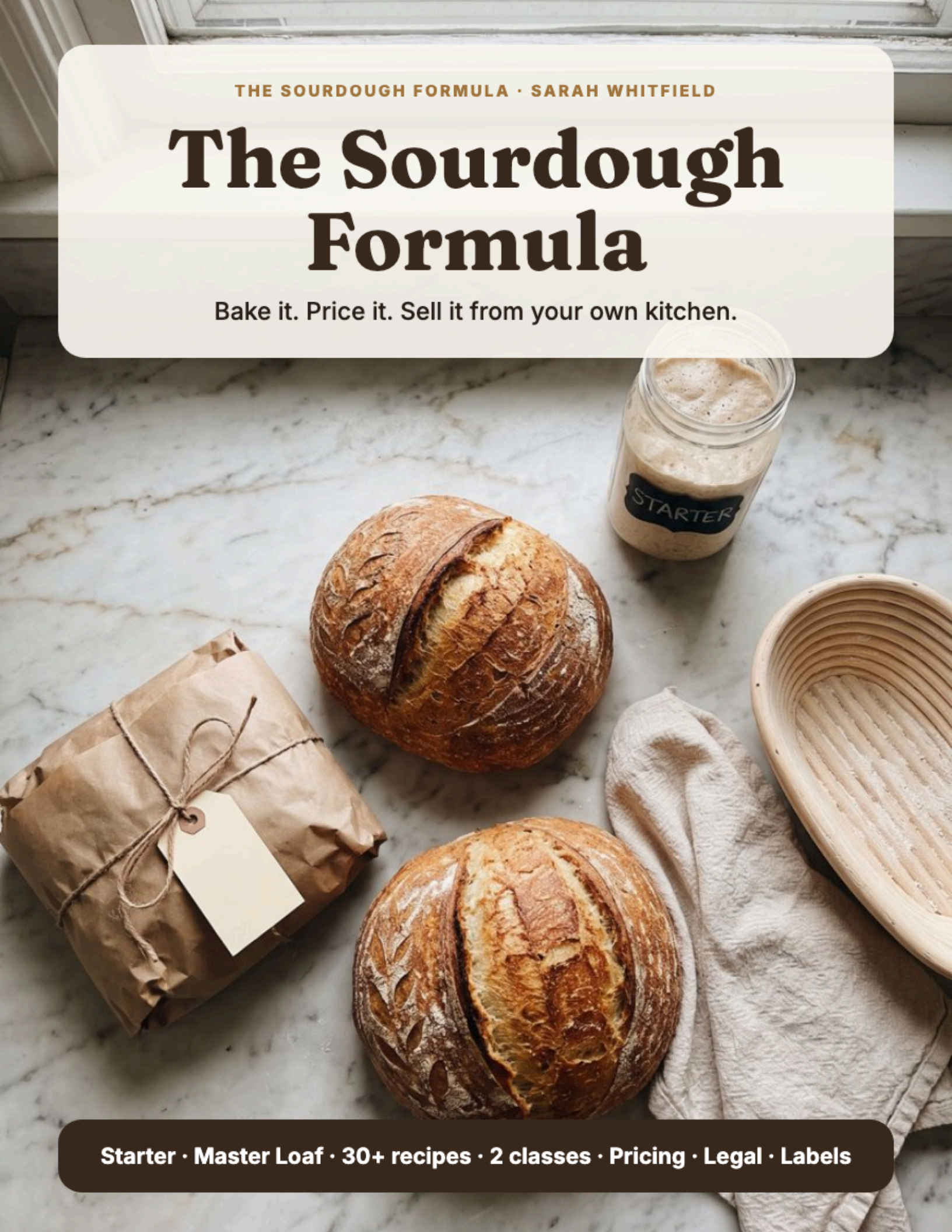
THE SOURDOUGH FORMULA · SARAH WHITFIELD

The Sourdough Formula

Bake it. Price it. Sell it from your own kitchen.



Starter · Master Loaf · 30+ recipes · 2 classes · Pricing · Legal · Labels

THANK YOU FOR YOUR PURCHASE

Welcome to my kitchen!

I'm so happy you're here. Inside this PDF you have the complete Formula. Everything, plus your recipe pages for the phone, your Label Studio and your video classes, lives in your members area:

YOUR MEMBERS AREA

members.thesourdoughformula.online

Password

SOURDOUGH2026

Bookmark it on your phone. Any question, just email thegiftbasketformula@gmail.com and I'll answer the same day.

Happy baking, Sarah

THE SOURDOUGH FORMULA

What's inside

Welcome to Your Kitchen Bakery

A letter from my kitchen table
How this course works
What you need
Kitchen vocabulary

Module 1 · Your Starter, From Scratch

Meet your starter
The Dolly method in one sentence
The 14 days
What «ready» looks like
Naming your starter
Keeping your starter: two schedules
Discard: nothing goes to waste
Troubleshooting your starter
Already have a starter? Here's how to skip ahead
Your Starter log

Module 2 · The Master Loaf

One loaf to learn them all
The master formula
The overnight schedule (Friday → Saturday)
Before you start: aim for a warm dough
The 9 steps
The Troubleshooting Tree
Your consistency checklist

Module 3 · 30+ Sourdough Recipes to Sell

How the recipes work
Recipe 1 · Classic Country Boule
Recipe 2 · Country Batard
Recipe 3 · Soft Sandwich Loaf
Recipe 4 · Honey Whole Wheat Sandwich Loaf
Recipe 5 · 50 % Whole Wheat Country Loaf
Recipe 6 · Seeded Whole Wheat
Recipe 7 · Rustic Light Rye
Recipe 8 · Spelt Country Loaf
Recipe 9 · Sourdough Baguettes
Recipe 10 · Dinner Rolls by the Dozen
Recipe 11 · Sourdough Ciabatta
Recipe 12 · Honey Oat Loaf
Recipe 13 · Cranberry Walnut
Recipe 14 · Jalapeño Cheddar
Recipe 15 · Cinnamon Raisin
Recipe 16 · Rosemary Olive
Recipe 17 · Rosemary Sea-Salt Focaccia
Recipe 18 · Garlic Parmesan
Recipe 19 · Roasted Garlic & Herb
Recipe 20 · Everything Bagel Boule
Recipe 21 · Sun-Dried Tomato & Basil
Recipe 22 · Chocolate Cherry
Recipe 23 · Double Chocolate
Recipe 24 · Lemon Blueberry
Recipe 25 · Cheddar Chive
Recipe 26 · Fig & Walnut
Recipe 27 · Kalamata & Feta
Recipe 28 · Turmeric Golden Seed
Recipe 29 · Pumpkin-Shaped Pumpkin Spice Loaf
Recipe 30 · Pull-Apart Garlic Herb Wreath
Recipe 31 · Sourdough Pizza Dough Kit
Recipe 32 · Sourdough Discard Crackers
Your Recipe Rotation

Module 6 · Price It Right

What a Loaf Really Costs
The $9 / $11 / $14 Price Ladder
Why Never «Cost × 2», and Never «$5 Because It's Just Bread»
Pricing in £, CA$ and A$
The Two Sentences to Say When Someone Asks «How Much?»
Answers to «That's Expensive»
Bundles and Subscriptions

When and How to Raise Your Prices
Discounts You Never Give
Print-and-Fill Sheets
Your Pricing Checklist

Module 7 · The Saturday Bake Day

The Big Picture
Building Enough Starter
Batch Mixing: 4 Loaves at a Time
The Timeline: 12 Loaves
The Timeline: 20 Loaves
Fridge Space for 12–20 Bannetons
Oven Rotation
Cooling and Bagging
Porch Pickup Setup
Cleaning in 20 Minutes
The Equipment List Under $100
Scaling to Twice a Week
Checklist: Friday Night
Checklist: Saturday Morning

Module 8 · Selling From Home, Legally

What Cottage Food Laws Are
The US: State by State
Canada
United Kingdom
Australia
The Exact Label Wording
Food-Safety Good Practice in 10 Bullets
Taxes and Money Basics
Your Legal Checklist

Module 9 · Labels, Bag Tags, Price Sign & Menu

Step 1 · Choose Your Bakery Name
Step 2 · Bag Label vs Bag Tag
Step 3 · The Price Sign
Step 4 · The Menu Card
Step 5 · Paper and Printing at Home
Step 6 · How to Bag and Tie
Your Templates Are Ready in the Label Studio
Checklist · Your Bakery Look in One Evening

What Happens Next

Your Path, Start to Saturday
How to Reach Me
Send Me Your First Sold Loaf



THE SOURDOUGH FORMULA

Welcome to Your Kitchen Bakery

A letter from my kitchen table

Hi, I'm Sarah.

I'm writing this from my kitchen in San Diego, with flour on my sleeve and a jar on the counter that has a name. Her name is Dolly. She's my sourdough starter, and she's the reason you and I are here together.

I didn't set out to sell bread. A few years ago I was making breakfast gift baskets from this same kitchen table: muffins, jam, a little card, all tucked into a basket with a bow. One week I had some extra dough, so I baked a small sourdough loaf and slipped it into each basket.

By Monday I had three messages that said almost the same thing: «Could I just get the bread?»

So I started baking once a week. Friday night I mixed the dough, Saturday morning I baked, and by lunch the loaves were waiting on my porch in brown paper bags. I priced my country loaf at $11 because that felt fair for something made by hand with three ingredients and a lot of love. It sold out. The next week it sold out again. I sold my first loaf in 2023, and I've baked almost every Saturday since.

Here's the part that still makes me smile: one loaf costs me about $1.40 to make. Flour, water, salt and a little food for Dolly. That's it. The rest is time, and most of that time the dough is doing the work while I sleep.

Today I keep a «Friday list» of regulars who pay ahead for their weekly loaf. Some of them have been on that list since the very first month. Twelve loaves on a Saturday is $132. Do that every week and it's about $500 a month from one home oven, one morning a week.

I wrote this course so you can do the same thing, step by step, even if you have never baked a loaf of bread in your life. I mean that. You don't need a culinary degree, a fancy kitchen, or a special mixer. You need a jar, a scale, a pot with a lid, and about five minutes a day for the next two weeks.

Let's bake.

With flour on my hands,

Sarah



My Saturday counter: Dolly in her jar, the first loaves cooling, and a stack of brown bags ready for the porch.

How this course works

Everything in this course is built around one simple idea: **learn one great loaf, then turn it into a small weekly business.** You don't need to learn fifty techniques. You need one reliable method that you can repeat until it feels like brushing your teeth.

Go through the modules in order

Each module builds on the one before it.

1. **Module 1 · Your Starter, From Scratch.** You grow your own starter, the Dolly method, in 14 days. Five minutes a day.
2. **Module 2 · The Master Loaf.** One formula, every step, with photos, a temperature table and a full troubleshooting tree. Every recipe in the course is a variation of this loaf.
3. **The recipes.** 32 breads, from the Classic Country Boule (my bestseller) to Jalapeño Cheddar and Chocolate Cherry. Every single one shows what it costs to make and what to sell it for.
4. **Pricing, bake day, selling legally and your launch.** The $9 / $11 / $14 price ladder, how to bake 12 to 20 loaves in one home oven on a Saturday, how to sell from home the

right way where you live (US states, Canada, the UK and Australia), your labels and price sign, your launch post, and the scripts that turn a one-time buyer into a standing weekly order paid on the 1st.

You can read ahead, of course. Most of my students read the recipes while their starter is growing, because it's fun to pick your first specialty loaf. Just bake in order: starter first, then the Master Loaf, then the variations.

Your members area

Everything lives in your members area too: every module as a PDF, the print-and-fill sheets, and your video classes (in your members area, marked «coming soon» until they go live). Log in from your phone in the kitchen whenever you want to check a step. Bookmark it now so it's one tap away on bake day.

Print the sheets

I'm a paper person in the kitchen. Screens get floury. I strongly suggest you print:

- The **Starter log** at the end of Module 1. Fill it in every day for 14 days.
- The **Master Loaf schedule** from Module 2. Tape it inside a cabinet door.
- The **Consistency checklist** at the end of Module 2.
- The **Cost & Price sheets** and the order sheets from the business modules.

Writing things down is the single biggest difference between people who bake one good loaf by luck and people who bake good loaves every week on purpose.

Your path: 14 days, Day 15, and your first Saturday

Here is the whole journey at a glance.

When	What you do	Time per day
Days 1–14	Grow your starter with the Dolly method (Module 1). Read Module 2 and the recipes while you wait.	About 5 minutes
Day 15	Bake your first Master Loaf, just for your family. Take notes.	15 minutes of hands-on time, spread across the day
The following days	Bake one or two more practice loaves. Taste, slice, give one to a neighbor.	Same as Day 15
Your first Saturday	Bake a small batch (4 to 6 loaves) for your first buyers from your 15-name list.	One morning
Every Saturday after	Grow to 12 loaves, then up to 20 if you want to.	One morning

> ***Sarah's tip:*** *Don't wait until your loaf is «perfect» to share it. My first porch loaves had little flaws only I could see. People were thrilled. A homemade sourdough loaf from a neighbor is special just as it is.*

What you need

You probably have half of this already. Everything else costs under $100 total, and it lasts for years.



Everything I use, laid out on my counter. Nothing fancy, and every piece pays for itself in one Saturday.

The gear (under $100)

Item	Why you need it	Approximate price (US)
Glass jar, 1 quart (1 liter), wide mouth	Dolly's home. Glass lets you see the bubbles and the rise.	$5
Digital kitchen scale (grams, 1 g steps)	Bread is baked by weight. This is the most important tool you'll buy.	$15
Cast iron Dutch oven, 5 to 6 quart, with lid (or a combo cooker)	Traps steam so your loaf rises tall and gets a crackly crust.	$40–50
Banneton, 9 inch round with cloth liner	Holds the loaf's shape overnight in the fridge.	$12
Lame or a double-edged razor blade	For scoring the top of the loaf right before baking.	$7
Bench scraper (metal or plastic)	Moves and shapes sticky dough without tearing it.	$5
Instant-read thermometer	Tells you the loaf is done inside (205–210 °F / 96–99 °C), and lets you check water and dough temperature.	$10
Total		**about $99**

No banneton yet? A medium mixing bowl lined with a clean, smooth cotton or linen kitchen towel works beautifully. Dust the towel generously with rice flour (or regular flour) so the dough doesn't stick. Many of my first loaves were proofed this way.

No lame? A plain double-edged razor blade does the same job. Hold it carefully by the edges, or clip it onto a coffee stirrer. A very sharp serrated knife also works in a pinch.

Selling in Canada, the UK or Australia? The same kit runs about CA$130, £80 or A$150. Cast iron Dutch ovens are often on sale in big supermarkets and department stores, and a plain enameled pot with a lid that's oven-safe to 500 °F (260 °C) is just as good.

Nice to have (not needed today)

- A second Dutch oven, once you bake for sale. Two pots in one oven doubles your Saturday output.

- A baking steel or stone (great for baguettes, ciabatta and pizza).
- Parchment paper, or reusable parchment «slings», to lower the loaf into the hot pot safely.
- A 2 quart (2 liter) clear container with straight sides for bulk fermentation. It makes reading the rise so much easier. A large glass bowl works too.
- Rice flour for dusting your banneton. It doesn't absorb water the way wheat flour does, so nothing sticks.
- Oven mitts that cover your forearms. A 500 °F pot deserves respect.

The flours



My three everyday flours in big glass jars: bread flour, whole wheat, and a little rye for special loaves.

You'll start with just two flours.

- **Bread flour** (unbleached, around 12–13 % protein). This is the backbone of almost every loaf in the course. King Arthur Bread Flour runs about $6.50 for a 5 lb bag ($0.55/lb at the store, about $0.44/lb in a 25 lb Costco bag). In the UK look for «strong white bread flour», in Canada «all-purpose» Canadian flour is already strong enough, and in Australia look for «baker's flour» or «bread flour».
- **Whole wheat flour** (about $0.70/lb). Your starter loves it at the beginning: the bran and germ bring extra natural yeasts and nutrients. In the UK it's «wholemeal».

- **Rye flour** (optional, about $1.10/lb). A spoonful perks up a sluggish starter, and you'll use it in the Rustic Light Rye.

Water: tap water is fine in most homes. If yours smells strongly of chlorine, leave a pitcher on the counter overnight, or use filtered water.

Salt: fine sea salt or any non-iodized fine salt. You'll weigh it, so the brand doesn't matter.

> ***Sarah's tip:*** *Buy your bread flour in the biggest bag you can store. Once you bake every Saturday, a 25 lb bag lasts about a month and brings the flour cost of each loaf down to around 25 cents.*

Kitchen vocabulary

Bakers use a handful of special words. Here they are in plain English, in the order you'll meet them.

Starter. A living mix of flour and water that's full of wild yeast and friendly bacteria. It's what makes sourdough rise, and it's what gives it that gentle tang. You make it once and keep it for years. Mine is Dolly.

Feeding. Giving your starter fresh flour and water so the yeast and bacteria have food. In this course we feed 1:1:1 by weight: equal parts starter, flour and water.

Peak. The moment after a feeding when your starter has risen as high as it will go, usually 4 to 8 hours later. It's domed, bubbly and smells sweet and tangy. This is when it's strongest and ready to bake with.

Levain. A portion of starter that you feed specifically for one bake. Some bakers build a separate levain. In this course we keep it simple: on bake day you feed Dolly in the morning and use some of her at peak. Same thing, one less jar.

Discard. The extra starter you remove before feeding so the jar doesn't overflow. It's perfectly good food. It becomes Recipe 32, Sourdough Discard Crackers.

Autolyse (say «AW-toe-lees»). Mixing just the flour and water and letting them rest for 30 minutes before adding anything else. The flour soaks up the water and gluten starts forming on its own, so the dough becomes smoother with zero effort.

Bulk fermentation (or «bulk»). The first long rise, when the whole batch of dough sits in one container. This is where the flavor and strength develop. It's the most important stage to read well, and Module 2 teaches you exactly how.

Stretch and fold. A gentle way to strengthen dough without kneading. With a wet hand, you grab one side of the dough, stretch it up, and fold it over the top. Turn the bowl and repeat on all four sides. That's one «set».

Coil fold. A softer cousin of the stretch and fold. You lift the dough from the middle with both hands, let it stretch and fold under itself like a coil. Great for wetter doughs.

Pre-shape. Gently rounding the dough into a loose ball after bulk, to organize it before the final shape.

Bench rest. A 20 minute rest after the pre-shape, so the gluten relaxes and the dough is easy to shape.

Final shape. Folding and rolling the dough into its final form, building a tight «skin» on the outside. A **boule** is round. A **batard** is an oval, torpedo-shaped loaf.

Banneton. A basket (usually rattan) that holds the shaped dough while it proofs, so it keeps its shape and gets those pretty spiral lines.

Cold proof (or «retard»). The final rise, done in the fridge overnight, 10 to 16 hours. It slows everything down, deepens the flavor, and makes the dough firm and easy to score. It's also what lets you bake fresh bread first thing Saturday morning.

Score. The cut you make on top of the loaf right before it goes in the oven. It controls where the loaf opens up as it rises. It's also your signature.

Ear. The crunchy, raised lip of crust that forms along a well-made score. Bakers get a little obsessed with ears. You will too.

Oven spring. The big, fast rise the loaf takes in the first 15 to 20 minutes of baking, as the heat turns water to steam and the yeast makes one last push.

Crumb. The inside of the bread: the holes, the texture, the color. An «open crumb» has big, irregular holes. A «tight crumb» has small, even holes (perfect for sandwiches).

