Your Recipe Rotation

Here is the secret that keeps my Friday list full: **three loaves a week, never the same three twice in a row, and one new specialty every week.** Your Classic Country Boule is the anchor every single week, because regulars want their «usual». The other two spots rotate, so there is always something to look forward to.

Keep each week to one Classic, one Plain or second Classic, and one Specialty. That is simple to bake in batches of 4, and it keeps your flour order predictable.

The 4-week menu

Week	Anchor ($11)	Rotating everyday	Specialty of the week	Add-on
1	Classic Country Boule	Soft Sandwich Loaf ($9)	Garlic Parmesan ($14)	Discard Crackers ($8)
2	Classic Country Boule	Seeded Whole Wheat ($12)	Cranberry Walnut ($14)	Pizza Dough Kit ($12)
3	Classic Country Boule	Honey Oat Loaf ($11)	Rosemary Sea-Salt Focaccia ($14)	Discard Crackers ($8)
4	Classic Country Boule	Honey Whole Wheat Sandwich ($9)	Chocolate Cherry ($15)	Pizza Dough Kit ($12)

Then start again with new specialties in the same slots: Cheddar Chive in week 1, Fig & Walnut in week 2, Sun-Dried Tomato & Basil in week 3, Double Chocolate in week 4. Over three months your regulars taste twelve different specialties and never feel the menu repeat.

How to introduce one specialty a week

1. **Monday:** post a photo of the crumb with «New this Saturday» and the one-line menu description.
2. **Tuesday:** message your Friday list first: «Want me to save you one?» Regulars get first dibs; it makes them feel special and fills your oven before you post publicly.
3. **Saturday:** bake 4 of the specialty, no more. Selling out is the best advertising you have.
4. **The week after:** the specialty that sold out fastest gets a permanent «every first Saturday» spot. Slow ones go back on the shelf until next season.

Best sellers by season

Season	Lead specialty	Also great	Add-on of the season
Winter (Dec–Feb)	Double Chocolate	Garlic Parmesan, Cheddar Chive, Turmeric Golden Seed (January wellness)	Pizza Dough Kit for cozy nights in
Spring (Mar–May)	Lemon Blueberry	Roasted Garlic & Herb, Kalamata & Feta, Chocolate Cherry (Mother's Day gifts)	Discard Crackers for picnics
Summer (Jun–Aug)	Rosemary Sea-Salt Focaccia	Sun-Dried Tomato & Basil, Everything Bagel Boule, Kalamata & Feta	Pizza Dough Kit for grill pizza
Fall (Sep–Nov)	Pumpkin-Shaped Pumpkin Spice Loaf	Fig & Walnut, Cranberry Walnut, Cheddar Chive	Pull-Apart Garlic Herb Wreath for gatherings
Party weekends (all year)	Pull-Apart Garlic Herb Wreath	Focaccia, Everything Bagel Boule	Discard Crackers by the bag

> *Sarah's tip: Write your next four weeks on a sticky note on the fridge. When a customer asks «what's next week?», you always have an answer, and an answer is a pre-order.*