

THE SOURDOUGH FORMULA

Recipe 17 · Rosemary Sea-Salt Focaccia

The pan I bring to every potluck. It never comes home with leftovers.

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Why people buy it: it looks like a party in a pan, it feeds a crowd, and nobody in your neighborhood is selling real sourdough focaccia.

- **Tier & price:** Specialty · $14 per 9×13 pan (about £11 / CA$19 / A$21)
- **Makes:** one 9×13-inch (23×33 cm) pan, 12–15 squares
- **Difficulty:** Easy. No shaping, no scoring, no Dutch oven.
- **Timeline:** mix Friday 4 pm → into the oiled pan Friday night → fridge overnight → bake Saturday 8 am

Ingredients

- 500 g bread flour (about 4 cups)
- 400 g water (1⅔ cups) — 80 % hydration, wetter than the Master Loaf
- 100 g active starter (scant ½ cup)
- 10 g fine sea salt (1¾ tsp)
- 60 ml olive oil (¼ cup), divided: 30 ml in the pan, 30 ml on top
- 3 sprigs fresh rosemary, leaves stripped
- 1 tsp flaky sea salt for the top

What changes vs. the Master Loaf

Three things: more water, no shaping, and a pan instead of a Dutch oven. The extra water is what gives focaccia those big, glossy holes. The dough will feel loose and sticky. That is exactly right.

Steps

1. Give Dolly the morning feed.
2. Mix the flour with 370 g of the water. Autolyse 30 minutes (Master Loaf step 1).
3. Add the starter, then the salt with the remaining 30 g water, and squeeze them in (Master Loaf step 2).
4. Do 4 sets of stretch & folds every 30 minutes with wet hands (Master Loaf step 3). By the 4th set the dough should be smooth and jiggly.
5. Bulk until about +50 % (Master Loaf step 4).

6. Pour 30 ml olive oil into a 9×13 metal pan and tilt it so the oil covers the corners. Tip the dough in, flip it once so both sides are oiled, and gently stretch it toward the corners. If it springs back, wait 15 minutes and stretch again.
7. Cover and refrigerate overnight, 12–18 hours.
8. Saturday morning, leave the pan on the counter 1–2 hours until puffy and wobbly.
9. **Dimple:** drizzle the remaining 30 ml oil over the top. Oil your fingertips and press straight down to the bottom of the pan, all over, like playing piano. Push the rosemary leaves into the dimples and sprinkle flaky salt.
10. Bake at 450 °F (230 °C) on the middle rack for 22–28 minutes, until deep golden on top and crisp on the bottom (lift a corner with a spatula to check).
11. Slide it out of the pan onto a rack after 5 minutes so the bottom stays crisp. Cool 30 minutes before cutting.

Cost & Price

Ingredient	Amount	Cost
Master Loaf base (flour, salt, starter food)	1 batch	$1.40
Olive oil	60 ml	$0.60
Fresh rosemary	½ bunch	$1.25
Flaky sea salt	1 tsp	$0.10
Total ingredients		**$3.35**
Packaging		$0.35
Sell at		**$14**
You keep		**$10.30**

How to sell it

- **Who buys it:** hosts, potluck guests, book clubs, anyone feeding six people on Saturday night.
- **Menu line to copy:** *Rosemary sea-salt focaccia, crackly golden top, olive-oil soaked bottom. A full 9×13 pan, ready for your table.*
- **Best day/season:** year-round, best on Saturdays and before long weekends. In summer it outsells everything else I make.

Sell it whole in the pan-sized box or bag, or offer half pans for $8 when you have regulars who live alone.

> *Sarah's tip: Bake focaccia in the last round of your bake day. It needs no Dutch oven, so it slides in while your loaves cool, and it uses the oven at 450 °F when it is already hot.*

If it goes wrong

- **Flat and dense:** it went into the oven cold. Give it the full 1–2 hours on the counter until it jiggles when you shake the pan.
- **Pale bottom:** use a metal pan (not glass) and bake on the lowest rack for the last 5 minutes.
- **Dimples disappeared:** you dimpled too early. Dimple right before baking, all the way to the pan.