

THE SOURDOUGH FORMULA

Recipe 10 · Dinner Rolls by the Dozen

Twelve buttery rolls in one pan. I sell more of these in November than anything else.

Recipe 10 · Dinner Rolls by the Dozen

Why people buy it: soft, buttery pull-apart rolls for family dinners and potlucks, without anyone having to bake on the busiest day of their week.

- **Tier & price:** Everyday · **$12 a dozen**
- **Makes:** 12 rolls, about 80 g each, in a 9 × 13 in (23 × 33 cm) pan
- **Difficulty:** Easy
- **Timeline:** Friday 8 am feed → 4 pm mix → shape around 10 pm → pan in the fridge overnight → rise 2–3 hours → bake 9 am

Ingredients

Ingredient	Grams	Cups (approx.)
Bread flour	500 g	4 cups
Whole milk, lukewarm	250 g	1 cup + 1 tbsp
Active starter	100 g	½ cup
Egg	1 large (50 g)	1
Honey	40 g	2 tbsp
Butter, very soft	50 g	3½ tbsp
Fine sea salt	9 g	1½ tsp
Butter, melted, for brushing	10 g	2 tsp

What changes vs. the Master Loaf

- **Enriched dough:** milk, egg, honey and butter, for a soft, rich roll.
- **Butter goes in after the salt** (like Recipe 3).
- **Slower bulk,** 5–7 hours, because of the butter and milk.
- **Divided into 12 balls** and baked together in a 9 × 13 pan, so they rise into each other and pull apart.
- **Lower oven:** 375 °F (190 °C), done at 190 °F (88 °C) inside.

Steps

1. **The morning feed:** feed Dolly at 8 am.
2. **Mix and autolyse:** whisk the milk, egg and honey, add the flour and mix until shaggy. Rest 30 minutes (Master Loaf step 1).
3. **Add the starter, then the salt** (Master Loaf step 2), then the soft butter, a spoonful at a time, squishing until glossy (3–4 minutes).
4. **Stretch & folds:** 4 sets, 30 minutes apart (Master Loaf step 3).
5. **Bulk** at 75–78 °F (24–26 °C) until it has grown about 75 %, soft and airy, 5–7 hours from mixing.
6. **Divide** into 12 equal pieces, about 80 g each. Use the scale. Equal rolls bake evenly.
7. **Shape each roll.** Cup your hand over a piece of dough on an unfloured counter and move it in small, fast circles until it tightens into a smooth ball.
8. **Pan them.** Butter a 9 × 13 pan and place the rolls in 3 rows of 4, evenly spaced. Cover and refrigerate overnight.
9. **Final rise.** Saturday morning, set the pan somewhere warm until the rolls are puffy and touching each other, 2–3 hours.
10. **Bake** at 375 °F (190 °C) for 22–26 minutes, until deep golden and 190 °F (88 °C) in a center roll.
11. **Brush** with melted butter as soon as they come out. Cool in the pan 15 minutes, then lift onto a rack. Cool at least 1 hour before packing.

Shaping, scoring & baking specifics

- **Pan:** 9 × 13 in metal pan, or a disposable foil pan you sell with the rolls (see the tip).
- **No scoring.** For a shiny bakery finish, brush with beaten egg before baking (add $0.33 to the cost).
- **Optional topping:** a pinch of flaky salt on the butter right out of the oven.

Cost & Price

Ingredient	Amount	Cost
Bread flour	500 g	$0.61
Starter (with feed)	100 g	$0.25
Whole milk	250 g	$0.26
Egg	1	$0.33
Honey	40 g	$0.53
Butter	60 g	$0.66
Salt	9 g	$0.01
Oven share (2 pans per bake)	¼ bake	$0.20
Total ingredients		**$2.85**
Packaging (bag, label, twine)	1 set	$0.35
Sell at		**$12.00**
You keep		**$8.80**

How to sell it

Families hosting Sunday dinner, potluck guests, anyone with a holiday meal coming up. Offer them as a pre-order a week ahead, and a single Saturday becomes a dozen dozen.

Menu line to copy: *Sourdough Dinner Rolls (12). Soft, buttery, pull-apart rolls made with milk, honey and a long slow rise. Warm for 5 minutes and serve. $12 a dozen*

> ***Sarah's tip: For parties I bake them in a foil pan with a lid (about $1 each) and sell them «ready to reheat» for $13. People love not having to move them to a plate.***

If it goes wrong

- **Rolls are dense:** they went in before they were puffy. Give them the full warm rise until they touch.
- **Dark bottoms:** use a light-colored metal pan or bake one rack higher.

- **Different sizes:** weigh each piece. Eyeballing 12 is where uneven baking starts.