives in Module 7.

Recipe finder

Use this table to plan your menu. Start with 2 or 3 everyday loaves for your regulars, then add one specialty each week and watch which one your neighbors ask for again.

#	Recipe	Tier	Price	Difficulty	Best for
1	Classic Country Boule	Everyday	$11	Easy	Regulars
2	Country Batard	Everyday	$11	Easy	Regulars
3	Soft Sandwich Loaf	Everyday	$9	Easy	Regulars
4	Honey Whole Wheat Sandwich Loaf	Everyday	$9	Easy	Regulars
5	50 % Whole Wheat Country Loaf	Everyday	$11	Medium	Regulars
6	Seeded Whole Wheat	Everyday	$12	Medium	Regulars
7	Rustic Light Rye	Everyday	$11	Medium	Regulars
8	Spelt Country Loaf	Everyday	$12	Medium	Weekends
9	Sourdough Baguettes (pair)	Everyday	$9	Tricky	Parties
10	Dinner Rolls by the Dozen	Everyday	$12 / dozen	Easy	Parties
11	Sourdough Ciabatta (pair)	Everyday	$10	Tricky	Weekends
12	Honey Oat Loaf	Everyday	$11	Easy	Regulars
13	Cranberry Walnut	Specialty	$14	Medium	Gifts
14	Jalapeño Cheddar	Specialty	$14	Medium	Weekends
15	Cinnamon Raisin	Specialty	$13	Medium	Weekends
16	Rosemary Olive	Specialty	$14	Medium	Parties
17	Rosemary Sea-Salt Focaccia	Specialty	$14	Easy	Parties
18	Garlic Parmesan	Specialty	$14	Medium	Weekends
19	Roasted Garlic & Herb	Specialty	$13	Medium	Weekends
20	Everything Bagel Boule	Specialty	$13	Easy	Weekends
21	Sun-Dried Tomato & Basil	Specialty	$14	Medium	Parties
22	Chocolate Cherry	Specialty	$15	Medium	Gifts
23	Double Chocolate	Specialty	$15	Medium	Gifts

#	Recipe	Tier	Price	Difficulty	Best for
24	Lemon Blueberry	Specialty	$14	Medium	Weekends
25	Cheddar Chive	Specialty	$14	Medium	Weekends
26	Fig & Walnut	Specialty	$15	Medium	Gifts
27	Kalamata & Feta	Specialty	$15	Medium	Parties
28	Turmeric Golden Seed	Specialty	$13	Medium	Regulars
29	Pumpkin-Shaped Pumpkin Spice Loaf	Seasonal & party	$15	Tricky	Gifts
30	Pull-Apart Garlic Herb Wreath	Seasonal & party	$16	Tricky	Parties
31	Sourdough Pizza Dough Kit (4 balls)	Seasonal & party	$12	Easy	Parties
32	Sourdough Discard Crackers (bag)	Seasonal & party	$8	Easy	Gifts

> *Sarah's tip: My first menu had exactly three things on it: the Classic Country Boule, the Soft Sandwich Loaf and one specialty that changed every week. Three choices is plenty. People love a short menu, and you'll love a calm Saturday.*