

THE SOURDOUGH FORMULA

Recipe 20 · Everything Bagel Boule

All the bagel flavor, all the sourdough crumb. My teenagers fight over the heel.

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Why people buy it: everyone loves everything-bagel seasoning, and a whole crusty loaf of it makes the best breakfast toast with cream cheese.

- **Tier & price:** Specialty · $13
- **Makes:** one boule
- **Difficulty:** Easy. The only new step is the seeded crust.
- **Timeline:** same as the Master Loaf

Ingredients

- Master Loaf dough: 500 g bread flour (about 4 cups), 350 g water (1½ cups), 100 g active starter, 10 g salt (1¾ tsp)
- **Everything mix (about 40 g / ⅓ cup):** 30 g seeds mix (sesame, poppy, a few sunflower), plus 1 Tbsp dried minced onion, 2 tsp dried minced garlic, 1 tsp flaky salt

What changes vs. the Master Loaf

The topping is the star. Half the mix goes inside during the 2nd set of folds; half goes on the outside, rolled on after shaping.

Steps

1. Morning feed for Dolly, then Master Loaf steps 1–2.
2. First set of stretch & folds.
3. **2nd set of folds:** sprinkle half of the everything mix (without the flaky salt) over the dough and fold it in with your normal stretch & folds. No need to laminate for a dry seasoning.
4. Sets 3 and 4 as normal (Master Loaf step 3). Bulk (step 4). Pre-shape (step 5).
5. **Seeded crust:** after the final shape (step 6), dampen a clean kitchen towel and spread the rest of the mix with the flaky salt on a plate. Roll the top of the shaped loaf on the damp towel, then press it into the mix. Place it seed-side down in the banneton.
6. Cold proof overnight (step 7).
7. Turn out, score one confident cross through the seeds.
8. Bake as in step 8 and cool as in step 9. Dried onion can darken fast: if the top looks very brown after 10 minutes lid-off, lower to 425 °F (220 °C).

Cost & Price

Ingredient	Amount	Cost
Master Loaf base (flour, salt, starter food)	1 loaf	$1.40
Seeds mix	40 g	$0.53
Dried onion, dried garlic, flaky salt	1 batch	$0.20
Total ingredients		**$2.13**
Packaging		$0.35
Sell at		**$13**
You keep		**$10.52**

How to sell it

- **Who buys it:** bagel lovers, avocado-toast people, the office crew that likes a weekend brunch.
- **Menu line to copy:** *Everything Bagel sourdough: a crackly crust covered in sesame, poppy, garlic and onion. Toast it, add cream cheese, thank us later.*
- **Best day/season:** year-round, perfect for Sunday brunch orders and New Year resolutions crowds who still want great toast.

> ***Sarah's tip: Put a little sticker on the bag: «Best toasted with cream cheese.» Half my buyers send me a photo of exactly that on Sunday morning.***

If it goes wrong

- **Seeds fall off:** the towel was not damp enough. The surface must be tacky.
- **Bitter, black onion bits:** lower the lid-off temperature and keep onion only on the outside next time.
- **Loaf spread sideways:** seeds on the top can slow oven spring; give it a tighter final shape.