Hydration. How much water the dough has compared to the flour, written as a percentage. 350 g water ÷ 500 g flour = 70 % hydration. Higher hydration means a wetter, stickier dough and usually a more open crumb.

Baker's percentages. A way of writing a recipe where the flour is always 100 % and everything else is a percentage of the flour weight. It sounds technical but it's actually the easiest system there is. Here's why it's so useful:

Ingredient	Baker's %	For 1 loaf (500 g flour)	For 4 loaves (2,000 g flour)
Flour	100 %	500 g	2,000 g
Water	70 %	350 g	1,400 g
Starter	20 %	100 g	400 g
Salt	2 %	10 g	40 g

To scale any recipe, decide how much flour you want and multiply. Want four loaves? 2,000 g flour × 70 % = 1,400 g water. That's it. You'll use this every single Saturday.

Bench scraper. A flat rectangle of metal or plastic. Your third hand when shaping.

Dutch oven. A heavy pot with a tight lid. It traps the steam coming off the dough, which keeps the crust soft long enough for the loaf to rise fully before it turns golden and crisp.

Internal temperature. The temperature in the very center of the loaf. When it reads 205–210 °F (96–99 °C), your bread is fully baked.

Now go set up Dolly's jar. Module 1 starts today.



THE SOURDOUGH FORMULA

Module 1 · Your Starter, From Scratch

Meet your starter

Every loaf you'll ever sell starts here, in a jar on your counter.

A sourdough starter is simply flour and water that has been left to ferment. The flour already carries wild yeasts and lactic acid bacteria on it, and there are more in the air of your kitchen and on your hands. When you mix flour and water and feed it every day, those tiny organisms wake up, multiply, and settle into a stable little community. The yeast makes the gas that lifts your bread. The bacteria make the gentle sour flavor and help the bread keep fresh longer.

You don't buy anything special. You don't need grapes, pineapple juice, or a starter from someone's grandmother (although that's lovely too). You need:

- A clean 1 quart (1 liter) glass jar with a loose lid
- Your digital scale
- Bread flour and whole wheat flour
- Water at about 78–80 °F (26–27 °C), lukewarm to your wrist
- A rubber band or a strip of tape to mark the level
- A spoon or a small spatula

And about five minutes a day.



Day 1 setup: a clean jar, my scale, two flours and a rubber band to mark the level.

The Dolly method in one sentence

Equal weights of starter, flour and water (1:1:1), fed every day at a cozy room temperature, 50/50 bread flour and whole wheat for the first week, then bread flour, until it doubles in 4 to 8 hours.

That's the whole method. Everything below is just the detail of what to expect each day so nothing surprises you.

Why 1:1:1 by weight

Weighing makes every feeding identical, and identical feedings make a predictable starter. If you keep 50 g of starter and add 50 g of flour and 50 g of water, you always have 150 g in the jar and the starter is always 100 % hydration (equal flour and water). That's a medium-thick batter, like a thick pancake batter, which is easy to read: you can see bubbles, you can see the rise, and you can tell when it has peaked.

Why whole wheat at the start

Whole wheat flour still has the bran and the germ, which carry more wild yeast, more bacteria and more minerals than white flour. It gives a brand-new starter a strong head start. Once the community is established (around Day 8), you shift to bread flour so Dolly gets milder, more predictable, and matches the flour in your dough.

Why temperature matters so much

Yeast and bacteria are a lot like us: they're happiest at 72–78 °F (22–26 °C). At 68 °F (20 °C) everything simply takes longer. At 80 °F (27 °C) things move fast. If your kitchen runs cool, don't worry, you'll find easy warm spots in the troubleshooting section below. Use lukewarm water (78–80 °F / 26–27 °C) for every feeding and you'll already be ahead.

Your daily feeding, step by step

This is what «feed» means every day from Day 3 on. Once you've done it twice, it takes two minutes.

1. Put a clean small bowl (or a second jar) on the scale and press «tare» so it reads zero.
2. Spoon in 50 g of starter from your jar. The rest is discard.
3. Add 50 g of flour (the flour mix for that day).
4. Add 50 g of lukewarm water.
5. Stir hard for 20 seconds until there are no dry bits. Scrape down the sides.
6. Move it back into the jar (or simply keep the jar you mixed in), level the top, put the lid on loosely, and slide the rubber band to the top of the mixture.
7. Write the time and the room temperature on your Starter log.

> ***Sarah's tip:*** *I keep a pre-mixed jar of «Dolly food» on the shelf: 1 kg bread flour and 1 kg whole wheat shaken together. During week one I just scoop from it. No measuring two flours every morning.*

The 14 days

Here's the full plan. Most days are one feeding. From Day 8, you feed twice a day, morning and evening, which is still only about five minutes in total.

Day	What you do	What you'll see	Time
1	Mix 25 g bread flour + 25 g whole wheat + 50 g lukewarm water in the jar. Stir well, lid on loosely, mark the level.	A thick, smooth paste. Nothing happens yet, and that's exactly right.	5 min
2	Just stir it once or twice. No feeding.	Maybe a few tiny bubbles on the surface or the sides. It may smell like wet flour.	1 min
3	First feeding: keep 50 g, add 50 g flour mix (50/50) + 50 g water.	Often a sudden burst of bubbles and a big rise, with a funky, cheesy or «old socks» smell. Fun, but this isn't yeast yet.	3 min
4	Feed the same way (50 : 50 : 50, flour mix).	Things often go quiet: fewer bubbles, little rise. This is the famous quiet phase. Totally normal.	3 min
5	Feed the same way.	Still calm. Smells sour, maybe a bit like vinegar. A few small bubbles.	3 min
6	Feed the same way.	Small bubbles return through the whole jar. The smell gets cleaner and tangier.	3 min
7	Feed the same way.	A noticeable rise, about 25–50 % within 12 hours. You're over the hump.	3 min
8	Start feeding twice a day (morning and evening). Flour: 40 g bread + 10 g whole wheat per feeding.	Rises 50–75 % between feedings. Bubbles are bigger and the top starts to dome.	5 min (2 feedings)
9	Twice a day, same flour as Day 8.	The smell shifts toward yogurt and green apple.	5 min
10	Twice a day, same flour.	Close to doubling in 8–12 hours. A web of bubbles on the side of the jar.	5 min
11	Twice a day, now 50 g bread flour only.	A predictable rise and fall. You'll start to «know» when it will peak.	5 min
12	Twice a day, bread flour.	Doubles in about 6–10 hours. The top is domed at peak, then falls slightly and gets streaky lines on the glass.	5 min

Day	What you do	What you'll see	Time
13	Twice a day, bread flour. Try the float test at peak (below).	Doubles in about 5–8 hours. Smells sweet and tangy, like plain yogurt.	5 min
14	Twice a day, bread flour. Check the «ready» signs. Name your starter.	Doubles in 4–8 hours, three feedings in a row. You have a baking starter.	5 min



Day 1: just a thick paste and a rubber band. It doesn't look like much yet, and it doesn't need to.

Days 1 to 3: the wake-up

On Day 1 the mix looks like wallpaper paste. Put it somewhere out of direct sun, ideally where the temperature stays between 72 and 78 °F (22–26 °C). A kitchen shelf away from the window is perfect.

Around Day 2 or 3 many starters puff up dramatically and smell strange, sometimes like cheese, sometimes like a gym bag. This is a group of bacteria (not the yeast you want) that thrive at the very beginning and make a lot of gas. Enjoy the show, keep feeding on schedule, and know that this early burst always calms down as the starter becomes more acidic.



Day 3: lots of bubbles and a surprising rise. Exciting, but it's the early bacteria showing off, not the yeast yet.

Days 4 to 7: the quiet phase

This is where most people panic, and you won't, because you know it's coming.

As the starter gets more acidic, those early bacteria die off and the jar goes quiet. No rise, few bubbles. Under the surface, the acid is creating the perfect home for the wild yeast and the good lactic acid bacteria. They're multiplying, they just aren't loud yet.

Keep feeding once a day, same time if you can, and keep it warm. By Day 6 or 7 you'll see fine bubbles running all through the jar and a real rise starting.



Day 5: the quiet phase. A few small bubbles and almost no rise. Keep going, this is exactly on track.

> ***Sarah's tip:*** *When Dolly was in her quiet phase, I stirred a teaspoon of rye flour into her feeding on Day 5 and Day 6. Rye is a treat for wild yeast. It's optional, but it often makes the quiet phase shorter.*

Days 8 to 14: building strength

From Day 8 you feed twice a day, about 12 hours apart. Morning coffee and after dinner works well. More frequent feeding keeps the starter from getting too hungry and too acidic, which makes the yeast stronger and the starter more reliable.

You also switch over to bread flour, gradually: mostly bread flour on Days 8 to 10, then only bread flour from Day 11. Your starter will look whiter and smell milder and sweeter.

Watch the rubber band. Every day, the starter climbs a little higher and a little faster.



Day 10: nearly doubled overnight, with a lacy web of bubbles on the glass.

What «ready» looks like

Your starter is ready to bake with when it shows all of these signs:

- **It doubles (or more) in 4 to 8 hours** after a 1:1:1 feeding at 72–78 °F (22–26 °C).
- **It does this three feedings in a row.** Consistency is the real test.
- **The top is domed at peak**, not flat or collapsed.
- **It's full of bubbles**: big ones on top, small ones all through, a web of them on the sides of the jar.
- **It smells pleasant**: yogurt, green apple, a little like beer or a fresh bakery. Tangy, never harsh.
- **The texture is airy and stretchy.** When you dip in a spoon and pull it out, it comes up in soft, web-like strands, like a marshmallow.



Ready: more than doubled, a domed top and bubbles all the way up the jar. This is the moment to bake.



A spoonful of starter at peak: light, stretchy and full of air.

The float test (a bonus check)

At peak, drop a small spoonful of starter into a glass of room-temperature water. If it floats, it's full of gas and ready. If it sinks, it may be before or after peak, so check again in an hour or after the next feeding.

Treat the float test as a fun extra, not the final word. Whole-grain and rye starters sometimes sink even when they're perfectly active. The doubling in 4 to 8 hours is the sign that matters most.



The float test: a spoonful of Dolly at peak floating in a glass of water.

What if it isn't ready on Day 14?

Then it will be ready on Day 16, or Day 19. That's completely normal, especially in a cool kitchen or with a different brand of flour. Keep feeding twice a day, keep it warm, and check the signs. A starter that takes three weeks bakes exactly the same bread as one that took ten days.

Naming your starter

Every starter deserves a name. It sounds silly until you do it, and then you'll understand. You're going to feed this little jar every week for years. Customers will ask about it. Mine is

Dolly (yes, after Dolly Parton, because she rises to every occasion).

Some names my students have shared: Clint Yeastwood, Bread Pitt, Doughlores, Sir Loaf-a-Lot, Rise Witherspoon, Princess Crumb, Bubbles, and simply «Grandma», after the person who taught them to bake.

Write your starter's name on the jar with a marker and at the top of your Starter log. When you start selling, it makes a lovely line for your label or your launch post: «Made with Doughlores, my 2-year-old starter.»

Keeping your starter: two schedules

Once your starter is ready, you choose how to keep it. Pick the schedule that matches how often you bake.

Schedule A: counter starter (baking several times a week)

Keep the jar on the counter and feed it 1:1:1 once or twice a day, like Days 11 to 14. This is the easiest way to keep a starter strong, and it's great while you're practicing your first few loaves.

Schedule B: fridge starter (baking once a week, my favorite)

This is how I keep Dolly. She lives in the fridge all week and only needs real attention from Wednesday evening.

1. **Saturday after your bake:** feed your starter 1:1:1 (for example 50 g starter + 50 g flour + 50 g water). Leave it on the counter 1 to 2 hours until you see the first bubbles, then put it in the fridge with the lid on.
2. **During the week:** do nothing. Your starter sleeps at 38–40 °F (3–4 °C). It's perfectly happy.
3. **Wednesday evening (2 days before your Friday mix):** take it out, keep 50 g, and feed 1:1:1 with lukewarm water. Leave it on the counter.
4. **Thursday morning and Thursday evening:** feed 1:1:1. By the Thursday evening feeding it should be doubling again on schedule.
5. **Friday 8 am:** the bake-day feeding. Feed enough to have what your dough needs plus 50 g to keep (see the table below). By 4 pm it's at peak and ready for your Master Loaf.



Dolly's spot in my fridge, with the date of her last feeding written on a strip of tape.

How much to feed on Friday morning

You need 100 g of active starter per Master Loaf, plus a little to keep. Always feed 1:1:1.

Loaves you're baking	Starter you need	Friday 8 am feeding (starter + flour + water)	Total in the jar
1	100 g	50 g + 50 g + 50 g	150 g
2	200 g	85 g + 85 g + 85 g	255 g
4	400 g	150 g + 150 g + 150 g	450 g
8	800 g	300 g + 300 g + 300 g	900 g
12	1,200 g	420 g + 420 g + 420 g	1,260 g

For 8 or 12 loaves, use a bigger container (a 2 to 4 quart tub) so it has room to double. To get 420 g of starter on Friday morning, simply feed a bigger amount on Thursday evening: for example, 150 g starter + 150 g flour + 150 g water.

> ***Sarah's tip:*** *Leave 50 g behind every Friday before you mix. That's next week's Dolly. I learned this the hard way the one Friday I used every last gram in my*

> *dough. (She came back: I scraped the jar, fed the scrapings, and she was bubbling by Sunday.)*

Going away?

A well-fed starter is fine in the fridge for 2 to 3 weeks without a feeding. For longer trips, feed it, let it sit 1 hour, and put it in the back of the fridge. When you're home, it may need two or three feedings on the counter to be fully back. You can also dry a backup: spread a thin layer of active starter on parchment, let it dry completely for a day or two, crumble it into a zip bag and keep it in a cool cupboard. To revive, soak 10 g of flakes in 20 g water, then feed 1:1:1 daily.

Discard: nothing goes to waste

Every time you feed, you remove some starter. That's the discard. During Days 3 to 7 the starter is still a young, wild mix, so put that early discard in the compost or the trash. From Day 8 on, your discard is good, mild, tangy starter, and you can keep it.

Keep a «discard jar» in the fridge. Add to it every time you feed. It keeps for about 2 weeks, and you can stir it whenever you add more.

What to do with it:

- **Sourdough Discard Crackers (Recipe 32).** Thin, crispy, seasoned crackers that sell for $8 a bag. Discard is basically free, so this is the most profitable thing in your whole lineup. It's my zero-waste add-on and customers love adding a bag to their weekly loaf.
- **Pancakes or waffles at home.** Swap about 1 cup of discard into your usual recipe.
- **Pizza night.** A spoonful of discard adds flavor to any dough.
- **Thickening.** A little discard in soups and stews works like a roux.



My discard jar in the fridge. By the end of the week it becomes a tray of crackers.

Troubleshooting your starter

Starters are forgiving. Almost every problem is fixed by one of three things: warmth, more frequent feeding, or a little whole wheat or rye. Here's how to read what you see.

No bubbles, no rise

When it happens: usually Days 4 to 7, the quiet phase, or in a cool kitchen.

What to do:

1. Check the temperature where the jar sits. If it's below 70 °F (21 °C), move it somewhere warmer (see «Cold kitchen fixes» below).
2. Use water at 78–80 °F (26–27 °C) for every feeding.
3. Add a teaspoon of rye or whole wheat to each feeding for a few days.
4. Keep feeding on schedule. Don't skip feedings and don't feed more often while it's quiet in week one: the starter needs acidity to build.
5. Give it time. Some starters wake up on Day 9 or 10.

Hooch (a gray or brown liquid on top)

That liquid is called hooch. It's alcohol made by hungry yeast, and it means your starter has run out of food. It's harmless and very common, especially for fridge starters.

What to do: pour it off (for a milder starter) or stir it in (for a tangier one), then feed. If you see hooch often on the counter, feed a little more often, or feed a bigger ratio such as 1:2:2 (50 g starter + 100 g flour + 100 g water) so the food lasts longer.



A thin layer of hooch on a hungry starter. Pour it off, feed, and it's back to bubbling in a few hours.

Smells like nail polish remover

That sharp, acetone smell is another «I'm hungry» signal. The yeast has eaten everything and is stressed.

What to do: feed twice a day for a day or two, or use a bigger ratio (1:2:2) for a couple of feedings. The smell goes back to yogurt and apples within a day.

Smells cheesy, like socks, or very sour

In the first week, completely normal. After Day 10, it usually means the starter sits too long between feedings or the kitchen is warm. Feed on time, and in warm weather try a 1:2:2 ratio.

Mold or not mold?

This one is simple once you know what to look for.

Not mold, totally fine:

- Gray, brown or clear liquid on top (hooch).
- A dry, crusty skin on top where air got in. Scrape it off and feed.
- Dark streaks from whole wheat or rye flour.
- A flat, thin, white film on the surface (called kahm yeast). Scrape it off with a spoon, take your 50 g from underneath, and feed in a clean jar.

Mold, start a fresh jar:

- Fuzzy, raised spots of any color (white, green, blue, black).
- Pink, orange or red streaks or spots.

If you see real mold, the kindest thing is to compost it, wash the jar in hot soapy water, and start again. You already know the method now, so the second time is faster. To prevent it: always use a clean spoon, wipe the rim of the jar after feeding, and move the starter to a clean jar once a week.

Too runny

A starter that's soupy and won't hold its bubbles is usually too warm, too hungry, or made with a flour that absorbs less water.

What to do: feed with slightly less water for a few days (50 g starter + 50 g flour + 40 g water), or add a spoonful of whole wheat. A thicker starter holds its gas better and shows its rise more clearly.

Rises, then collapses before you notice

That's a strong starter in a warm kitchen. It peaked while you weren't looking. You'll see the streaky «high water mark» on the glass above the current level.

What to do: this is a good problem. Feed a bigger ratio (1:2:2 or even 1:3:3) to slow it down, or use slightly cooler water. On bake day, plan to use it a little earlier.

Cold kitchen fixes

If your kitchen sits below 70 °F (21 °C), especially in winter in Canada, the UK or the northern US, use one of these cozy spots:

- **The oven with only the light on**, door closed. This often holds 78–85 °F (26–29 °C). Check with your thermometer first, and put a sticky note on the oven door so nobody preheats it with Dolly inside.
- **The microwave with a mug of just-boiled water** next to the jar. Swap in fresh hot water every few hours.
- **On top of the fridge** or near (not on) a warm appliance.
- **A small cooler** with the jar and a jar of warm water inside.
- **A seedling heat mat** (about $15) under a towel, with the jar on top. My winter favorite.
- **Warmer water** for feedings: 82–85 °F (28–29 °C).

Too hot (summer kitchens)

In a hot kitchen, above 80 °F (27 °C), your starter peaks fast and goes hungry fast. Feed a bigger ratio (1:3:3) with cool water, or keep it in the coolest corner of the house. In very hot weather you can feed it and put it in the fridge 1 to 2 hours later, then take it out the morning you need it.

Already have a starter? Here's how to skip ahead

If a friend gave you some starter, you bought one, or you've had one sleeping in the fridge, you don't need to start from scratch. Run this 3-day check.

1. **Day 1:** take 50 g of your starter and feed 1:1:1 with bread flour and lukewarm water. Mark the jar. Feed again 12 hours later.
2. **Day 2:** feed twice, 12 hours apart. Note how long it takes to double.
3. **Day 3:** if it doubles in 4 to 8 hours, three feedings in a row, it's ready. Go straight to Module 2.

If it's slower, keep feeding twice a day for a few more days. Starters that have been in the fridge for months just need a little time on the counter to wake up fully.

