

THE SOURDOUGH FORMULA

Recipe 31 · Sourdough Pizza Dough Kit

Four dough balls, a card with instructions, and Friday pizza night is sorted.

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Why people buy it: families love homemade pizza night but nobody wants to make dough. You sell them the hard part, and they get the bragging rights.

- **Tier & price:** Kit · $12 for 4 dough balls (each makes one 10–12-inch pizza)
- **Makes:** 4 balls of 250 g
- **Difficulty:** Easy. No shaping, no scoring, no baking on your side.
- **Timeline:** mix Thursday 4 pm → balls into the fridge Thursday night → cold ferment 24–72 h → pick up Saturday, bake Saturday or Sunday

Ingredients

- 560 g bread flour (about 4½ cups)
- 380 g water (1⅔ cups) — 68 %, easy to stretch at home
- 100 g active starter (scant ½ cup)
- 14 g salt (2½ tsp)
- 15 ml olive oil (1 Tbsp), plus a little to coat the bags
- Semolina or extra flour for dusting

What changes vs. the Master Loaf

A little more flour and salt, a splash of olive oil, a shorter bulk, and then **balls instead of a loaf, with a long cold ferment**. The cold time is what gives sourdough pizza its blistered, flavorful crust, and it makes the dough flexible for your buyers: it keeps 3 days in their fridge.

Steps

1. Morning feed for Dolly, then Master Loaf steps 1–2 (add the olive oil with the salt).
2. 3 sets of stretch & folds, 30 minutes apart.
3. Bulk until +30–50 % only (about 3–4 hours at 75 °F). Pizza dough wants less rise before balling.
4. **Ball it:** divide into 4 pieces of 250 g. Shape each into a tight ball, pulling the edges underneath.
5. Lightly oil 4 quart-size zip bags or 4 round deli containers. One ball in each, sealed.

6. **Cold ferment:** straight into the fridge, 24–72 hours. Mix on Thursday so the dough is at its best when buyers pick up on Saturday.
7. Label each bag with the bake-by date (3 days after pickup).

The bake-at-home card (print and tuck it in the bag)

1. Take the dough out of the fridge 2 hours before baking. Keep it in the bag.
2. Heat the oven as hot as it goes, 500–550 °F (260–290 °C), with a pizza stone, steel or upside-down baking sheet inside, for 45 minutes.
3. Flour the counter, press the ball from the center out, leaving a thick rim. Stretch over your knuckles to 10–12 inches.
4. Top lightly: sauce, cheese, toppings. Less is more.
5. Bake 7–10 minutes until the crust is puffy and spotted.
6. Rest 2 minutes, slice, and tag me in your photo!

Cost & Price

Ingredient	Amount	Cost
Master Loaf base (flour, salt, starter food)	1 batch	$1.40
Extra bread flour and salt	60 g + 4 g	$0.07
Olive oil	15 ml	$0.15
Semolina for dusting	1 Tbsp	$0.05
Total ingredients		**$1.67**
Packaging		$0.35
Sell at		**$12**
You keep		**$9.98**

How to sell it

- **Who buys it:** families with kids, couples who do Friday date night at home, teens hosting sleepovers.
- **Menu line to copy:** *Sourdough Pizza Dough Kit: 4 cold-fermented dough balls ready to stretch, plus a bake-at-home card. Pizza night, made easy.*

- **Best day/season:** year-round; best for Saturday pickup with a «bake tonight» message. Summer grill-pizza season is huge.

Make it a kit: offer an upgrade for $18 with a jar of your favorite marinara and a small bag of shredded mozzarella. Even better, bundle it: «Pizza night + a Garlic Parmesan loaf» for $24.

> *Sarah's tip: Pizza dough is the easiest thing on your bake day. It never touches your oven, so it is pure extra income on a full Saturday.*

If it goes wrong

- **Dough tears when stretching:** it is too cold. Buyers need the full 2 hours on the counter.
- **Bag puffed up like a balloon:** dough fermented too much before the fridge. Shorten bulk to +30 %.
- **Flat, pale crust at home:** the oven was not hot enough. Put «preheat 45 minutes» in bold on your card.