

THE SOURDOUGH FORMULA

Recipe 23 · Double Chocolate

Yes, it's bread. Yes, the kids think it's cake.

Recipe 23 · Double Chocolate

Why people buy it: a chocolate loaf with chocolate inside. It is the most photographed bread on my table.

- **Tier & price:** Specialty premium · $15
- **Makes:** one boule
- **Difficulty:** Medium
- **Timeline:** same as the Master Loaf, with a slightly longer bulk

Ingredients

- 500 g bread flour (about 4 cups)
- 40 g unsweetened cocoa powder (scant ½ cup)
- 380 g water (1⅔ cups) — 30 g extra for the cocoa
- 100 g active starter
- 10 g salt (1¾ tsp)
- 30 g honey (1½ Tbsp)
- 150 g dark chocolate chips (scant 1 cup), chilled
- Optional: 1 tsp vanilla, 1 tsp instant espresso (deepens the chocolate)

What changes vs. the Master Loaf

More cocoa means more water: here 40 g cocoa gets 30 g extra water. The dough will still feel firmer than the Master Loaf, like playdough rather than pudding. That is expected. Honey keeps the crumb tender and balances the bitterness.

Steps

1. Give Dolly the morning feed.
2. Whisk flour, cocoa and espresso. Mix with 350 g water, honey and vanilla. Autolyse 30 minutes (Master Loaf step 1).
3. Add the starter, then the salt with the remaining 30 g water (Master Loaf step 2).
4. First set of stretch & folds.
5. **Laminate during the 2nd set:** stretch, scatter the cold chocolate chips, letter-fold, roll up.
6. Sets 3 and 4 as coil folds. Bulk (step 4), expect 5–7 hours at 75 °F.

7. Master Loaf steps 5–7.
8. Dust heavily with flour and score a deep cross or a leaf pattern. The white flour on the dark crust is what makes it so pretty.
9. Bake 20 minutes lid on at 475 °F (245 °C), then 20 minutes lid off at 425 °F (220 °C). Check 205 °F (96 °C) inside.
10. Cool 2 hours.

Cost & Price

Ingredient	Amount	Cost
Master Loaf base (flour, salt, starter food)	1 loaf	$1.40
Cocoa powder	40 g	$0.71
Chocolate chips	150 g	$1.65
Honey	30 g	$0.40
Total ingredients		**$4.16**
Packaging		$0.35
Sell at		**$15**
You keep		**$10.49**

How to sell it

- **Who buys it:** families with kids, birthday orders, teachers' gifts, anyone who loves French toast.
- **Menu line to copy:** *Double Chocolate sourdough: rich cocoa crumb, dark chocolate pockets, lightly sweet. The best French toast of your life.*
- **Best day/season:** winter weekends, Valentine's, back-to-school treats. Offer it as a «limited this week» special so it stays exciting.

> ***Sarah's tip: Print «Try it as French toast» on the bag tag. That one line turned this loaf into a standing order for three of my families.***

If it goes wrong

- **Dense and short:** bulk was too short. Cocoa dough rises slowly; give it the time.
- **Dry crumb:** add 10–20 g more water next time and make sure the cocoa is unsweetened natural or Dutch-process, not hot-cocoa mix.
- **Crust tastes burnt:** that is the honey. Keep lid-off at 425 °F.