A dried starter or a starter from a kit: follow the instructions that came with it to rehydrate, then switch to the Dolly feeding (1:1:1, twice a day) until it passes the ready test.

A starter that's a different hydration (for example a stiff starter at 50 % or a liquid one at 125 %): no problem. Just start feeding 1:1:1 by weight. After two or three feedings, it's a 100 % starter and it will work exactly as written in every recipe.

Your Starter log

Print this page and fill in one row per feeding. After 14 days you'll be able to see your starter's personality on paper: how it reacts to warmth, to whole wheat, to a late feeding. It's also the first page of your baking notebook.

My starter's name: _____ Born on: _____

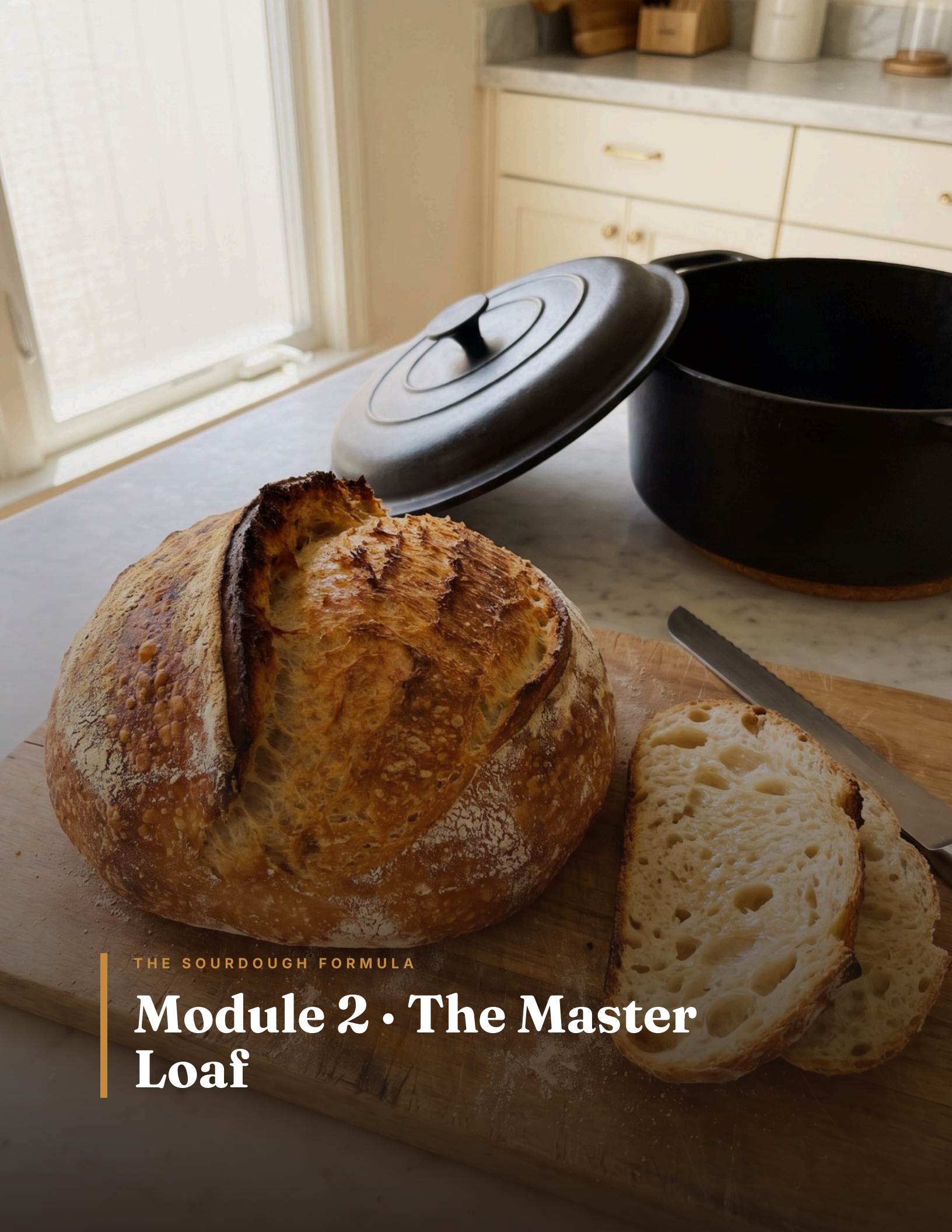
Day	Date	Time fed	Starter : flour : water (g)	Flour used	Water temp	Room temp	Rise (% or mark)	Time to peak	Smell & notes
1									
2									
3									
4									
5									
6									
7									
8 · morning									
8 · evening									
9 · morning									
9 · evening									
10 · morning									
10 · evening									
11 · morning									
11 · evening									
12 · morning									
12 · evening									
13 · morning									
13 · evening									
14 · morning									
14 · evening									

My ready check

- [ ] □ Doubles in 4 to 8 hours after a 1:1:1 feeding
- [ ] □ Did it three feedings in a row
- [ ] □ Domed top at peak
- [ ] □ Bubbles all through and on the sides of the jar

- [ ] □ Smells like yogurt, apple or a fresh bakery
- [ ] □ Airy, stretchy texture on a spoon
- [ ] □ Floats (bonus)
- [ ] □ Has a name, written on the jar

When you can tick these boxes, turn the page. Day 15 is your first loaf.



THE SOURDOUGH FORMULA

Module 2 · The Master Loaf

One loaf to learn them all

This is the loaf I've baked more than any other. It's the Classic Country Boule my customers order every week, it's the loaf in my photos, and it's the base of every recipe in this course. When a recipe later says «follow Master Loaf steps 1–9», this is where it sends you.

The Master Loaf has four ingredients. It needs about 15 minutes of your hands, spread across an afternoon and evening, plus 45 minutes on Saturday morning. The rest of the time the dough is working on its own.

Bake it three times before you sell it. The first loaf teaches you the steps. The second teaches you to read the dough. By the third, you'll know your kitchen, your oven and your starter, and that's when the loaves start coming out the same every time.

The master formula

Here it is, in grams, in cups, and in baker's percentages.

Ingredient	Baker's %	Grams	Cups and spoons (approximate)
Bread flour (or 450 g bread flour + 50 g whole wheat)	100 %	500 g	4 cups + 2 Tbsp, spooned and leveled
Water, lukewarm	70 %	350 g	1½ cups
Active starter, at peak	20 %	100 g	a scant ½ cup
Fine sea salt	2 %	10 g	1¾ tsp
Total dough	**192 %**	**960 g (about 2 lb)**	

About the cups: I give them so you can picture the amounts, but please bake by weight. A cup of flour can weigh anywhere from 115 to 150 g depending on how you scoop it, and that difference alone can turn a 70 % dough into a 60 % or an 80 % one. Your $15 scale is the best baking teacher you'll ever own.

About hydration: the water is 70 % of the flour. Your starter adds another 50 g of flour and 50 g of water, so the real total hydration is 400 g water ÷ 550 g flour, about 73 %. That's a soft, slightly sticky dough that's very manageable by hand and bakes up with a beautiful, open, glossy crumb.

About the whole wheat option: swapping 50 g of the bread flour for whole wheat adds a nutty flavor and a slightly darker crumb. It drinks a little more water, so you can add 5 to 10 g more if the dough feels stiff. My bestseller uses this 450 + 50 version.

Cost per loaf: about $0.30 in bread flour, $0.04 in whole wheat, $0.01 in salt, and a few cents to feed your starter. Round up for the occasional dusting flour and you're at **$1.40 per loaf, ingredients included.** It sells for **$11**. You'll see the full Cost & Price table in Recipe 1.

The overnight schedule (Friday → Saturday)

This is my real weekly rhythm. The dough rises Friday evening, sleeps in the fridge overnight, and bakes first thing Saturday. Fresh bread on the porch by lunch.

The times below are for a kitchen at 75–78 °F (24–26 °C). In a cooler kitchen, bulk fermentation simply runs longer: shape later Friday night, or bake later Saturday morning. The cold proof is flexible, anywhere from 10 to 16 hours is perfect.

Time	Step	Hands-on time
Fri 8:00 am	Feed your starter 1:1:1 (see Module 1 for how much).	2 min
Fri 3:45 pm	Check that your starter is at peak: doubled, domed, bubbly.	1 min
Fri 4:00 pm	**Step 1 · Mix** flour + water. Cover. Autolyse 30 minutes.	3 min
Fri 4:30 pm	**Step 2 · Add** starter, then salt. Squeeze and fold until combined. Bulk fermentation starts now.	4 min
Fri 5:00 pm	**Step 3 · Fold set 1**	1 min
Fri 5:30 pm	Fold set 2 (add inclusions here for specialty loaves)	1 min
Fri 6:00 pm	Fold set 3	1 min
Fri 6:30 pm	Fold set 4. Then leave it alone, covered.	1 min
Fri 6:30 – 8:30 pm	**Step 4 · Bulk** continues. Check the rise now and then.	0 min
Fri ~8:30 pm	Dough is up +50–75 %. **Step 5 · Pre-shape.** Bench rest 20 min.	2 min
Fri ~8:50 pm	**Step 6 · Final shape.** Into the banneton.	3 min
Fri ~9:00 pm	**Step 7 · Cold proof.** Covered, in the fridge.	1 min
Sat 6:00 am	Dutch oven into the oven. Preheat to 500 °F (260 °C) for 45–60 min.	1 min
Sat 7:00 am	**Step 8 · Score and bake.** Lid on 20 min at 475 °F (245 °C).	3 min
Sat 7:20 am	Lid off. 20–25 min at 450 °F (230 °C).	1 min
Sat ~7:45 am	Out of the oven. Check 205–210 °F (96–99 °C) inside.	1 min
Sat 7:45 – 9:45 am	**Step 9 · Cool** at least 2 hours before slicing or bagging.	0 min

If your week looks different

- **Weekday baking:** feed your starter before work at 7 am, mix when you get home around 3 to 5 pm, and bake the next morning before work.
- **Daytime schedule:** feed the starter at 10 pm, mix at 8 am, shape by 2 pm, cold proof, and bake the next morning.

- **Bake later Saturday:** totally fine. Leave the dough in the fridge until 9 or 10 am. Just stay within about 16 hours.

Before you start: aim for a warm dough

The most useful number in bread baking that nobody talks about is the temperature of the dough itself. Aim for a dough temperature of **76–78 °F (24–26 °C)** right after mixing. Warm dough ferments at a predictable speed, and a predictable speed means your schedule works.

You control it with the water:

Your kitchen	Water temperature to use
Cool, 65–70 °F (18–21 °C)	85–90 °F (29–32 °C)
Comfortable, 70–75 °F (21–24 °C)	80–85 °F (27–29 °C)
Warm, 76–80 °F (24–27 °C)	75 °F (24 °C)
Hot, above 80 °F (27 °C)	65–70 °F (18–21 °C), cool from the tap

Stick your thermometer in the dough after Step 2 and write the number on your bake sheet. After three bakes you'll know exactly what water temperature your kitchen needs.

The 9 steps

Step 1 · Mix (and autolyse)

1. Put a large bowl or a clear, straight-sided container on your scale and press tare.
2. Weigh in 350 g of water at the right temperature (see the table above). Set aside about 20 g of it in a small cup. You'll use it in Step 2 to help the salt dissolve.
3. Add 500 g of flour (or 450 g bread + 50 g whole wheat).
4. Mix with one hand, a stiff spatula, or a Danish dough whisk until there are no dry patches. It will look shaggy and rough. That's right.
5. Cover with a plate, a shower cap or a damp towel. Rest 30 minutes.

That rest is the autolyse. While you do nothing, the flour fully absorbs the water and the gluten starts to link up on its own. When you come back, the dough will be smoother, stretchier, and much easier to work with.



After the 30 minute autolyse: the shaggy mix has turned smooth and stretchy all by itself.

Step 2 · Add the starter, then the salt

1. Check that your starter is at peak: doubled, domed, bubbly.
2. Weigh 100 g of starter straight onto the dough.
3. With a wet hand, dimple the starter into the dough with your fingertips, then squeeze the dough through your fingers like you're squishing play dough. Fold it over itself a few times. About 2 minutes, until the starter has disappeared.
4. Sprinkle the 10 g of salt over the dough and drizzle the 20 g of water you saved on top.
5. Squeeze and fold again for 2 to 3 minutes until you can't feel any grains of salt. The dough will tear and look messy at first, then come back together smoother and stronger.
6. Check the dough temperature. Write it down. Cover.

Bulk fermentation starts now. Note the time.

> ***Sarah's tip:*** *Keep a bowl of water next to you. Wet hands are the secret to handling sticky dough without adding extra flour. Dip, shake off the drips, and the dough slides right off your fingers.*



Sprinkling the salt with a splash of the reserved water, then squeezing it in until the dough feels smooth again.

Step 3 · Stretch and folds

Four sets, 30 minutes apart. Each set takes about one minute. This is how you build strength without ever kneading.

How to do one set:

1. Wet your hand.
2. Slide your fingers under one side of the dough, grab it, and gently stretch it up until you feel resistance. Don't tear it.
3. Fold it over the top of the dough to the other side.
4. Turn the bowl a quarter turn. Repeat. Do all four sides: that's one set.
5. Cover.

What you'll notice from set to set:

- **Set 1:** slack, sticky, stretches a long way. It barely holds a shape.
- **Set 2:** already smoother. It resists a little sooner. This is when you add inclusions for specialty loaves (cheese, olives, fruit, nuts, chocolate).
- **Set 3:** smooth, springy, holds a rounded shape for a while after folding.
- **Set 4:** strong, elastic, a little puffy, with a few bubbles on top. You only need a gentle stretch now.



One stretch and fold: lift one side with a wet hand, stretch it up until it resists, and fold it over the top.

Coil folds (an alternative). If the dough feels very wet, or you'd rather not tug at it, use coil folds instead. Wet both hands, slide them under the middle of the dough, lift it straight up so the ends hang and stretch down, then let it fold underneath itself as you lower it. Turn the container a quarter turn and repeat once. Coil folds are gentler, keep more gas in the dough, and work beautifully in a rectangular container.

Step 4 · Bulk fermentation: reading «+50–75 %»

After the fourth set, leave the dough covered and let it rise. This is bulk fermentation, and it's where your bread gets its flavor, its lift and its open crumb.

Here's the single most important rule in this course: bulk fermentation ends when the dough looks ready, not when the clock says so. The clock gives you an estimate. The dough gives you the answer.

You're looking for a rise of **+50 to 75 %** from the moment you added the starter. Not doubled. A loaf that doubles in bulk is usually over-fermented by the time it bakes.



Right after the last fold: a piece of tape marks the starting level on my straight-sided container.

How to read bulk fermentation (the most important skill)

Use a clear, straight-sided container and put a piece of tape (or a rubber band) at the level of the dough right after Step 2. Now it's easy: when the dough has risen halfway to three-quarters of its height again, you're there. If you're using a bowl, take a photo from the side after mixing and compare.

Then check these signs. When you see most of them, bulk is done.

- **Volume:** up 50–75 % from the tape mark.
- **Dome:** the top is rounded and slightly domed where it meets the container, not flat or sunken.
- **Bubbles on top:** a few medium and small bubbles on the surface.
- **Bubbles on the sides and bottom:** you can see bubbles of different sizes through the container.
- **Jiggle:** give the container a little shake. The dough wobbles like set jelly, all in one piece.

- **Feel:** it's airy and soft, it pulls away cleanly from the sides when you tilt the container, and it smells pleasantly tangy and a bit like beer.
- **Edges:** when you tip the container, the dough moves as one airy mass and the edges are domed, not ragged and stringy.



Bulk is done: up about 60 % from the tape, domed edges, bubbles along the sides, and it jiggles as one.

Under-fermented dough (not ready yet) is dense, heavy, tight, with few bubbles, and has barely risen. Give it more time and check every 30 minutes.

Over-fermented dough has more than doubled, looks flat or sunken on top, is very sticky and slack, has big, collapsing bubbles, smells sharply sour or boozy, and tears when you shape it. It still makes good bread. Read «If you went too far» in the troubleshooting tree.

Adjusting to your kitchen temperature

Your kitchen temperature changes the bulk time more than anything else. Use this table as your starting estimate, counted from Step 2 (adding the starter), with a dough temperature in the same range.

Kitchen / dough temperature	Expected bulk time	Rise to aim for
65 °F (18 °C)	9–12 hours	75 % (up to nearly double)
68 °F (20 °C)	7–9 hours	75 %
70 °F (21 °C)	6–8 hours	70–75 %
72 °F (22 °C)	5–7 hours	60–75 %
75 °F (24 °C)	4–6 hours	50–75 %
78 °F (26 °C)	3½–5 hours	50–60 %
80 °F (27 °C) and up	3–4 hours	50 %

Why aim for a smaller rise when it's warm? Because a warm dough keeps fermenting for a while once it's shaped and in the fridge, so it «finishes» on its own. A cool dough slows down quickly, so you let it go a little further on the counter.

> ***Sarah's tip:*** *In a San Diego summer my bulk can be done in under 4 hours. In winter I put the container in the oven with only the light on and the door cracked open, and it holds a perfect 76 °F. Find your warm spot and your bake days get predictable.*

Step 5 · Pre-shape and bench rest

1. Lightly flour your counter, just a thin dusting where the dough will land.
2. Tip the container upside down and let the dough slide out on its own. Help it with a wet hand or your bench scraper. The floured side is now the bottom, the smooth top of the dough is facing the counter.
3. Fold the edges of the dough loosely toward the center, like closing an envelope.
4. Flip it over so the seam is down.
5. Using your bench scraper with one hand and your cupped other hand, push and drag the dough toward you a few times in short strokes. The bottom grips the counter and the top tightens into a smooth round.
6. Leave it uncovered (or loosely covered) for 20 minutes. That's the bench rest.

The round will relax and spread a little. That's exactly what you want: it should slump gently but still hold a soft dome. If it spreads into a flat puddle, pre-shape it once more and rest

another 15 minutes.



The pre-shape: a loose, smooth round made with the bench scraper, resting 20 minutes on the counter.

Step 6 · Final shape

Get your banneton ready first: dust it generously with rice flour (or a 50/50 mix of rice flour and bread flour), especially the bottom and the sides. If you use a bowl and towel, dust the towel just as well.

Round loaf (boule)

1. Lightly flour the top of the rested round, then flip it over with your scraper so the floured side is down and the sticky side faces up.
2. Gently stretch it into a rough circle, about 10 inches (25 cm) across. Don't press out all the air.
3. Fold the bottom edge up to the center. Then fold in the right side, then the left side, then the top. You now have a little package. Press each fold lightly to stick.
4. Starting from the top, roll the package toward you, pulling it gently so the surface tightens.
5. Flip it seam-side down. Cup your hands around the far side and pull the dough toward you across the bare counter, turning it a little each time. Three or four pulls. The surface should be smooth and taut, like a balloon.

6. Pick it up with your scraper and your hand, and lay it top-side down (seam up) in the banneton.
7. Pinch the seam closed if it looks open.



Shaping the boule: dragging the round toward me across the counter to build a smooth, tight skin.

Oval loaf (batard)

Use an oval banneton, about 10 inches (25 cm) long, or an oval dish with a floured towel.

