

THE SOURDOUGH FORMULA

# Recipe 27 · Kalamata & Feta

*Salty, briny, Mediterranean. Olive lovers find me for this one.*

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**Why people buy it:** olives and feta in a crusty loaf taste like a vacation, and it is a loaf people cannot find at the grocery store.

- **Tier & price:** Specialty premium · $15
- **Makes:** one boule or batard
- **Difficulty:** Easy
- **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, **9 g salt** (1½ tsp — olives and feta are salty)
- 100 g pitted kalamata olives (about ¾ cup), halved and patted very dry
- 80 g feta (about ½ cup), in ½-inch (12 mm) cubes, chilled (feta runs about $7/lb)
- 1 tsp dried oregano

## What changes vs. the Master Loaf

Slightly less salt, and two salty inclusions in the 2nd set of folds. Pat the olives dry with paper towel: brine on the surface weakens the dough. Use block feta and cube it yourself; crumbled feta melts into the dough and makes it wet.

## Steps

1. Morning feed for Dolly, then Master Loaf steps 1–2, with 9 g salt and the oregano added with the flour.
2. First set of stretch & folds.
3. **Laminate during the 2nd set:** stretch thin, scatter the olives and feta cubes. Letter-fold and roll up.
4. Sets 3 and 4 as gentle coil folds. Feta is soft: lift and tuck, no pressing.
5. Master Loaf steps 4–7.
6. Score a simple square or one slash.
7. Bake and cool as in Master Loaf steps 8–9.

## Cost & Price

| Ingredient | Amount | Cost |
|---|---|---|
| Master Loaf base (flour, salt, starter food) | 1 loaf | $1.40 |
| Kalamata olives | 100 g | $1.76 |
| Feta | 80 g | $1.23 |
| Dried oregano | 1 tsp | $0.05 |
| **Total ingredients** | | **$4.44** |
| Packaging | | $0.35 |
| **Sell at** | | **$15** |
| **You keep** | | **$10.21** |

## How to sell it

- **Who buys it:** olive lovers, Mediterranean-diet followers, anyone who orders the mezze platter.
- **Menu line to copy:** *Kalamata & Feta sourdough: briny kalamata olives and creamy feta with a touch of oregano. Dip it in olive oil and you're in Greece.*
- **Best day/season:** spring and summer, patio dinners, salad season.

> *Sarah's tip: Your Rosemary Olive buyers are your first customers for this one. Message them the week you launch it: «Since you love olives...» They almost always add it.*

## If it goes wrong

- **Wet streaks:** olives or feta were not dried. Pat them really dry.
- **Too salty:** drop salt to 8 g or rinse the olives before patting dry.
- **Purple dough:** olives were folded too hard. Laminate them, then coil fold gently.