

THE SOURDOUGH FORMULA

Recipe 6 · Seeded Whole Wheat

Seeds inside and out. Toast it with butter and you'll understand why it sells out.

Recipe 6 · Seeded Whole Wheat

Why people buy it: a crunchy seed crust and a moist, nutty crumb. It feels like the expensive health-bakery loaf, at a neighborly price.

- **Tier & price:** Everyday · Classic (premium) · **$12**
- **Makes:** 1 round or oval loaf, about 1,050 g of dough
- **Difficulty:** Medium
- **Timeline:** Friday 8 am feed Dolly **and** soak the seeds → 4 pm mix → seeds in at the 2nd fold → shape and roll in seeds around 9 pm → fridge → Saturday 7 am bake

Ingredients

Ingredient	Grams	Cups (approx.)
Bread flour	350 g	2¾ cups + 1 tbsp
Whole wheat flour	150 g	1¼ cups
Water, 80 °F (27 °C)	340 g	1⅓ cups + 2 tsp
Active starter	100 g	½ cup
Fine sea salt	11 g	2 tsp
Seed soaker: seed mix (sunflower, flax, sesame, pumpkin)	100 g	⅔ cup
Seed soaker: water, hot	80 g	⅓ cup
Seed mix, for the crust	20 g	2 tbsp

What changes vs. the Master Loaf

- **30 % whole wheat** and a **seed soaker.** Soaking the seeds (especially flax) in hot water stops them from stealing water from the dough, which keeps the crumb moist.
- **Water in the dough is 340 g** (68 %) because the soaker brings another 80 g. Total hydration lands around 84 %, but it feels like a 72 % dough because the seeds hold the water.
- **Salt goes up to 11 g** to season the seeds too.
- **Seeds go in at the 2nd set of folds**, and the shaped loaf is rolled in more seeds.

Steps

1. **Friday 8 am:** feed Dolly (the morning feed) and stir the 100 g seed mix into 80 g hot water. Cover and leave on the counter. By 4 pm it's a thick, sticky paste.
2. **Mix and autolyse** the water and both flours, 30 minutes (Master Loaf step 1).
3. **Add the starter, then the salt** (Master Loaf step 2).
4. **Fold set 1** as usual.
5. **Fold set 2: add the soaker.** Stretch the dough flat, spread half the soaker over it, fold in thirds, spread the rest, fold again. It will feel slippery for a few minutes.
6. **Folds 3 and 4** as usual. The seeds spread out and the dough firms up again.
7. **Bulk** until it has grown about 50–60 %, 4–5½ hours from mixing. Seeds make it harder to see the rise, so use a straight-sided container with a rubber band to mark the start.
8. **Pre-shape and rest** 20 minutes (Master Loaf step 5).
9. **Final shape** (Master Loaf step 6). Then roll the top of the loaf on a damp kitchen towel, and right after, in a plate of the 20 g seeds. Place it seeds-down in the banneton (no rice flour needed on that side).
10. **Cold proof** 10–16 hours, then **score and bake** as Master Loaf step 8. Internal 205–210 °F (96–99 °C).
11. **Cool** 2 hours before cutting or bagging.

Shaping, scoring & baking specifics

- **Score** through the seed crust with a sharp blade: one confident slash, slightly deeper than usual (about ¾ in / 2 cm).
- **Seeds toast in the oven.** If they darken too fast in the lid-off phase, drop to 435 °F (225 °C) for the last 10 minutes.
- Works beautifully in a 9 × 5 pan too: shape as a log, roll in seeds, bake at 425 °F (220 °C) for 45 minutes.

Cost & Price

Ingredient	Amount	Cost
Bread flour	350 g	$0.42
Whole wheat flour	150 g	$0.23
Starter (with feed)	100 g	$0.25
Seed mix	120 g	$1.59
Salt	11 g	$0.01
Oven share	½ bake	$0.46
Total ingredients		**$2.96**
Packaging (bag, label, twine)	1 set	$0.35
Sell at		**$12.00**
You keep		**$8.69**

How to sell it

Fitness people, avocado-toast fans, the neighbor who reads every label. It's a great «second loaf» for regulars who already get the classic.

Menu line to copy: *Seeded Whole Wheat Sourdough. Sunflower, flax, sesame and pumpkin seeds inside and on the crust. Made for toast. $12*

> ***Sarah's tip: Buy the seed mix in bulk bins or at Costco and keep it in the freezer. At $6 a pound it's the most profitable «fancy» loaf on my menu.***

If it goes wrong

- **Seeds fall off the crust:** the towel was too dry. Dampen it more, and press the loaf into the seeds firmly.
- **Gummy crumb:** the soaker was very wet. Drain any pooled water, and bake to the full 205 °F.
- **Dense loaf:** seeds weigh it down. Let bulk go to +60 % and make sure Dolly was at her peak.