1. Flip the rested round so the sticky side faces up.
2. Gently stretch it into a rectangle, a little taller than it is wide.
3. Fold the left side over the middle, then the right side over, slightly overlapping, like folding a letter. Now it's a tall narrow strip.
4. Starting at the top, roll it toward you, pressing lightly with your thumbs after each roll to tuck it in tight. The «stitching»: at each roll, pull a little dough from the sides and cross it over the middle, which builds tension.
5. Finish seam-side down. Roll it gently back and forth to even out the shape.
6. Lift it into the oval banneton seam-side up.



Rolling up the batard tight from the top, tucking it in with my thumbs as I go.

How tight is tight enough? Poke the shaped loaf gently. The surface should feel smooth and taut, and you should see a few small bubbles just under the skin. If the dough tears, you've gone a bit too far. Just leave it, it'll still bake beautifully.

Step 7 · Cold proof in the fridge

1. Sprinkle a little rice flour over the exposed seam.
2. Cover the banneton completely: slide it into a plastic produce bag, a shower cap, or a reusable bowl cover. The dough must not dry out.
3. Put it in the fridge, ideally at 38–40 °F (3–4 °C), for 10 to 16 hours.

The cold slows the yeast almost to a stop while the bacteria keep making flavor. You get a deeper, more complex taste, a blistered crust, and a firm, cool dough that's easy to score. You also get to sleep through the final rise.



Tucked into the banneton seam-side up, ready for its overnight sleep in the fridge.

Step 8 · Score and bake

Preheat (Saturday 6 am)

Put the Dutch oven, lid on, on a rack in the lower third of the oven. Turn the oven to 500 °F (260 °C) and let it heat for a full 45 to 60 minutes. The pot needs to be screaming hot all the way through: that heat is what makes the loaf leap up in the first minutes.

Turn out and score

1. Cut a piece of parchment a little bigger than your loaf (or use a reusable sling).
2. Take the banneton straight from the fridge. Don't let it warm up.
3. Place the parchment on top of the banneton, put a plate or a pizza peel on top, and flip everything over in one confident move. Lift the banneton off.
4. Brush away any extra flour. Dust the top lightly with flour if you'd like a contrast pattern.
5. Score: hold your lame or razor at a low angle, about 30 to 45 degrees to the surface, and make one smooth, decisive cut about ¼ to ½ inch (0.5–1 cm) deep. Confident and quick is better than slow and careful.



One long, confident cut at a low angle: that's what lifts into an ear in the oven.

Scoring patterns

Start with the single ear. Once it feels easy, play.

- **Single ear (my everyday score).** One long, slightly curved cut, off-center, from end to end, at a low angle (about 30 degrees). On a batard, run it along the length. On a boule, cut a gentle curve across the top. This is the one that gives you that big crunchy ear.
- **Cross.** Two cuts in an X across the top of a boule, more upright (about 60 degrees) and about ½ inch deep. The loaf opens into four petals. Very classic and forgiving.
- **Wheat stalk.** One shallow straight line down the middle of a batard (the stem), then short angled cuts on both sides, like leaves on a stalk, about 1½ inches (4 cm) long. Make a deeper, curved main cut on one side so the loaf still has somewhere to open.
- **Leaf.** One curved main cut, then small, shallow, angled cuts branching from it like the veins of a leaf. Lovely on a boule, and customers adore it.

For any decorative pattern, always include one deeper «expansion» cut. That's where the loaf opens up. The shallow decorative cuts are just for looks.



Four loaves, four scores: single ear, cross, wheat stalk and leaf.

Bake

1. Take the hot Dutch oven out with good oven mitts. Take off the lid.
2. Use the parchment as a sling to lower the loaf into the pot. Put the lid back on.
3. Return the pot to the oven and **lower the temperature to 475 °F (245 °C). Bake 20 minutes with the lid on.** The lid traps the steam from the dough, so the crust stays soft and the loaf can rise to its full height.
4. **Take the lid off. Lower to 450 °F (230 °C). Bake 20 to 25 minutes more**, until the crust is deep golden brown with darker edges along the ear. Don't be shy: a well-baked, dark crust is where the flavor is.



Lid off after 20 minutes: the loaf has sprung up and the ear is open. Now it goes back in to turn golden.

How to know it's done

- **Internal temperature: 205–210 °F (96–99 °C)** in the very center. Slide your thermometer in from the side or the bottom so you don't leave a hole on top. This is the one sure sign.
- **Color:** deep golden to mahogany all over, including the sides.
- **Sound:** tap the bottom. It sounds hollow, like knocking on a door.
- **Weight:** it feels light for its size. A well-baked Master Loaf weighs about 1.6 lb (about 720–760 g) as it cools, a bit less than the 960 g of dough.

If you're unsure, give it 5 more minutes. A slightly underbaked loaf turns gummy, a few extra minutes only makes the crust better.



Checking the center: 207 °F. Done.

Baking without a Dutch oven

No pot yet, or baking more loaves than you have pots? Use a baking steel or a pizza stone plus steam.

1. Put the steel or stone on the middle rack and a cast iron skillet, a sturdy metal baking pan, or a loaf pan filled with lava rocks or clean stones on the rack below.
2. Preheat to 500 °F (260 °C) for a full hour.
3. Bring a kettle of water to a boil just before baking.
4. Slide the scored loaf onto the steel with a peel or a flat cookie sheet (on parchment).
5. Carefully pour 1 cup (240 ml) of boiling water into the pan below and close the door right away. Keep your hand and arm out of the steam.
6. Lower to 475 °F (245 °C) and bake 20 minutes with the steam.
7. Carefully remove the steam pan. Lower to 450 °F (230 °C) and bake another 20 to 25 minutes until deep golden and 205–210 °F (96–99 °C) inside.

Another easy option: bake on the steel and cover the loaf with a large stainless steel bowl or a disposable roasting pan for the first 20 minutes. It traps steam just like a Dutch oven lid.



Open baking on a steel with a steam pan underneath. This is how I bake two extra loaves on busy Saturdays.

Step 9 · Cool

This is the hardest step of all: waiting.

Set the loaf on a wire rack and let it cool for **at least 2 hours** before you cut it or bag it. The inside is still cooking as it cools, and the steam inside needs to escape. Cut it hot and the crumb turns gummy and sticky. Bag it warm and the crust goes soft and the bag fogs up.

You'll hear it «sing»: the crust crackles quietly as it cools. That's one of the best sounds in any kitchen.



Cooling on the rack. Two hours minimum. Listen for the crust crackling.

Slicing and storing

Slicing: use a long serrated bread knife and saw gently. Start from the side, not the top, so the knife doesn't squash the loaf. For sandwiches, cut the boule in half first, then slice each half from the cut side.



The inside of the Master Loaf: a glossy, open, even crumb with a crackly crust. This is the loaf you're aiming for.

Storing at home:

- **Day 1 to 2:** on the counter, cut side down on a board. The crust stays crisp.
- **Day 3 to 4:** in a paper bag inside a bread box or a cloth bag. Sourdough keeps longer than yeasted bread thanks to its natural acidity.
- **Longer:** slice it, put the slices in a freezer bag, and freeze. Toast them straight from the freezer.
- **Not the fridge:** the fridge makes bread stale faster.
- **Refresh a day-old loaf:** run it quickly under the tap, then 8 to 10 minutes in a 375 °F (190 °C) oven. It comes out crackly like it was just baked.

Tell your customers these tips. They're the perfect little card to tuck into each bag.

The Troubleshooting Tree

Every loaf tells you a story. When something doesn't look right, don't change five things at once. Walk down the steps below for your symptom, stop at the first «yes», make that one change, and bake again. That's how you go from guessing to knowing.

Before you start: grab your bake notes. Starter peak time, dough temperature, bulk time, rise percentage and oven times answer most questions on their own.

Flat or spreading loaf

Step 1. Was your starter at peak when you mixed?

- No (it hadn't doubled, or it had collapsed) → **Cause:** weak starter. **Fix:** make sure it doubles in 4–8 hours three feedings in a row before baking. Use it at peak, domed and bubbly.
- Yes → go to Step 2.

Step 2. Did the dough rise +50–75 % in bulk, with a domed top and bubbles on the sides?

- It barely rose, felt dense → **Cause:** under-fermented. **Fix:** give bulk more time, use warmer water, or find a warmer spot. Go by the signs, not the clock.
- It more than doubled, was slack, very sticky and sunken → **Cause:** over-fermented. **Fix:** end bulk earlier next time, aim for 50 % in a warm kitchen, and use cooler water.
- It looked right → go to Step 3.

Step 3. Did the dough feel strong after the fourth set of folds?

- No, still slack and sticky → **Cause:** not enough strength. **Fix:** add one or two extra sets of folds, and make sure you're stretching until you feel resistance.
- Yes → go to Step 4.

Step 4. After shaping, was the surface smooth and taut?

- No, it was loose and slumped → **Cause:** shaping without tension. **Fix:** drag the loaf toward you across a bare (unfloured) spot of counter so it grips and tightens. Use less dusting flour.
- Yes → go to Step 5.

Step 5. Was the Dutch oven preheated for 45–60 minutes, and was the lid on for the first 20 minutes?

- No → **Cause:** not enough heat or steam. **Fix:** full preheat, lid on 20 minutes.
- Yes → **Cause:** your flour may absorb less water. **Fix:** drop the water to 330 g (66 %) for the next bake and build up again from there.

Dense, tight crumb

Step 1. Did the dough rise at least 50 % in bulk?

- No → **Cause:** under-fermented (the most common cause by far). **Fix:** longer bulk, warmer dough (76–78 °F / 24–26 °C), and wait for the signs.
- Yes → go to Step 2.

Step 2. Is your starter strong and used at peak?

- Not sure → **Fix:** run the ready check from Module 1 before your next bake.
- Yes → go to Step 3.

Step 3. Did you add extra flour while shaping, or squash the dough when shaping?

- Yes → **Cause:** knocked out the gas, or stiffened the dough. **Fix:** use wet hands and the bench scraper instead of extra flour, and shape gently, keeping the bubbles inside.
- No → go to Step 4.

Step 4. Did you use more than 20 % whole grain or a low-protein flour?

- Yes → **Cause:** whole grains and all-purpose flour make a naturally tighter crumb. **Fix:** go back to bread flour, or add 5–10 % more water when using whole wheat.

Gummy inside

Step 1. Did you cut it before it cooled for 2 hours?

- Yes → **Cause:** the crumb was still setting. **Fix:** 2 hours minimum on a rack. This alone fixes most gummy loaves.
- No → go to Step 2.

Step 2. Did the center reach 205–210 °F (96–99 °C)?

- No, or you didn't check → **Cause:** underbaked. **Fix:** bake 5–10 minutes longer with the lid off and check the temperature. Use an oven thermometer: many home ovens run 25 °F cooler than the dial.
- Yes → go to Step 3.

Step 3. Was the dough under-fermented (small rise, dense)?

- Yes → **Cause:** under-fermented dough holds too much water and bakes up gummy. **Fix:** longer bulk, warmer spot.

- No → go to Step 4.

Step 4. Was the dough very sticky and soupy?

- Yes → **Cause:** too much water for your flour, or over-fermentation. **Fix:** reduce water to 330 g and end bulk on time.

Huge holes under the crust (fool's crumb)

That's when you get one big tunnel right under the top crust and a tighter crumb below it. It looks dramatic, but it's not «open crumb».

Step 1. Did the dough rise less than 50 % in bulk?

- Yes → **Cause:** under-fermented. Most of the gas rose to the top and got trapped there. **Fix:** let bulk go longer, to a clear +50–75 % with bubbles on the sides and bottom.
- No → go to Step 2.

Step 2. Was the shaped loaf loose, with big bubbles near the surface?

- Yes → **Cause:** a big air pocket trapped during shaping. **Fix:** pop big surface bubbles with your fingertip before shaping, and shape a little tighter.
- No → go to Step 3.

Step 3. Did you score shallowly, or barely?

- Yes → **Cause:** the crust set before the loaf could open. **Fix:** score ¼ to ½ inch (0.5–1 cm) deep in one confident stroke.

Pale crust

Step 1. Was the lid on for more than 20 minutes?

- Yes → **Fix:** lid off at 20 minutes, then a full 20–25 minutes uncovered.
- No → go to Step 2.

Step 2. Did the loaf bake long enough with the lid off?

- Not sure → **Fix:** bake until deep golden brown, even mahogany at the edges. Add 5 minutes. Darker crust means more flavor.
- Yes → go to Step 3.

Step 3. Was the dough over-fermented (very slack, very sour)?

- Yes → **Cause:** the yeast and bacteria ate most of the sugars that brown the crust. **Fix:** shorten bulk or the cold proof.
- No → go to Step 4.

Step 4. Is your oven actually reaching temperature?

- Not sure → **Fix:** an oven thermometer ($7) tells you the truth. Many ovens run cool. Adjust the dial to match.

Burnt bottom

Step 1. Is the Dutch oven on the lowest rack?

- Yes → **Fix:** move it up to the lower-middle rack.
- No → go to Step 2.

Step 2. Still too dark?

- Yes → **Fix:** for the lid-off part, slide a baking sheet on the rack under the pot as a heat shield. Or put a thin layer of coarse cornmeal or a sprinkle of semolina under the parchment.
- Still dark → **Fix:** take the loaf out of the pot for the last 10 minutes and bake it directly on the oven rack.

No ear

Step 1. Was your score at a low angle (about 30 degrees)?

- No, more upright → **Cause:** a vertical cut opens flat instead of lifting a flap. **Fix:** hold the blade almost flat, like you're shaving a thin slice off the top.
- Yes → go to Step 2.

Step 2. Was the score deep enough and done in one stroke?

- No → **Fix:** ¼ to ½ inch deep, one confident, quick stroke from end to end.
- Yes → go to Step 3.

Step 3. Was the loaf shaped tight, with good surface tension?

- No → **Cause:** a loose skin doesn't have the tension to peel back. **Fix:** tighter final shape.
- Yes → go to Step 4.

Step 4. Did you bake the loaf straight from the fridge, with the lid on for 20 minutes?

- No → **Fix:** score and bake cold, and keep the lid on. Steam keeps the crust soft so the ear can lift.
- Yes → **Cause:** likely fermentation. Under- and over-fermented loaves both struggle to make an ear. Read your bulk signs.

Too sour, or not sour enough

Too sour for your taste:

- Feed your starter more often, or at 1:2:2, so it's younger and milder.
- Use the starter right at peak, not after it collapses.
- Shorten the cold proof toward 10 hours.
- Use less whole wheat in the starter and the dough.
- Pour off the hooch instead of stirring it in.

Not sour enough (you want more tang):

- Lengthen the cold proof to 14–16 hours.
- Use your starter slightly past peak.
- Add 50 g whole wheat or rye to the dough.
- Keep a slightly stiffer starter (50 g starter + 50 g flour + 40 g water).

> ***Sarah's tip:*** *My customers are split about half and half. I bake the Master Loaf medium-tangy (12-hour cold proof) and tell anyone who wants it extra sour that the Rustic Light Rye is their loaf.*

Sticky dough, impossible to shape

Step 1. Did you weigh the water and flour?

- No, used cups → **Fix:** weigh. Cups can easily add 15 % more water than the recipe asks for.
- Yes → go to Step 2.

Step 2. Did the dough get stronger with each set of folds?

- No → **Cause:** not enough strength built. **Fix:** do 5 or 6 sets instead of 4, with a firm stretch each time.
- Yes → go to Step 3.

Step 3. Did bulk go past +75 %, or did the dough turn soupy?

- Yes → **Cause:** over-fermented. The acids weaken the gluten. **Fix:** end bulk earlier. For this dough, see «If you went too far» below.
- No → go to Step 4.

Step 4. Are you shaping with wet hands and a scraper?

- No → **Fix:** wet hands for handling, a light dusting of flour only on the top of the dough before you flip it, and the bench scraper for moving it. A cold dough is also easier: you can chill it 20 minutes before final shaping.
- Yes → **Fix:** lower the water to 330 g (66 %) for a few bakes, then build back up as your hands get faster.

If you went too far (over-fermented dough): don't throw it out. Shape it gently, put it straight into the fridge, and bake it the next morning. Or skip the shaping, press it into an oiled 9×13 pan, and bake it as a focaccia (Recipe 17). Over-fermented dough makes wonderful focaccia.

Cracked or burst on the side

Step 1. Did the loaf burst in a spot you didn't score?

- Yes → go to Step 2.

Step 2. Was the score shallow or short?

- Yes → **Cause:** the loaf couldn't expand through the score, so it found its own way out. **Fix:** score deeper and longer, end to end.
- No → go to Step 3.

Step 3. Was the dough under-proofed (tight and springy, poke springs back instantly)?

- Yes → **Cause:** too much energy left for the oven, so it bursts. **Fix:** a longer bulk, or a longer cold proof.
- No → go to Step 4.

Step 4. Was the seam on the bottom, closed?

- No → **Cause:** an open seam is a weak spot that splits. **Fix:** pinch the seam closed before the cold proof, and bake seam-side down (it's seam-side up in the banneton, so it'll be on the bottom once you flip it out).

Your consistency checklist

Loaf twelve should look just like loaf one. That's what makes customers stay on your Friday list for years. Print this, put it in a sheet protector, and tick it off every bake with a dry-erase marker.

Friday

- [ ] ☐ Starter fed at 8 am with the right amount for today's loaves
- [ ] ☐ 50 g of starter set aside for next week
- [ ] ☐ Starter at peak before mixing: doubled, domed, bubbly
- [ ] ☐ Every ingredient weighed in grams, scale tared each time
- [ ] ☐ Water at the right temperature for today's kitchen
- [ ] ☐ Dough temperature after mixing written down (target 76–78 °F / 24–26 °C)
- [ ] ☐ Bulk start time written down, tape on the container
- [ ] ☐ 4 sets of stretch and folds, 30 minutes apart
- [ ] ☐ Inclusions (if any) added during the 2nd set
- [ ] ☐ Bulk ended on the signs: +50–75 %, domed, bubbles on the sides, jiggles
- [ ] ☐ Bulk end time and rise percentage written down
- [ ] ☐ Pre-shape and 20 minute bench rest
- [ ] ☐ Banneton well dusted with rice flour
- [ ] ☐ Final shape tight and smooth, seam pinched
- [ ] ☐ Covered and in the fridge, time written down

Saturday

- [ ] ☐ Dutch oven preheated at 500 °F (260 °C) for 45–60 minutes
- [ ] ☐ Loaf straight from the fridge onto parchment
- [ ] ☐ Score: low angle, ¼ to ½ inch deep, one stroke
- [ ] ☐ 20 minutes lid on at 475 °F (245 °C)
- [ ] ☐ 20–25 minutes lid off at 450 °F (230 °C)
- [ ] ☐ Center at 205–210 °F (96–99 °C)
- [ ] ☐ Cooled at least 2 hours on a rack before bagging or slicing
- [ ] ☐ Photo of the loaf and the crumb in my baking notebook

- [ ] □ One note for next time: what I'll keep, what I'll change

My bake notes

Date	Kitchen temp	Water temp	Dough temp	Bulk start	Bulk end	Rise %	Fridge hours	Oven times	Result & one change

When your notes show three loaves in a row you're proud of, you're ready for your first Saturday. Turn the page: the recipes are waiting, starting with Recipe 1, the Classic Country Boule.



THE SOURDOUGH FORMULA

Module 3 · 30+ Sourdough Recipes to Sell

How the recipes work

Here's the secret that makes this whole module easy: you already know how to bake every loaf in it. Every recipe below is a variation of the Master Loaf from Module 2. Same Dolly, same rhythm, same Friday-to-Saturday schedule. What changes is a short list of things: the flour mix, the water, a few extras, and sometimes the pan.

So each recipe tells you three things clearly. What's different. When to add it. And what it costs you and what it sells for. Everything else is «Master Loaf step N», and you'll know those steps by heart after your third bake.

The Master Loaf steps, at a glance

Keep this list handy. Every recipe refers to it by number.

Before Step 1 comes **the morning feed**: feed Dolly 1:1:1 on Friday at 8 am, so she peaks around 4 pm, mix time.

1. **Mix (and autolyse)** (4 pm). Flour and water only, keeping back 20 g of the water; rest 30 minutes.
2. **Add the starter, then the salt.** Dimple in the starter, then squeeze in the salt with the reserved water.
3. **Stretch and folds.** 4 sets, every 30 minutes. Inclusions go in during the 2nd set.
4. **Bulk fermentation.** Until the dough has grown 50–75 %, about 4–6 hours at 75 °F (24 °C).
5. **Pre-shape and bench rest.** A loose round, 20 minutes uncovered.
6. **Final shape.** Tight round or oval, seam up, into the floured banneton.
7. **Cold proof.** Covered, in the fridge, 10–16 hours.
8. **Score and bake.** Dutch oven preheated at 500 °F (260 °C); 20 minutes lid on at 475 °F (245 °C); 20–25 minutes lid off at 450 °F (230 °C); internal 205–210 °F (96–99 °C).
9. **Cool.** 2 hours minimum before cutting or bagging.

How to read the Cost & Price table

Every recipe ends with the same table, so you always know your numbers before you post a menu. A few things to know:

- **Flour and extras** are priced from real US grocery prices (November 2026). Bread flour is $0.55 a pound in a 5 lb bag, and $0.44 a pound if you buy the 25 lb Costco bag, so your numbers only get better as you grow.
- **Starter (with feed)** is the 100 g of Dolly that goes into the dough plus the flour you used to feed her. I count it at $0.25 per loaf.
- **Oven share** is your electricity or gas. A hearth loaf counts $0.46 (half of an hour-long bake with two Dutch ovens in the oven). Pan loaves bake four at a time at a lower temperature, so they count $0.20.
- **Packaging** is $0.35 per loaf: bag, label and twine. It's optional, and when a regular brings her own bread bag, that $0.35 stays with you.
- **Sell at** comes from the price ladder: **Plain $9 · Classic $11 · Specialty $14**, with premium specialty loaves at $12–16. We never price at «cost × 2». A classic loaf that costs $1.40 sells for $11.
- **You keep** is the sell price minus ingredients minus packaging. That's your money for the loaf.

In Canada, the UK and Australia the ladder travels well. Use the same numbers in your local money as a starting point (roughly CA$11–12, £7–9 or A$12–14 for a classic) and check the price sheet in Module 6 to fine-tune.

When to add inclusions

Cheese, olives, fruit, nuts, seeds, chocolate: they all go in during the **2nd set of stretch & folds**. By then the gluten has started to build, so the dough holds them without tearing, and you still have two sets left to spread them evenly.

Here's how you do it. Wet your hands, stretch the dough out flat in the container, scatter half the inclusions over the top, fold it into thirds, scatter the rest, and fold again. Done. Pat wet things dry first (olives, jalapeños, soaked raisins) so they don't add extra water.

Herbs, spices and honey usually go in at the mix instead, because you want them everywhere. Each recipe tells you which.

Scaling ×4 for bake day

On a Saturday bake day you'll mix in batches of 4 loaves, which is 2 kg of flour. Multiply every ingredient by 4, including the inclusions, and mix in one big container (a 12-quart food-safe tub with a lid is perfect).

- Feed Dolly a bigger breakfast on Friday morning so you have at least 400 g of active starter at 4 pm, plus a little left over to keep her going.
- Divide the dough by weight at pre-shape (Master Loaf step 5). A scale makes every loaf the same size, and same size means same price, same bake time.
- One oven fits 2 Dutch ovens, so each round of 2 loaves takes about 45 minutes. Pan loaves (sandwich, honey whole wheat) bake 4 at a time, which is how you get to 20 loaves in one home oven.

The full bake-day timing lives in Module 7.

Recipe finder

Use this table to plan your menu. Start with 2 or 3 everyday loaves for your regulars, then add one specialty each week and watch which one your neighbors ask for again.

#	Recipe	Tier	Price	Difficulty	Best for
1	Classic Country Boule	Everyday	$11	Easy	Regulars
2	Country Batard	Everyday	$11	Easy	Regulars
3	Soft Sandwich Loaf	Everyday	$9	Easy	Regulars
4	Honey Whole Wheat Sandwich Loaf	Everyday	$9	Easy	Regulars
5	50 % Whole Wheat Country Loaf	Everyday	$11	Medium	Regulars
6	Seeded Whole Wheat	Everyday	$12	Medium	Regulars
7	Rustic Light Rye	Everyday	$11	Medium	Regulars
8	Spelt Country Loaf	Everyday	$12	Medium	Weekends
9	Sourdough Baguettes (pair)	Everyday	$9	Tricky	Parties
10	Dinner Rolls by the Dozen	Everyday	$12 / dozen	Easy	Parties
11	Sourdough Ciabatta (pair)	Everyday	$10	Tricky	Weekends
12	Honey Oat Loaf	Everyday	$11	Easy	Regulars
13	Cranberry Walnut	Specialty	$14	Medium	Gifts
14	Jalapeño Cheddar	Specialty	$14	Medium	Weekends
15	Cinnamon Raisin	Specialty	$13	Medium	Weekends
16	Rosemary Olive	Specialty	$14	Medium	Parties
17	Rosemary Sea-Salt Focaccia	Specialty	$14	Easy	Parties
18	Garlic Parmesan	Specialty	$14	Medium	Weekends
19	Roasted Garlic & Herb	Specialty	$13	Medium	Weekends
20	Everything Bagel Boule	Specialty	$13	Easy	Weekends
21	Sun-Dried Tomato & Basil	Specialty	$14	Medium	Parties
22	Chocolate Cherry	Specialty	$15	Medium	Gifts
23	Double Chocolate	Specialty	$15	Medium	Gifts

#	Recipe	Tier	Price	Difficulty	Best for
24	Lemon Blueberry	Specialty	$14	Medium	Weekends
25	Cheddar Chive	Specialty	$14	Medium	Weekends
26	Fig & Walnut	Specialty	$15	Medium	Gifts
27	Kalamata & Feta	Specialty	$15	Medium	Parties
28	Turmeric Golden Seed	Specialty	$13	Medium	Regulars
29	Pumpkin-Shaped Pumpkin Spice Loaf	Seasonal & party	$15	Tricky	Gifts
30	Pull-Apart Garlic Herb Wreath	Seasonal & party	$16	Tricky	Parties
31	Sourdough Pizza Dough Kit (4 balls)	Seasonal & party	$12	Easy	Parties
32	Sourdough Discard Crackers (bag)	Seasonal & party	$8	Easy	Gifts

> *Sarah's tip: My first menu had exactly three things on it: the Classic Country Boule, the Soft Sandwich Loaf and one specialty that changed every week. Three choices is plenty. People love a short menu, and you'll love a calm Saturday.*



THE SOURDOUGH FORMULA

Recipe 1 · Classic Country Boule

The loaf that started my Friday list. If you only ever sell one bread, sell this one.

Recipe 1 · Classic Country Boule

Why people buy it: it's the crackly, golden, «real bakery» loaf they can't find at the grocery store, and it's still warm on Saturday.

- **Tier & price:** Everyday · Classic · **$11**
- **Makes:** 1 round loaf, about 900 g (2 lb) of dough, about 1.6 lb baked
- **Difficulty:** Easy
- **Timeline:** Feed Dolly Friday 8 am → mix 4 pm → shape around 9–10 pm → fridge overnight → bake Saturday 7 am → bag by 10 am

Ingredients

Ingredient	Grams	Cups (approx.)
Bread flour	450 g	3⅔ cups
Whole wheat flour	50 g	⅓ cup + 1 tbsp
Water, 80 °F (27 °C)	350 g	1½ cups
Active starter (Dolly, at her peak)	100 g	½ cup
Fine sea salt	10 g	1¾ tsp
Rice flour, for the banneton	a spoonful	1 tbsp

What changes vs. the Master Loaf

Nothing. This is the Master Loaf, exactly, and it's your bestseller. I'm writing it out in full here so you have a clean page to tape inside a cabinet door.

Steps

1. **The morning feed:** feed Dolly at 8 am. She should be doubled, domed and smelling like yogurt by 4 pm.
2. **Mix and autolyse.** Weigh the 350 g water and set 20 g aside in a cup. Add both flours and mix with your hand until no dry flour is left. Cover and rest 30 minutes.
3. **Add the starter, then the salt.** Dimple the 100 g starter into the dough and squeeze until it disappears, about 2 minutes. Sprinkle the salt, drizzle the reserved 20 g water, and squeeze for 2–3 minutes until it feels smooth again.

4. **Stretch & folds:** 4 sets, 30 minutes apart. Wet hand, grab one side of the dough, stretch it up and fold it over. Turn the bowl a quarter and repeat 4 times. Cover between sets.
5. **Bulk** at 75 °F (24 °C) until the dough has grown 50–75 %, has a domed top, a few bubbles on the sides and jiggles when you shake the bowl. Usually 4–6 hours from mixing.
6. **Pre-shape** into a loose round on an unfloured counter. Rest 20 minutes uncovered.
7. **Final shape.** Flour the top lightly, flip it, fold the bottom up, the sides in, the top down, then roll it toward you and drag it across the counter to tighten the skin. Place seam up in a banneton dusted with rice flour.
8. **Cold proof.** Cover with a shower cap or a bag and refrigerate 10–16 hours.
9. **Bake.** Preheat the Dutch oven at 500 °F (260 °C) for 45 minutes. Flip the loaf onto parchment, score, and lower it in. Lid on 20 minutes at 475 °F (245 °C), lid off 20–25 minutes at 450 °F (230 °C), until deep golden and 205–210 °F (96–99 °C) inside.
10. **Cool** on a rack at least 2 hours before cutting or bagging.

Shaping, scoring & baking specifics

- **Banneton:** 9 in (23 cm) round, or a mixing bowl lined with a floured tea towel.
- **Score:** one confident curved slash about ½ in (1 cm) deep, held at a 30° angle, for that bakery «ear». Or a simple square (4 cuts) if you want an even rise. Your score is your signature: pick one and keep it.
- **Dutch oven:** 5–6 quart, round. Bake straight from the fridge. Cold dough scores cleaner.

Cost & Price

Ingredient	Amount	Cost
Bread flour	450 g	$0.55
Whole wheat flour	50 g	$0.08
Starter (with feed)	100 g	$0.25
Salt	10 g	$0.01
Rice flour (dusting)	1 tbsp	$0.05
Oven share	½ bake	$0.46
Total ingredients		**$1.40**
Packaging (bag, label, twine)	1 set	$0.35
Sell at		**$11.00**
You keep		**$9.25**

How to sell it

Everyone buys this one: families, couples, the neighbor who «doesn't eat bread». It's the loaf for your standing weekly orders, so offer it first in every subscription message.

Menu line to copy: *Classic Country Sourdough. Crackly crust, soft open crumb, three ingredients and 24 hours of patience. Baked this morning. $11*

> ***Sarah's tip: Put the internal temperature on your own checklist, not just the color. My loaves only started coming out the same every Saturday when I stopped guessing and used a $12 thermometer.***

If it goes wrong

- **Flat, spreading loaf:** bulk went too long, or the shaping was loose. Next time stop bulk at +50 % and drag the loaf a few more times to tighten the skin.
- **Dense with a few big holes on top:** under-fermented. Let bulk go longer, and check that Dolly was at her peak at mix time.

- **Gummy inside:** it was cut too early or pulled too soon. Bake to 205 °F (96 °C) and wait the full 2 hours.



THE SOURDOUGH FORMULA

Recipe 2 · Country Batard

Same dough as the boule, just stretched into an oval. My sandwich people love it.

Recipe 2 · Country Batard

Why people buy it: the oval shape gives even, sandwich-sized slices from end to end, so it's the loaf for toast, grilled cheese and school lunches.

- **Tier & price:** Everyday · Classic · **$11**
- **Makes:** 1 oval loaf, about 900 g (2 lb) of dough, about 10 in (25 cm) long
- **Difficulty:** Easy
- **Timeline:** Same as the Master Loaf. Friday 8 am feed → Saturday 7 am bake.

Ingredients

Ingredient	Grams	Cups (approx.)
Bread flour	450 g	3⅔ cups
Whole wheat flour	50 g	⅓ cup + 1 tbsp
Water, 80 °F (27 °C)	350 g	1½ cups
Active starter	100 g	½ cup
Fine sea salt	10 g	1¾ tsp
Rice flour, for the banneton	a spoonful	1 tbsp

What changes vs. the Master Loaf

Only the shape. Same dough, same schedule. You need an oval banneton (10 in / 25 cm) or a loaf pan lined with a floured tea towel, and a Dutch oven long enough to hold it: an oval Dutch oven, a combo cooker, or a round 6-quart pot with a slightly shorter batard (8–9 in).

Steps

1. Do the morning feed, then follow **Master Loaf steps 1–5**: mix and autolyse, add the starter and salt, 4 sets of folds, bulk to +50–75 %, pre-shape into a loose round and rest 20 minutes.
2. **Shape the batard.** Flour the top, flip it seam up. Gently pull it into a rectangle about 8 × 10 in (20 × 25 cm).
3. Fold the left and right sides in so they overlap slightly in the middle, like closing a jacket.

4. Starting at the top, roll the dough down toward you, pressing the seam lightly with your thumbs each turn, so you end with a tight log.
5. Pinch the bottom seam closed. Roll the log gently to even it out, about 9–10 in long.
6. Place it seam up in the floured oval banneton. If the seam is gaping, pinch it shut, or «stitch» it by pulling the sides together.
7. **Cold proof** 10–16 hours (Master Loaf step 7).
8. **Score and bake** exactly as Master Loaf step 8.
9. **Cool** 2 hours before slicing or bagging.

Shaping, scoring & baking specifics

- **Score:** one long slash running almost the full length, slightly off-center, blade at a 30° angle and ½ in (1 cm) deep. That angled cut is what opens into a tall «ear».
- **Fitting the pot:** if your batard is a touch long for a round Dutch oven, bake it on a parchment sling and let the ends kiss the sides. It still bakes beautifully.
- **Bake time:** the same 20 + 20–25 minutes. The thinner shape sometimes finishes 2–3 minutes sooner, so check the temperature at 20 minutes lid off.

Cost & Price

Ingredient	Amount	Cost
Bread flour	450 g	$0.55
Whole wheat flour	50 g	$0.08
Starter (with feed)	100 g	$0.25
Salt	10 g	$0.01
Rice flour (dusting)	1 tbsp	$0.05
Oven share	½ bake	$0.46
Total ingredients		**$1.40**
Packaging (bag, label, twine)	1 set	$0.35
Sell at		**$11.00**
You keep		**$9.25**

How to sell it

Parents who pack lunches, toast-every-morning people, anyone who says «the round one is hard to slice». Offer «boule or batard?» on your order form: it feels like a choice, and it costs you nothing extra.

Menu line to copy: *Country Batard. Our classic sourdough in a long loaf, so every slice is the right size for toast and sandwiches. $11*

> ***Sarah's tip: I slice the first batard of the morning and set it out on a board for porch pickup. Nothing sells next week's bread like seeing that crumb.***

If it goes wrong

- **Burst on the side instead of along the score:** the score was too shallow. Go a little deeper and keep the blade at an angle.
- **Seam opened in the oven:** the bottom wasn't sealed. Pinch the seam firmly and let it sit seam up in the banneton.
- **Pale ends, dark middle:** the batard was touching the hot sides. Make it slightly shorter, or rotate the pot halfway through the lid-off bake.



THE SOURDOUGH FORMULA

Recipe 3 · Soft Sandwich Loaf

The loaf my kids ask for. Soft enough for PB&J, still real sourdough.

Recipe 3 · Soft Sandwich Loaf

Why people buy it: it's the soft, square, sliceable bread families already buy every week, only this one is homemade and has a short ingredient list.

- **Tier & price:** Everyday · Plain · **$9**
- **Makes:** 1 pan loaf in a 9 × 5 in (23 × 13 cm) pan
- **Difficulty:** Easy
- **Timeline:** Feed Dolly Friday 8 am → mix 4 pm → shape around 10 pm → pan in the fridge overnight → out at 6 am, rise 2–3 hours → bake 9 am

Ingredients

Ingredient	Grams	Cups (approx.)
Bread flour	500 g	4 cups
Whole milk, lukewarm	280 g	1 cup + 3 tbsp
Active starter	100 g	½ cup
Honey	30 g	1½ tbsp
Butter, very soft	40 g	3 tbsp
Fine sea salt	10 g	1¾ tsp
Butter, melted, for brushing	5 g	1 tsp

What changes vs. the Master Loaf

- **Milk instead of water, plus honey and butter.** This is an enriched dough: softer crumb, thin golden crust, and it stays fresh for days.
- **Butter goes in after the salt**, never at the mix, so it doesn't coat the flour before the gluten starts.
- **Slower bulk.** Butter and milk slow Dolly down. Expect 5–7 hours.
- **Baked in a loaf pan at a lower temperature**, with no Dutch oven and no scoring needed.

Steps

1. **The morning feed:** feed Dolly at 8 am.

2. **Mix and autolyse:** stir the honey into the milk, keeping back 20 g of the milk. Add the flour and mix until shaggy. Rest 30 minutes (Master Loaf step 1).
3. **Add the starter, then the salt** with the reserved milk (Master Loaf step 2). Then add the soft butter a spoonful at a time, squishing and folding until the dough is glossy again. This takes about 3–4 minutes. It looks messy at first and then comes together.
4. **Stretch & folds:** 4 sets, 30 minutes apart (Master Loaf step 3). The dough gets silky and strong.
5. **Bulk** at 75–78 °F (24–26 °C) until it has grown about 75 % and feels airy, 5–7 hours from mixing.
6. **Shape.** Butter your 9 × 5 pan. Turn the dough out, press it into a rectangle about 8 × 10 in (20 × 25 cm), short side facing you. Roll it up tightly like a sleeping bag, pinching each turn. Pinch the seam closed.
7. **Pan it** seam down. Cover and refrigerate overnight.
8. **Final rise.** Saturday morning, leave it on the counter somewhere warm until the dome rises about 1 in (2.5 cm) above the rim of the pan, usually 2–3 hours. The poke test: a gentle fingertip dent should spring back slowly.
9. **Bake** at 375 °F (190 °C) on the middle rack for 40–45 minutes. If the top is browning fast at 25 minutes, lay a sheet of foil over it. Done at 190 °F (88 °C) inside.
10. **Brush** the top with melted butter, wait 10 minutes, then turn it out of the pan onto a rack. Cool 2 hours before slicing or bagging.

Shaping, scoring & baking specifics

- **Pan:** 9 × 5 in metal loaf pan. Glass works too; lower the oven to 350 °F (175 °C) and add 5 minutes.
- **Bake day:** sandwich loaves bake 4 at a time on one rack while the Dutch ovens rest. This is how you stretch Saturday to 20 loaves.
- **Enriched doughs** are done at 190 °F (88 °C), not 205 °F. The milk and butter set the crumb sooner.

Cost & Price

Ingredient	Amount	Cost
Bread flour	500 g	$0.61
Starter (with feed)	100 g	$0.25
Whole milk	280 g	$0.30
Honey	30 g	$0.40
Butter	45 g	$0.50
Salt	10 g	$0.01
Oven share (4 pans per bake)	¼ bake	$0.20
Total ingredients		**$2.27**
Packaging (bag, label, twine)	1 set	$0.35
Sell at		**$9.00**
You keep		**$6.38**

How to sell it

Families with young kids, toast people, anyone who finds a crusty boule «too much». This is the most common second loaf on a standing order: one boule and one sandwich loaf every week.

Menu line to copy: *Soft Sandwich Sourdough. Tender, sliceable and made with milk, honey and butter. Perfect for school lunches. $9*

> ***Sarah's tip: Tell people to keep it in the bag on the counter, never in the fridge. It stays soft four days easily, and that's the thing parents mention in their messages.***

If it goes wrong

- **Short, dense loaf:** it went into the oven too early. Wait for the dome to rise 1 in above the rim, even if that takes another hour.
- **Big tunnel under the top crust:** the log wasn't rolled tightly. Press out the air and pinch every turn.

- **Pale sides:** pop it out of the pan for the last 5 minutes, straight onto the rack in the oven.



THE SOURDOUGH FORMULA

Recipe 4 · Honey Whole Wheat Sandwich Loaf

Half whole wheat, a little honey. The «healthy bread» my neighbors actually like.

Recipe 4 · Honey Whole Wheat Sandwich Loaf

Why people buy it: it's the wholesome, nutty sandwich bread health-minded families want, soft enough that the kids eat it too.

- **Tier & price:** Everyday · Plain · **$9**
- **Makes:** 1 pan loaf in a 9 × 5 in (23 × 13 cm) pan
- **Difficulty:** Easy
- **Timeline:** Friday 8 am feed → 4 pm mix → shape around 10 pm → pan in the fridge overnight → rise 2–3 hours → bake 9 am

Ingredients

Ingredient	Grams	Cups (approx.)
Bread flour	250 g	2 cups
Whole wheat flour	250 g	2 cups
Water, 80 °F (27 °C)	250 g	1 cup + 1 tbsp
Whole milk, lukewarm	100 g	⅓ cup + 1 tbsp
Active starter	100 g	½ cup
Honey	40 g	2 tbsp
Butter, very soft	30 g	2 tbsp
Fine sea salt	10 g	1¾ tsp

What changes vs. the Master Loaf

- **Half whole wheat.** Whole wheat drinks more liquid, so the total liquid is higher (water + milk), and the dough feels soft and a little sticky. That's correct.
- **Honey, milk and butter** for a soft, sweet-ish crumb that slices thin.
- **Faster to move than you'd think:** whole wheat ferments quicker, so watch the dough, not the clock.
- **Baked in a loaf pan** at 375 °F (190 °C).

Steps

1. **The morning feed:** feed Dolly at 8 am.
2. **Mix and autolyse:** stir the honey into the water and milk, keeping back 20 g of the water. Add both flours and mix well. Rest 30 minutes (Master Loaf step 1). The bran softens during this rest, which gives you a softer loaf.
3. **Add the starter, then the salt** with the reserved water (Master Loaf step 2), then the soft butter, squishing until smooth (same as Recipe 3, step 3).
4. **Stretch & folds:** 4 sets, 30 minutes apart (Master Loaf step 3).
5. **Bulk** at 75 °F (24 °C) until it has grown about 75 %, usually 4½–6 hours from mixing. Check from hour 4.
6. **Shape** into a tight log exactly like Recipe 3, step 6, and place it seam down in a buttered 9 × 5 pan.
7. **Optional topping:** mist the top with water and sprinkle a spoonful of rolled oats.
8. **Cover and refrigerate** overnight.
9. **Final rise** on Saturday morning until the dome is about ¾–1 in (2–2.5 cm) above the rim, 2–3 hours. Whole wheat domes a little less than white; that's normal.
10. **Bake** at 375 °F (190 °C) for 40–45 minutes. Tent with foil at 25 minutes if needed; honey browns fast. Done at 190 °F (88 °C).
11. Turn out after 10 minutes, brush with butter if you like, and cool 2 hours before slicing or bagging.

Shaping, scoring & baking specifics

- **Pan:** 9 × 5 in metal loaf pan, buttered well. Whole wheat dough sticks more than white.
- **No scoring.** If you'd like a bakery look, make one shallow cut down the center right before baking.
- **Bake four at a time** with your other pan loaves.

Cost & Price

Ingredient	Amount	Cost
Bread flour	250 g	$0.30
Whole wheat flour	250 g	$0.39
Starter (with feed)	100 g	$0.25
Whole milk	100 g	$0.11
Honey	40 g	$0.53
Butter	30 g	$0.33
Salt	10 g	$0.01
Oven share (4 pans per bake)	¼ bake	$0.20
Total ingredients		**$2.12**
Packaging (bag, label, twine)	1 set	$0.35
Sell at		**$9.00**
You keep		**$6.53**

How to sell it

Health-conscious parents, gym people, grandparents who «need fiber». Pair it with the Soft Sandwich Loaf on your menu so families can pick «white or wheat».

Menu line to copy: *Honey Whole Wheat Sourdough. Half whole wheat, a touch of honey, soft enough for the pickiest eater. $9*

> ***Sarah's tip: Use regular whole wheat or white whole wheat; both work. White whole wheat gives a lighter color that kids accept without a fight.***

If it goes wrong

- **Heavy and crumbly:** the dough was too dry. Add 20 g more water next time; whole wheat flours vary bag to bag.
- **Top too dark, middle underbaked:** tent with foil earlier and bake the full time to 190 °F.

- **Sour taste:** bulk went long. Shorten bulk by 30 minutes, or proof in a cooler spot.



THE SOURDOUGH FORMULA

Recipe 5 · 50 % Whole Wheat Country Loaf

Deeper flavor, darker crust, same easy Saturday. This one converted my husband.

Recipe 5 · 50 % Whole Wheat Country Loaf

Why people buy it: it has the crusty look of the classic with a nutty, wholesome flavor, so it's the «healthier» loaf that still feels like a treat.

- **Tier & price:** Everyday · Classic · **$11**
- **Makes:** 1 round or oval loaf, about 940 g of dough
- **Difficulty:** Medium
- **Timeline:** Friday 8 am feed → 4 pm mix → bulk is a little faster → shape around 9 pm → fridge → bake Saturday 7 am

Ingredients

Ingredient	Grams	Cups (approx.)
Bread flour	250 g	2 cups
Whole wheat flour	250 g	2 cups
Water, 80 °F (27 °C)	375 g	1½ cups + 1½ tbsp
Active starter	100 g	½ cup
Fine sea salt	10 g	1¾ tsp
Rice flour, for the banneton	a spoonful	1 tbsp

What changes vs. the Master Loaf

- **Half the flour is whole wheat.** The bran soaks up more water, so hydration goes up from 70 % to **75 %**.
- **Longer autolyse:** 45 minutes instead of 30, so the bran softens and the dough gets stretchier.
- **Bulk moves faster.** Whole wheat feeds Dolly well, so check the dough from hour 3½.
- **Stop bulk at +50 %.** Whole wheat dough has less strength, and stopping a little earlier keeps the loaf tall.

Steps

1. **The morning feed:** feed Dolly at 8 am.

2. **Mix** the water (minus 20 g) and both flours until no dry bits remain. Autolyse **45 minutes** (Master Loaf step 1).
3. **Add the starter, then the salt** with the reserved water (Master Loaf step 2).
4. **Stretch & folds:** 4 sets, 30 minutes apart (Master Loaf step 3). The dough starts sticky and gets noticeably smoother by set 3. Keep your hands wet.
5. **Bulk** at 75 °F (24 °C) until it has grown about 50 %, domed and bubbly at the edges, usually 3½–5 hours from mixing.
6. **Pre-shape and rest** 20 minutes (Master Loaf step 5).
7. **Final shape** tight, as a boule (Recipe 1) or batard (Recipe 2). Whole wheat dough benefits from a little extra tension, so drag it on the counter a few more times.
8. **Cold proof** 10–14 hours (Master Loaf step 7). Whole wheat doughs over-proof sooner, so aim for the shorter end.
9. **Score and bake** as Master Loaf step 8. Internal 205–210 °F (96–99 °C).
10. **Cool** 2 hours before cutting or bagging.

Shaping, scoring & baking specifics

- **Banneton:** dust well with rice flour. Whole wheat doughs are stickier.
- **Score:** one long slash or a cross. The crust browns darker than the classic; that deep mahogany color is exactly what you want.
- **Same Dutch oven bake** as the Master Loaf. If the bottom browns too much, slip a baking sheet on the rack below for the lid-off part.

Cost & Price

Ingredient	Amount	Cost
Bread flour	250 g	$0.30
Whole wheat flour	250 g	$0.39
Starter (with feed)	100 g	$0.25
Salt	10 g	$0.01
Rice flour (dusting)	1 tbsp	$0.05
Oven share	½ bake	$0.46
Total ingredients		**$1.46**
Packaging (bag, label, twine)	1 set	$0.35
Sell at		**$11.00**
You keep		**$9.19**

How to sell it

Runners, «I'm trying to eat better» neighbors, people who loved the classic and want something heartier. Put it next to the classic on the menu and let them choose.

Menu line to copy: *Half & Half Whole Wheat Country Loaf. Crackly crust, nutty whole grain flavor, same long slow sourdough. $11*

> ***Sarah's tip: Fresh whole wheat flour makes a sweeter loaf. Buy smaller bags and keep them in the freezer; you'll taste the difference.***

If it goes wrong

- **Flat and spread:** over-proofed. Stop bulk at +50 % and shorten the cold proof to 10 hours.
- **Dense and tight:** under-fermented, or not enough water. Bulk longer, and try 385 g water.
- **Very sour:** shorter bulk, cooler cold proof, and feed Dolly a little later so she's just peaking at mix time.



THE SOURDOUGH FORMULA

Recipe 6 · Seeded Whole Wheat

Seeds inside and out. Toast it with butter and you'll understand why it sells out.

Recipe 6 · Seeded Whole Wheat

Why people buy it: a crunchy seed crust and a moist, nutty crumb. It feels like the expensive health-bakery loaf, at a neighborly price.

- **Tier & price:** Everyday · Classic (premium) · **$12**
- **Makes:** 1 round or oval loaf, about 1,050 g of dough
- **Difficulty:** Medium
- **Timeline:** Friday 8 am feed Dolly **and** soak the seeds → 4 pm mix → seeds in at the 2nd fold → shape and roll in seeds around 9 pm → fridge → Saturday 7 am bake

Ingredients

Ingredient	Grams	Cups (approx.)
Bread flour	350 g	2¾ cups + 1 tbsp
Whole wheat flour	150 g	1¼ cups
Water, 80 °F (27 °C)	340 g	1⅓ cups + 2 tsp
Active starter	100 g	½ cup
Fine sea salt	11 g	2 tsp
Seed soaker: seed mix (sunflower, flax, sesame, pumpkin)	100 g	⅔ cup
Seed soaker: water, hot	80 g	⅓ cup
Seed mix, for the crust	20 g	2 tbsp

What changes vs. the Master Loaf

- **30 % whole wheat** and a **seed soaker.** Soaking the seeds (especially flax) in hot water stops them from stealing water from the dough, which keeps the crumb moist.
- **Water in the dough is 340 g** (68 %) because the soaker brings another 80 g. Total hydration lands around 84 %, but it feels like a 72 % dough because the seeds hold the water.
- **Salt goes up to 11 g** to season the seeds too.
- **Seeds go in at the 2nd set of folds**, and the shaped loaf is rolled in more seeds.

Steps

1. **Friday 8 am:** feed Dolly (the morning feed) and stir the 100 g seed mix into 80 g hot water. Cover and leave on the counter. By 4 pm it's a thick, sticky paste.
2. **Mix and autolyse** the water and both flours, 30 minutes (Master Loaf step 1).
3. **Add the starter, then the salt** (Master Loaf step 2).
4. **Fold set 1** as usual.
5. **Fold set 2: add the soaker.** Stretch the dough flat, spread half the soaker over it, fold in thirds, spread the rest, fold again. It will feel slippery for a few minutes.
6. **Folds 3 and 4** as usual. The seeds spread out and the dough firms up again.
7. **Bulk** until it has grown about 50–60 %, 4–5½ hours from mixing. Seeds make it harder to see the rise, so use a straight-sided container with a rubber band to mark the start.
8. **Pre-shape and rest** 20 minutes (Master Loaf step 5).
9. **Final shape** (Master Loaf step 6). Then roll the top of the loaf on a damp kitchen towel, and right after, in a plate of the 20 g seeds. Place it seeds-down in the banneton (no rice flour needed on that side).
10. **Cold proof** 10–16 hours, then **score and bake** as Master Loaf step 8. Internal 205–210 °F (96–99 °C).
11. **Cool** 2 hours before cutting or bagging.

Shaping, scoring & baking specifics

- **Score** through the seed crust with a sharp blade: one confident slash, slightly deeper than usual (about ¾ in / 2 cm).
- **Seeds toast in the oven.** If they darken too fast in the lid-off phase, drop to 435 °F (225 °C) for the last 10 minutes.
- Works beautifully in a 9 × 5 pan too: shape as a log, roll in seeds, bake at 425 °F (220 °C) for 45 minutes.

Cost & Price

Ingredient	Amount	Cost
Bread flour	350 g	$0.42
Whole wheat flour	150 g	$0.23
Starter (with feed)	100 g	$0.25
Seed mix	120 g	$1.59
Salt	11 g	$0.01
Oven share	½ bake	$0.46
Total ingredients		**$2.96**
Packaging (bag, label, twine)	1 set	$0.35
Sell at		**$12.00**
You keep		**$8.69**

How to sell it

Fitness people, avocado-toast fans, the neighbor who reads every label. It's a great «second loaf» for regulars who already get the classic.

Menu line to copy: *Seeded Whole Wheat Sourdough. Sunflower, flax, sesame and pumpkin seeds inside and on the crust. Made for toast. $12*

> ***Sarah's tip: Buy the seed mix in bulk bins or at Costco and keep it in the freezer. At $6 a pound it's the most profitable «fancy» loaf on my menu.***

If it goes wrong

- **Seeds fall off the crust:** the towel was too dry. Dampen it more, and press the loaf into the seeds firmly.
- **Gummy crumb:** the soaker was very wet. Drain any pooled water, and bake to the full 205 °F.
- **Dense loaf:** seeds weigh it down. Let bulk go to +60 % and make sure Dolly was at her peak.



THE SOURDOUGH FORMULA

Recipe 7 · Rustic Light Rye

A little rye goes a long way: earthy, tangy, and gorgeous with smoked salmon.

Recipe 7 · Rustic Light Rye

Why people buy it: it's the old-world deli loaf people remember from their grandparents, perfect for Reubens, smoked salmon and soup.

- **Tier & price:** Everyday · Classic · **$11**
- **Makes:** 1 round or oval loaf, about 950 g of dough
- **Difficulty:** Medium
- **Timeline:** Friday 8 am feed → 4 pm mix → shorter bulk → shape around 8:30 pm → fridge → Saturday 7 am bake

Ingredients

Ingredient	Grams	Cups (approx.)
Bread flour	400 g	3¼ cups
Whole rye flour	100 g	1 scant cup
Water, 80 °F (27 °C)	340 g	1⅓ cups + 2 tsp
Active starter	100 g	½ cup
Fine sea salt	10 g	1¾ tsp
Caraway seeds (optional)	6 g	2 tsp
Rice flour, for the banneton	a spoonful	1 tbsp

What changes vs. the Master Loaf

- **20 % rye.** Rye has very little gluten and gets sticky rather than stretchy, so hydration goes slightly **down** to **68 %**. More water here makes a gummy loaf.
- **3 sets of folds** instead of 4. Rye dough doesn't need the extra strength-building, and handling it more just makes it stickier.
- **Faster bulk.** Rye ferments quickly. Stop at +50 %, often around 3½–4½ hours.
- **Caraway** goes in at the mix if you want the classic deli flavor.

Steps

1. **The morning feed:** feed Dolly at 8 am.

2. **Mix** the water, bread flour, rye and caraway. Mix well and autolyse 30 minutes (Master Loaf step 1).
3. **Add the starter, then the salt** (Master Loaf step 2).
4. **Stretch & folds: 3 sets**, 30 minutes apart. Use wet hands, not flour. The dough feels tacky like modeling clay. That's rye, not a mistake.
5. **Bulk** until about +50 %, with bubbles on the sides and a slightly domed top. Usually 3½–4½ hours from mixing.
6. **Pre-shape** with a wet bench scraper and rest 15–20 minutes (Master Loaf step 5).
7. **Final shape** (Master Loaf step 6), with a light dusting of flour on the counter. Into a banneton generously dusted with rice flour.
8. **Cold proof** 10–14 hours (Master Loaf step 7).
9. **Score and bake** as Master Loaf step 8, aiming for the top of the range: **208–210 °F** (98–99 °C) inside. Rye needs to bake through fully.
10. **Cool at least 3 hours.** Rye crumb keeps setting as it cools, and it slices best the same afternoon or the next day.

Shaping, scoring & baking specifics

- **Score:** a crosshatch (3 cuts one way, 3 the other) looks beautifully rustic on rye and lets it expand evenly.
- **Crust:** lightly dust the top with rye flour before scoring for that floury deli look.
- **Same Dutch oven bake**, adding 3–5 minutes lid off if the internal temperature is under 208 °F.

Cost & Price

Ingredient	Amount	Cost
Bread flour	400 g	$0.49
Whole rye flour	100 g	$0.24
Starter (with feed)	100 g	$0.25
Caraway seeds	6 g	$0.10
Salt	10 g	$0.01
Rice flour (dusting)	1 tbsp	$0.05
Oven share	½ bake	$0.46
Total ingredients		**$1.60**
Packaging (bag, label, twine)	1 set	$0.35
Sell at		**$11.00**
You keep		**$9.05**

How to sell it

Older neighbors, Jewish deli lovers, Scandinavians, anyone hosting a brunch with lox. It's a wonderful «soup season» loaf from October on.

Menu line to copy: *Rustic Light Rye. Old-world rye sourdough with a hint of caraway. Made for smoked salmon, Reubens and soup. $11*

> ***Sarah's tip: Tell your buyers rye is even better on day two. It sounds like a little thing, and it's what makes them trust you.***

If it goes wrong

- **Gummy center:** cut too soon or underbaked. Bake to 210 °F and wait the full 3 hours.
- **Sticky dough you can't shape:** use wet hands and a wet scraper instead of flour, and cut the water to 330 g next time.
- **Flat loaf:** rye over-proofs fast. Shorten bulk by 30 minutes and cold proof closer to 10 hours.



THE SOURDOUGH FORMULA

Recipe 8 · Spelt Country Loaf

Spelt makes the sweetest, nuttiest crumb. My farmers market people go straight for it.

Recipe 8 · Spelt Country Loaf

Why people buy it: spelt is the «ancient grain» people seek out for flavor and an easier-feeling bread, and almost no grocery store sells a fresh sourdough with it.

- **Tier & price:** Everyday · Classic (premium) · **$12**
- **Makes:** 1 round or oval loaf, about 950 g of dough
- **Difficulty:** Medium
- **Timeline:** Friday 8 am feed → 4 pm mix → gentle folds, shorter bulk → shape around 8:30 pm → fridge 8–12 h → Saturday 6–7 am bake

Ingredients

Ingredient	Grams	Cups (approx.)
Bread flour	300 g	2⅓ cups + 1 tbsp
Whole spelt flour	200 g	1¾ cups
Water, 78 °F (26 °C)	340 g	1⅓ cups + 2 tsp
Active starter	100 g	½ cup
Fine sea salt	10 g	1¾ tsp
Rice flour, for the banneton	a spoonful	1 tbsp

What changes vs. the Master Loaf

- **40 % whole spelt.** Spelt gluten is stretchy but fragile: it extends easily and tears if you push it. So hydration goes **down to 68 %**, and handling gets gentler.
- **Short autolyse:** 20 minutes is plenty.
- **3 gentle sets of folds**, using coil folds (lift from the middle and let the ends tuck under) instead of strong stretches.
- **Shorter bulk and cold proof.** Stop bulk at +50 % and cold proof 8–12 hours.
- **Spelt price:** I use bulk-bin or online whole spelt at about $2.50 a pound.

Steps

1. **The morning feed:** feed Dolly at 8 am.

2. **Mix** the water and both flours gently until combined. Autolyse **20 minutes** (Master Loaf step 1).
3. **Add the starter, then the salt** (Master Loaf step 2), squeezing gently.
4. **Coil folds: 3 sets**, 30 minutes apart. Wet both hands, slide them under the middle of the dough, lift until the dough stretches and the ends fall and fold under. Turn the container a quarter and repeat once more. That's one set.
5. **Bulk** at 75 °F (24 °C) until it has grown about 50 %, 3½–4½ hours from mixing. Spelt moves fast.
6. **Pre-shape** loosely and rest 15 minutes (Master Loaf step 5).
7. **Final shape** with a light, confident hand (Master Loaf step 6). Two or three drags on the counter are enough; spelt tears if you overwork it.
8. **Cold proof 8–12 hours** (Master Loaf step 7).
9. **Score and bake** as Master Loaf step 8. Spelt browns quickly and beautifully, so check at 18 minutes lid off. Internal 205–210 °F (96–99 °C).
10. **Cool** 2 hours before cutting or bagging.

Shaping, scoring & baking specifics

- **Score:** spelt opens wide rather than tall, so a single long slash or a simple wheat-stalk pattern (small angled snips along a center line) looks lovely.
- **Banneton:** a batard shape gives spelt more support than a round. If your boules spread, switch to oval.
- **Same Dutch oven bake** as the Master Loaf.

Cost & Price

Ingredient	Amount	Cost
Bread flour	300 g	$0.36
Whole spelt flour	200 g	$1.10
Starter (with feed)	100 g	$0.25
Salt	10 g	$0.01
Rice flour (dusting)	1 tbsp	$0.05
Oven share	½ bake	$0.46
Total ingredients		**$2.23**
Packaging (bag, label, twine)	1 set	$0.35
Sell at		**$12.00**
You keep		**$9.42**

How to sell it

Foodies, ancient-grain fans, people who say regular bread «doesn't sit well». Describe the flavor (sweet, nutty) and let them decide; never make health claims on your menu or label.

Menu line to copy: *Spelt Country Sourdough. Made with whole spelt, an ancient grain with a sweet, nutty flavor and a tender crumb. $12*

> ***Sarah's tip: Spelt is the loaf where less is more. The first time I treated it gently instead of «building strength», it doubled in the oven.***

If it goes wrong

- **Flat, wide loaf:** over-proofed or overhandled. Shorter bulk, shorter cold proof, gentler folds.
- **Dough tears when shaping:** you're pulling too hard. Shape with fewer, softer movements.
- **Dense crumb:** too little fermentation. Let bulk reach a clear +50 % with visible bubbles.



THE SOURDOUGH FORMULA

Recipe 9 · Sourdough Baguettes

Two crackly baguettes, sold as a pair. They never make it home without the tip torn off.

Recipe 9 · Sourdough Baguettes

Why people buy it: a real crackly baguette is the thing people miss most from Paris trips, and they want two for the dinner party tonight.

- **Tier & price:** Everyday · Plain · **$9 for a pair**
- **Makes:** 2 baguettes, about 380 g of dough each, 14–15 in (36–38 cm) long (fits a home oven)
- **Difficulty:** Tricky (the shaping takes 3 bakes to feel natural, and then it's easy)
- **Timeline:** Friday 8 am feed → 4 pm mix → shape around 9 pm → couche in the fridge → Saturday 7 am bake on a steel with steam

Ingredients

Ingredient	Grams	Cups (approx.)
Bread flour	400 g	3¼ cups
Water, 80 °F (27 °C)	280 g	1 cup + 3 tbsp
Active starter	80 g	⅓ cup + 1 tbsp
Fine sea salt	8 g	1½ tsp
Rice flour or semolina, for the couche	a spoonful	1 tbsp

What changes vs. the Master Loaf

- **All white bread flour**, 70 % hydration, a little less starter (20 %) for a mild flavor.
- **Divided in two** and shaped into long baguettes.
- **Proofed on a couche** (a floured linen cloth or a clean, flat-weave tea towel) instead of a banneton.
- **Open-baked** on a baking steel or stone with steam, not in a Dutch oven. The Dutch oven is too small for a baguette.

Steps

1. Do the morning feed, then follow **Master Loaf steps 1–4** with these amounts: mix and autolyse, add the starter and salt, 4 sets of folds, bulk to +50–75 %.
2. **Divide** the dough into 2 pieces of about 380 g each.

3. **Pre-shape** each piece into a loose log: pat into a rough rectangle, fold the top third down and the bottom third up. Rest seam down, covered, for 25 minutes.
4. **Shape.** Flip one log seam up and pat it gently into a rectangle about 6 × 8 in (15 × 20 cm), long side facing you.
5. Fold the top third down and press the edge with your fingertips. Turn the dough around and fold the other long side over in the same way.
6. Now fold the whole thing in half lengthwise, sealing the edges together firmly with the heel of your hand as you go. You have a tight cylinder.
7. **Roll it out.** Place both hands in the middle and roll back and forth, moving your hands outward as you roll, until it's 14 in (36 cm) long. Press a little harder at the very ends to make them pointy.
8. **Couche.** Lay a floured couche on a baking sheet. Place the baguette seam up, pleat the cloth up on both sides to support it, then shape and place the second.
9. **Cold proof** covered, 8–12 hours (Master Loaf step 7).
10. **Bake.** Preheat the oven to 500 °F (260 °C) for 45 minutes with a baking steel (or stone, or an upside-down sheet pan) on the middle rack and a metal pan on the bottom rack.
11. Roll each baguette onto a floured transfer board, then flip it seam down onto a sheet of parchment. Score.
12. Slide parchment and baguettes onto the steel. Carefully pour 1 cup of boiling water into the bottom pan and close the door. Lower to **475 °F (245 °C)**.
13. After **12 minutes**, remove the steam pan. Bake **12–14 minutes** more until deep golden and 205 °F (96 °C) inside.
14. Cool at least 45 minutes. Baguettes are thin, so they're ready sooner than a boule.

Shaping, scoring & baking specifics

- **Score:** 3 or 4 slashes, each about 4 in long, almost parallel to the length of the baguette, and each one overlapping the previous by about a third. Hold the blade nearly flat, at a 30° angle, and cut quickly and shallow (¼ in / 6 mm).
- **Steam** is what gives the crackly, shiny crust. If you have a lava-rock pan or a rolled wet towel in a pan, even better.
- **Bake-day hint:** baguettes bake in 25 minutes total, so they fit right into the gap between Dutch oven rounds.

Cost & Price

Ingredient	Amount	Cost
Bread flour	400 g	$0.49
Starter (with feed)	80 g	$0.20
Salt	8 g	$0.01
Rice flour or semolina (dusting)	1 tbsp	$0.05
Oven share	½ bake	$0.46
Total ingredients		**$1.21**
Packaging (1 long bag for the pair)	1 set	$0.35
Sell at		**$9.00**
You keep		**$7.44**

How to sell it

Dinner-party hosts, cheese-board people, anyone making soup or pasta tonight. They're best eaten the same day, so sell them on Saturday pickup only and say so.

Menu line to copy: *Sourdough Baguettes (pair). Crackly crust, chewy open crumb. Baked this morning, best enjoyed today. $9 for two*

> ***Sarah's tip: Your first baguettes will look like rolling pins. Keep going. By the third bake the shape clicks, and nobody at a dinner table has ever complained about a slightly chubby baguette.***

If it goes wrong

- **Pale, dull crust:** not enough steam. Pour the water right as the door closes and don't open it for 12 minutes.
- **Scores didn't open:** the cuts were too vertical or too deep. Hold the blade flatter and cut shallower.
- **Baguette bursts along the side:** the seam wasn't sealed. Press firmly with the heel of your hand during shaping.



THE SOURDOUGH FORMULA

Recipe 10 · Dinner Rolls by the Dozen

Twelve buttery rolls in one pan. I sell more of these in November than anything else.

Recipe 10 · Dinner Rolls by the Dozen

Why people buy it: soft, buttery pull-apart rolls for family dinners and potlucks, without anyone having to bake on the busiest day of their week.

- **Tier & price:** Everyday · **$12 a dozen**
- **Makes:** 12 rolls, about 80 g each, in a 9 × 13 in (23 × 33 cm) pan
- **Difficulty:** Easy
- **Timeline:** Friday 8 am feed → 4 pm mix → shape around 10 pm → pan in the fridge overnight → rise 2–3 hours → bake 9 am

Ingredients

Ingredient	Grams	Cups (approx.)
Bread flour	500 g	4 cups
Whole milk, lukewarm	250 g	1 cup + 1 tbsp
Active starter	100 g	½ cup
Egg	1 large (50 g)	1
Honey	40 g	2 tbsp
Butter, very soft	50 g	3½ tbsp
Fine sea salt	9 g	1½ tsp
Butter, melted, for brushing	10 g	2 tsp

What changes vs. the Master Loaf

- **Enriched dough:** milk, egg, honey and butter, for a soft, rich roll.
- **Butter goes in after the salt** (like Recipe 3).
- **Slower bulk,** 5–7 hours, because of the butter and milk.
- **Divided into 12 balls** and baked together in a 9 × 13 pan, so they rise into each other and pull apart.
- **Lower oven:** 375 °F (190 °C), done at 190 °F (88 °C) inside.

Steps

1. **The morning feed:** feed Dolly at 8 am.
2. **Mix and autolyse:** whisk the milk, egg and honey, add the flour and mix until shaggy. Rest 30 minutes (Master Loaf step 1).
3. **Add the starter, then the salt** (Master Loaf step 2), then the soft butter, a spoonful at a time, squishing until glossy (3–4 minutes).
4. **Stretch & folds:** 4 sets, 30 minutes apart (Master Loaf step 3).
5. **Bulk** at 75–78 °F (24–26 °C) until it has grown about 75 %, soft and airy, 5–7 hours from mixing.
6. **Divide** into 12 equal pieces, about 80 g each. Use the scale. Equal rolls bake evenly.
7. **Shape each roll.** Cup your hand over a piece of dough on an unfloured counter and move it in small, fast circles until it tightens into a smooth ball.
8. **Pan them.** Butter a 9 × 13 pan and place the rolls in 3 rows of 4, evenly spaced. Cover and refrigerate overnight.
9. **Final rise.** Saturday morning, set the pan somewhere warm until the rolls are puffy and touching each other, 2–3 hours.
10. **Bake** at 375 °F (190 °C) for 22–26 minutes, until deep golden and 190 °F (88 °C) in a center roll.
11. **Brush** with melted butter as soon as they come out. Cool in the pan 15 minutes, then lift onto a rack. Cool at least 1 hour before packing.

Shaping, scoring & baking specifics

- **Pan:** 9 × 13 in metal pan, or a disposable foil pan you sell with the rolls (see the tip).
- **No scoring.** For a shiny bakery finish, brush with beaten egg before baking (add $0.33 to the cost).
- **Optional topping:** a pinch of flaky salt on the butter right out of the oven.

Cost & Price

Ingredient	Amount	Cost
Bread flour	500 g	$0.61
Starter (with feed)	100 g	$0.25
Whole milk	250 g	$0.26
Egg	1	$0.33
Honey	40 g	$0.53
Butter	60 g	$0.66
Salt	9 g	$0.01
Oven share (2 pans per bake)	¼ bake	$0.20
Total ingredients		**$2.85**
Packaging (bag, label, twine)	1 set	$0.35
Sell at		**$12.00**
You keep		**$8.80**

How to sell it

Families hosting Sunday dinner, potluck guests, anyone with a holiday meal coming up. Offer them as a pre-order a week ahead, and a single Saturday becomes a dozen dozen.

Menu line to copy: *Sourdough Dinner Rolls (12). Soft, buttery, pull-apart rolls made with milk, honey and a long slow rise. Warm for 5 minutes and serve. $12 a dozen*

> ***Sarah's tip: For parties I bake them in a foil pan with a lid (about $1 each) and sell them «ready to reheat» for $13. People love not having to move them to a plate.***

If it goes wrong

- **Rolls are dense:** they went in before they were puffy. Give them the full warm rise until they touch.
- **Dark bottoms:** use a light-colored metal pan or bake one rack higher.

- **Different sizes:** weigh each piece. Eyeballing 12 is where uneven baking starts.



THE SOURDOUGH FORMULA

Recipe 11 · Sourdough Ciabatta

Big holes, thin crust, olive oil in every bite. This is the one that gets photographed.

Recipe 11 · Sourdough Ciabatta

Why people buy it: those huge, glossy holes make the best panini, bruschetta and «dip it in olive oil» bread, and you can't buy it fresh in most neighborhoods.

- **Tier & price:** Everyday · **$10 for a pair**
- **Makes:** 2 ciabatta loaves, about 10 × 4 in (25 × 10 cm) each
- **Difficulty:** Tricky (wet dough, gentle hands)
- **Timeline:** Friday 8 am feed → 4 pm mix → coil folds → dough rests in its tub in the fridge overnight → Saturday 7 am divide, 45–60 min proof → bake around 8 am

Ingredients

Ingredient	Grams	Cups (approx.)
Bread flour	400 g	3¼ cups
Water, 80 °F (27 °C)	300 g + 20 g	1¼ cups + 4 tsp
Active starter	80 g	⅓ cup + 1 tbsp
Fine sea salt	9 g	1½ tsp
Olive oil, for the tub and hands	15 ml	1 tbsp
Flour or semolina, for dusting	a spoonful	1 tbsp

What changes vs. the Master Loaf

- **High hydration: 80 %.** The extra 20 g of water is added in the 1st set of folds («bassinage»), once the gluten has started.
- **Coil folds in an oiled, straight-sided tub** instead of stretches in a bowl.
- **Bulk until +75–100 %**, then the **whole tub** goes in the fridge. There's no pre-shape or final shape: you cut the dough Saturday morning and handle it as little as possible.
- **Open-baked on a steel or stone with steam**, no Dutch oven, no scoring.

Steps

1. **The morning feed:** feed Dolly at 8 am.
2. **Mix** 300 g water and the flour. Autolyse 30 minutes (Master Loaf step 1).

3. **Add the starter, then the salt** (Master Loaf step 2). Move the dough into a tub rubbed with olive oil.
4. **Coil folds: 4 sets**, 30 minutes apart (see Recipe 8, step 4). In the **1st set**, drizzle in the extra 20 g of water a little at a time, squeezing it in before you fold.
5. **Bulk** at 75 °F (24 °C) until the dough has grown 75–100 %, is full of bubbles and jiggles like jello, 4–5 hours from mixing.
6. **Cold bulk:** lid on, and the tub goes into the fridge overnight, 10–14 hours.
7. **Saturday morning:** generously flour the counter. Tip the tub upside down and let the dough slide out on its own.
8. **Divide.** Flour the top, then use a bench scraper to cut it into 2 rectangles. Don't knead and don't press out the bubbles.
9. **Flip each piece** onto a floured sheet of parchment (floured side down), gently tugging it into a 10 × 4 in rectangle. Dimple lightly with your fingertips if the top is uneven.
10. **Proof** uncovered 45–60 minutes while the oven heats, until puffy.
11. **Bake.** Oven at 500 °F (260 °C) with a steel on the middle rack and a steam pan below. Slide in the parchment, pour 1 cup of boiling water in the steam pan, lower to **475 °F (245 °C)**. Bake 10 minutes, remove the steam pan, bake 12–15 minutes more until golden and 205 °F (96 °C) inside.
12. **Cool** at least 1 hour before slicing or bagging.

Shaping, scoring & baking specifics

- **No scoring:** the floury top and natural cracks are the look.
- **Transfer tip:** keep each ciabatta on its own parchment strip so you can slide them onto the steel without stretching them.
- **Tub:** a 4-quart straight-sided container makes it easy to see the rise and tip out the dough cleanly.

Cost & Price

Ingredient	Amount	Cost
Bread flour	400 g	$0.49
Starter (with feed)	80 g	$0.20
Olive oil	15 ml	$0.15
Salt	9 g	$0.01
Flour or semolina (dusting)	1 tbsp	$0.05
Oven share	½ bake	$0.46
Total ingredients		**$1.36**
Packaging (1 bag for the pair)	1 set	$0.35
Sell at		**$10.00**
You keep		**$8.29**

How to sell it

Panini and sandwich lovers, Italian-dinner hosts, the neighbor with a fancy olive oil collection. Post a photo of the crumb: ciabatta sells itself on those holes.

Menu line to copy: *Sourdough Ciabatta (pair). Airy, open crumb and a thin crackly crust. Perfect for panini and olive oil. $10 for two*

> ***Sarah's tip: The wetter it feels, the better it bakes. Flour the counter, not the dough, and touch it as little as you can. Every time you handle it you're popping holes someone paid for.***

If it goes wrong

- **Flat as a slipper:** that's the name, and a little flatness is right. If it's very thin, it under-fermented; let bulk reach a full +75 %.
- **Small, even holes:** too much handling at divide time. Cut and flip, nothing more.
- **Sticks to everything:** oil your hands and scraper, and use plenty of flour on the counter.



THE SOURDOUGH FORMULA

Recipe 12 · Honey Oat Loaf

Oats on the crust, honey in the crumb. It tastes like breakfast.

Recipe 12 · Honey Oat Loaf

Why people buy it: a soft, gently sweet loaf with an oat-covered crust that makes the best toast, loved by kids and grandparents alike.

- **Tier & price:** Everyday · Classic · **$11**
- **Makes:** 1 round or oval loaf, about 1,050 g of dough
- **Difficulty:** Easy
- **Timeline:** Friday 8 am feed Dolly **and** make the oat soaker → 4 pm mix → oats in at the 2nd fold → shape and roll in oats around 9 pm → fridge → Saturday 7 am bake

Ingredients

Ingredient	Grams	Cups (approx.)
Bread flour	450 g	3⅔ cups
Whole wheat flour	50 g	⅓ cup + 1 tbsp
Water, 80 °F (27 °C)	330 g	1⅓ cups + 1 tbsp
Active starter	100 g	½ cup
Honey	30 g	1½ tbsp
Fine sea salt	10 g	1¾ tsp
Oat soaker: rolled oats	60 g	⅔ cup
Oat soaker: boiling water	90 g	⅓ cup + 2 tsp
Rolled oats, for the crust	15 g	3 tbsp

What changes vs. the Master Loaf

- **Oat soaker:** oats soaked in boiling water, cooled. It adds moisture and a soft, creamy crumb.
- **Dough water drops to 330 g** because the soaker brings its own 90 g.
- **Honey goes in at the mix**, dissolved in the water.
- **Soaker goes in at the 2nd set of folds**, like any inclusion.
- **Lower lid-off temperature:** honey browns faster, so finish at 425 °F (220 °C).

Steps

1. **Friday 8 am:** feed Dolly (the morning feed). Pour the boiling water over the 60 g oats, stir, cover and leave on the counter.
2. **Mix:** stir the honey into the water until dissolved, then add the flours. Autolyse 30 minutes (Master Loaf step 1).
3. **Add the starter, then the salt** (Master Loaf step 2).
4. **Fold set 1** as usual.
5. **Fold set 2:** stretch the dough flat, spread half the oat soaker over it, fold in thirds, add the rest, fold again.
6. **Folds 3 and 4** as usual (Master Loaf step 3).
7. **Bulk** until it has grown 50–75 %, 4–6 hours from mixing (Master Loaf step 4).
8. **Pre-shape and rest** 20 minutes (Master Loaf step 5).
9. **Final shape** (Master Loaf step 6). Roll the top on a damp towel, then in the 15 g oats, and place it oats-down in the banneton.
10. **Cold proof** 10–16 hours (Master Loaf step 7).
11. **Bake:** preheat at 500 °F (260 °C), lid on 20 minutes at 475 °F (245 °C), then lid off **20–25 minutes at 425 °F (220 °C)**. Internal 205–210 °F (96–99 °C).
12. **Cool** 2 hours before cutting or bagging.

Shaping, scoring & baking specifics

- **Score** one long slash through the oat crust.
- **Pan version:** this dough makes a lovely 9 × 5 in sandwich loaf. Shape as a log, roll in oats, proof until it crowns 1 in above the rim, and bake at 400 °F (205 °C) for 40–45 minutes.
- **Color:** a deep honey-brown crust is right. If it gets darker than you like, tent with foil for the last 10 minutes.

Cost & Price

Ingredient	Amount	Cost
Bread flour	450 g	$0.55
Whole wheat flour	50 g	$0.08
Starter (with feed)	100 g	$0.25
Rolled oats	75 g	$0.33
Honey	30 g	$0.40
Salt	10 g	$0.01
Oven share	½ bake	$0.46
Total ingredients		**$2.08**
Packaging (bag, label, twine)	1 set	$0.35
Sell at		**$11.00**
You keep		**$8.57**

How to sell it

Families with kids, toast-and-jam people, the breakfast crowd. It's a great «gateway» loaf for neighbors who think sourdough is too sour.

Menu line to copy: *Honey Oat Sourdough. Creamy oats and a touch of honey inside, toasted oats on the crust. Our breakfast favorite. $11*

> ***Sarah's tip: This is the loaf I put in gift baskets. It looks homemade in the best way, and the honey makes everyone smile at the first bite.***

If it goes wrong

- **Gummy crumb:** the soaker was still warm or too wet. Cool it fully, and bake to 205 °F before pulling the loaf.
- **Crust too dark:** honey caramelizes. Use 425 °F lid off, or tent with foil.
- **Oats fell off:** dampen the towel well and press the loaf firmly into the oats.



THE SOURDOUGH FORMULA

Recipe 13 · Cranberry Walnut

Ruby cranberries and toasted walnuts in every slice. My number one gift loaf.

Recipe 13 · Cranberry Walnut

Why people buy it: it looks festive, tastes amazing with cheese, and makes the perfect hostess or teacher gift from October to January.

- **Tier & price:** Specialty · **$14**
- **Makes:** 1 round or oval loaf, about 1,090 g of dough
- **Difficulty:** Medium
- **Timeline:** Same as the Master Loaf. Toast the walnuts any time Friday; they go in at the 2nd fold.

Ingredients

Ingredient	Grams	Cups (approx.)
Bread flour	450 g	3⅔ cups
Whole wheat flour	50 g	⅓ cup + 1 tbsp
Water, 80 °F (27 °C)	350 g	1½ cups
Active starter	100 g	½ cup
Fine sea salt	10 g	1¾ tsp
Dried cranberries	90 g	¾ cup
Walnuts, toasted and roughly chopped	90 g	¾ cup
Rice flour, for the banneton	a spoonful	1 tbsp

What changes vs. the Master Loaf

- **Same dough**, plus 90 g dried cranberries and 90 g toasted walnuts (36 % inclusions, a generous, bakery-style amount).
- **Toast the walnuts** at 350 °F (175 °C) for 8 minutes and cool them completely. Toasting brings out the flavor and keeps them crisp.
- **Inclusions go in at the 2nd set of folds.**
- **Lid-off temperature drops to 435 °F (225 °C)** so the cranberries on the surface don't scorch.

Steps

1. **The morning feed:** feed Dolly at 8 am. Toast and cool the walnuts during the day.
2. **Mix and autolyse 30 minutes, then add the starter and the salt** (Master Loaf steps 1–2).
3. **Fold set 1** as usual.
4. **Fold set 2: add the inclusions.** Stretch the dough flat in the container, scatter half the cranberries and walnuts, fold in thirds, scatter the rest, fold again.
5. **Folds 3 and 4** as usual. The fruit and nuts spread themselves out.
6. **Bulk** to +50–75 %, 4½–6 hours from mixing. Inclusions make the dough look smaller than it is, so judge by the domed top and the jiggle.
7. **Pre-shape and rest** 20 minutes (Master Loaf step 5). Tuck any cranberries poking out of the surface back underneath; exposed fruit burns.
8. **Final shape** (Master Loaf step 6) into a boule or batard.
9. **Cold proof** 10–16 hours (Master Loaf step 7).
10. **Bake:** preheat at 500 °F (260 °C); lid on 20 minutes at 475 °F (245 °C); lid off **20–25 minutes at 435 °F (225 °C)**. Internal 205–210 °F (96–99 °C).
11. **Cool** 2 hours before cutting or bagging.

Shaping, scoring & baking specifics

- **Score:** a single slash, or a leaf pattern for gifting season (one center line plus small angled cuts on each side).
- **Gift look:** dust the top with flour through a small sieve before scoring, so the score shows dark against white.
- **Holidays:** a pinch of orange zest at the mix makes it taste like Christmas.

Cost & Price

Ingredient	Amount	Cost
Bread flour	450 g	$0.55
Whole wheat flour	50 g	$0.08
Starter (with feed)	100 g	$0.25
Dried cranberries	90 g	$0.99
Walnuts	90 g	$1.79
Salt	10 g	$0.01
Rice flour (dusting)	1 tbsp	$0.05
Oven share	½ bake	$0.46
Total ingredients		**$4.18**
Packaging (bag, label, twine)	1 set	$0.35
Sell at		**$14.00**
You keep		**$9.47**

How to sell it

Gift buyers, cheese-board hosts, teachers' gifts, Thanksgiving tables. Offer «gift wrapped» with a kraft bag and a sprig of rosemary tied in the twine. Because it contains walnuts, list «Contains: wheat, tree nuts (walnuts)» on the label (see Module 8 for the exact wording).

Menu line to copy: *Cranberry Walnut Sourdough. Tart cranberries and toasted walnuts in a crackly country loaf. Made for cheese boards and gifting. $14*

> ***Sarah's tip: Bake a few extra in November. People who buy one as a gift come back for one «for the house», and that second loaf is the easiest sale you'll make all year.***

If it goes wrong

- **Burnt cranberries on the crust:** tuck exposed fruit under at pre-shape and use 435 °F lid off.

- **Purple-gray crumb:** that's walnut skins reacting with the dough. It's harmless; toasting the nuts well keeps it light.
- **Dense loaf:** heavy inclusions. Give bulk the full time, and make sure the dough had real strength before set 2.



THE SOURDOUGH FORMULA

Recipe 14 · Jalapeño Cheddar

Crispy cheese on the crust, little pockets of heat inside. The «football Saturday» loaf.

Recipe 14 · Jalapeño Cheddar

Why people buy it: melty pockets of sharp cheddar, a little heat and crispy cheese on the crust. It's addictive, and people buy two.

- **Tier & price:** Specialty · **$14**
- **Makes:** 1 round loaf, about 1,050 g of dough
- **Difficulty:** Medium
- **Timeline:** Same as the Master Loaf. Cube the cheese and dry the jalapeños before the 2nd fold.

Ingredients

Ingredient	Grams	Cups (approx.)
Bread flour	450 g	3⅔ cups
Whole wheat flour	50 g	⅓ cup + 1 tbsp
Water, 80 °F (27 °C)	340 g	1⅓ cups + 2 tsp
Active starter	100 g	½ cup
Fine sea salt	10 g	1¾ tsp
Sharp cheddar, cold, in ¼ in (6 mm) cubes	120 g	1 cup
Sharp cheddar, shredded, for the bottom	20 g	¼ cup
Pickled jalapeños, drained and patted dry, chopped	40 g	⅓ cup (about ¼ jar)
Rice flour, for the banneton	a spoonful	1 tbsp

What changes vs. the Master Loaf

- **Water drops to 340 g:** the jalapeños bring moisture.
- **Cold cheddar cubes and jalapeños go in at the 2nd set of folds.** Cubes (not shredded) keep their shape and melt into pockets.
- **Shredded cheddar in the banneton:** sprinkle it in before the dough, and it becomes a crispy cheese crust on top.
- **Bake on parchment** in the Dutch oven; melted cheese sticks to cast iron.

Steps

1. **The morning feed:** feed Dolly at 8 am.
2. **Mix and autolyse 30 minutes, then add the starter and the salt** (Master Loaf steps 1–2).
3. **Fold set 1** as usual.
4. **Fold set 2:** stretch the dough flat, scatter half the cheddar cubes and jalapeños, fold in thirds, scatter the rest, fold again.
5. **Folds 3 and 4** as usual.
6. **Bulk** to +50–75 %, 4½–6 hours from mixing (Master Loaf step 4).
7. **Pre-shape and rest** 20 minutes (Master Loaf step 5).
8. **Final shape** (Master Loaf step 6). Dust the banneton with rice flour, sprinkle the 20 g shredded cheddar in the bottom, and place the dough seam up on top.
9. **Cold proof** 10–16 hours (Master Loaf step 7). This dough is happy in the fridge; the cold keeps the cheese firm for scoring.
10. **Score and bake** on a parchment sling, as Master Loaf step 8. Internal 205–210 °F (96–99 °C). A few cheese spots on the crust will bubble and go golden-brown; those are the best bites.
11. **Cool** 2 hours before cutting or bagging.

Shaping, scoring & baking specifics

- **Score:** a cross or a single slash. The cheese crust cracks open beautifully.
- **Heat level:** for a mild loaf, use 30 g jalapeños; for spicy, add a pinch of red pepper flakes at the mix.
- **Storage note for buyers:** «Eat within 2 days, or slice and freeze. Reheat for 5 minutes for melty cheese.»

Cost & Price

Ingredient	Amount	Cost
Bread flour	450 g	$0.55
Whole wheat flour	50 g	$0.08
Starter (with feed)	100 g	$0.25
Sharp cheddar	140 g	$1.54
Pickled jalapeños	¼ jar	$0.63
Salt	10 g	$0.01
Rice flour (dusting)	1 tbsp	$0.05
Oven share	½ bake	$0.46
Total ingredients		**$3.57**
Packaging (bag, label, twine)	1 set	$0.35
Sell at		**$14.00**
You keep		**$10.08**

How to sell it

Game-day hosts, chili and soup lovers, dads, teenagers. Post it on Friday afternoon before a big game and it sells out. Label it «Contains: wheat, milk» (Module 8 has the wording).

Menu line to copy: *Jalapeño Cheddar Sourdough. Pockets of melty sharp cheddar, a little jalapeño heat and a crispy cheese crust. $14*

> ***Sarah's tip: Slice one and toast it under the broiler for porch-pickup tasting. One bite and the «just a plain loaf, please» people change their order.***

If it goes wrong

- **Cheese melted away into holes:** the cubes were too small or warm. Use cold cubes about ¼ in, straight from the fridge.
- **Wet, gummy streaks:** the jalapeños weren't dried. Pat them really dry on paper towels.

- **Bottom stuck to the pot:** always bake cheese loaves on parchment.



THE SOURDOUGH FORMULA

Recipe 15 · Cinnamon Raisin

A cinnamon swirl you can see in every slice. Toast it, butter it, thank me later.

Recipe 15 · Cinnamon Raisin

Why people buy it: it's the cozy breakfast loaf that makes the whole house smell like a bakery when it's toasted, and kids beg for it.

- **Tier & price:** Specialty · **$13**
- **Makes:** 1 loaf, about 1,070 g of dough (Dutch oven batard, or a 9 × 5 pan)
- **Difficulty:** Medium
- **Timeline:** Same as the Master Loaf. Soak the raisins 10 minutes before the 2nd fold; the swirl goes in at final shape.

Ingredients

Ingredient	Grams	Cups (approx.)
Bread flour	450 g	3⅔ cups
Whole wheat flour	50 g	⅓ cup + 1 tbsp
Water, 80 °F (27 °C)	340 g	1⅓ cups + 2 tsp
Active starter	100 g	½ cup
Honey	25 g	1 tbsp + 1 tsp
Fine sea salt	10 g	1¾ tsp
Raisins	120 g	¾ cup
Ground cinnamon	about 6 g	2½ tsp
Rice flour, for the banneton	a spoonful	1 tbsp

What changes vs. the Master Loaf

- **Honey at the mix**, so water drops slightly to 340 g.
- **Raisins** are soaked in warm water for 10 minutes, drained and patted dry, then go in at the **2nd set of folds**. Soaked raisins stay juicy and don't pull water from the dough.
- **Cinnamon goes in at final shape** as a swirl, not in the dough. Cinnamon slows fermentation, so keeping it out of the bulk keeps your timing normal.
- **Lid-off at 425 °F (220 °C)** because of the honey.

Steps

1. **The morning feed:** feed Dolly at 8 am.
2. **Mix:** dissolve the honey in the water, add the flours and autolyse 30 minutes (Master Loaf step 1). **Add the starter, then the salt** (Master Loaf step 2).
3. **Fold set 1** as usual. Meanwhile, soak the raisins in warm water for 10 minutes, drain and pat dry.
4. **Fold set 2:** stretch flat, add half the raisins, fold, add the rest, fold again.
5. **Folds 3 and 4** as usual.
6. **Bulk** to +50–75 %, 4½–6 hours from mixing (Master Loaf step 4).
7. **Pre-shape and rest** 20 minutes (Master Loaf step 5).
8. **Swirl shape.** Flour the top, flip it, and gently pat it into a rectangle about 8 × 12 in (20 × 30 cm). Mist lightly with water and dust the cinnamon evenly over the surface, leaving a 1 in (2.5 cm) border at the far edge.
9. Roll it up tightly from the short side, pinching each turn so the swirl stays tight. Pinch the seam closed and the ends tucked.
10. Place seam up in a floured oval banneton (or seam down in a buttered 9 × 5 pan).
11. **Cold proof** 10–16 hours (Master Loaf step 7).
12. **Bake (Dutch oven):** preheat at 500 °F (260 °C); lid on 20 minutes at 475 °F (245 °C); lid off **20–25 minutes at 425 °F (220 °C)**. Internal 205–210 °F (96–99 °C).
13. **Bake (pan):** proof until it crowns 1 in above the rim, then bake at 400 °F (205 °C) for 45–50 minutes, to 205 °F (96 °C).
14. **Cool** 2 hours before cutting or bagging.

Shaping, scoring & baking specifics

- **Score:** one shallow slash, ¼ in (6 mm), down the length. A deep score cuts into the swirl.
- **Keep the swirl dry:** a light mist of water is all the cinnamon needs. No butter or sugar in the swirl, so it doesn't open a gap.
- **Pan or Dutch oven:** the pan version makes square toast slices; the Dutch oven version looks more rustic. Both sell.

Cost & Price

Ingredient	Amount	Cost
Bread flour	450 g	$0.55
Whole wheat flour	50 g	$0.08
Starter (with feed)	100 g	$0.25
Raisins	120 g	$1.06
Ground cinnamon	2½ tsp	$0.10
Honey	25 g	$0.33
Salt	10 g	$0.01
Rice flour (dusting)	1 tbsp	$0.05
Oven share	½ bake	$0.46
Total ingredients		**$2.89**
Packaging (bag, label, twine)	1 set	$0.35
Sell at		**$13.00**
You keep		**$9.76**

How to sell it

Families, grandparents, French-toast fans, the Sunday-brunch crowd. Suggest it for French toast on the menu and watch the weekend orders double.

Menu line to copy: *Cinnamon Raisin Sourdough. Juicy raisins and a cinnamon swirl in every slice. Amazing toasted with butter, unforgettable as French toast. $13*

> ***Sarah's tip: Slice it before you bag it for this one. A pre-sliced cinnamon loaf goes straight into the toaster on Sunday morning, and that's how it becomes a weekly habit.***

If it goes wrong

- **Gap between the swirl and the crumb:** too much cinnamon or too much water in the swirl. Use a light mist and an even dusting.
- **Raisins burn on the crust:** tuck exposed raisins under at shaping.
- **Loaf rose less than usual:** cinnamon got into the bulk dough. Keep it for the swirl only.



THE SOURDOUGH FORMULA

Recipe 16 · Rosemary Olive

Kalamata olives and fresh rosemary. Bring this to a dinner party and you'll be asked back.

Recipe 16 · Rosemary Olive

Why people buy it: it's the elegant, savory loaf for wine nights and antipasto boards, and it smells incredible the moment the bag opens.

- **Tier & price:** Specialty · **$14**
- **Makes:** 1 round or oval loaf, about 1,000 g of dough
- **Difficulty:** Medium
- **Timeline:** Same as the Master Loaf. Rosemary at the mix; olives at the 2nd fold.

Ingredients

Ingredient	Grams	Cups (approx.)
Bread flour	450 g	3⅔ cups
Whole wheat flour	50 g	⅓ cup + 1 tbsp
Water, 80 °F (27 °C)	340 g	1⅓ cups + 2 tsp
Active starter	100 g	½ cup
Fine sea salt	9 g	1½ tsp
Fresh rosemary, finely chopped	6 g	2 tbsp
Kalamata olives, pitted, halved, patted very dry	100 g	¾ cup
Rice flour, for the banneton	a spoonful	1 tbsp

What changes vs. the Master Loaf

- **Water drops to 340 g** and **salt to 9 g**: olives bring moisture and salt of their own.
- **Rosemary goes in at the mix**, so its flavor runs through the whole loaf.
- **Olives go in at the 2nd set of folds.** Halved, not chopped fine; you want visible pieces in the slice.
- **Double-check for pits.** Even «pitted» olives sometimes hide one. Squeeze each half as you cut.

Steps

1. **The morning feed:** feed Dolly at 8 am.

2. **Mix** the water, flours and chopped rosemary. Autolyse 30 minutes (Master Loaf step 1).
3. **Add the starter, then the salt** (Master Loaf step 2).
4. **Fold set 1** as usual. Meanwhile, drain the olives, halve them, check for pits and pat them very dry between paper towels.
5. **Fold set 2:** stretch flat, scatter half the olives, fold in thirds, scatter the rest, fold again.
6. **Folds 3 and 4** as usual. The dough will look a little purple-streaked; that's the olive juice and it's beautiful.
7. **Bulk** to +50–75 %, 4½–6 hours from mixing (Master Loaf step 4).
8. **Pre-shape and rest** 20 minutes (Master Loaf step 5).
9. **Final shape** (Master Loaf step 6), tucking exposed olives underneath.
10. **Cold proof** 10–16 hours (Master Loaf step 7).
11. **Score and bake** as Master Loaf step 8. Internal 205–210 °F (96–99 °C).
12. **Cool** 2 hours before cutting or bagging.

Shaping, scoring & baking specifics

- **Score:** a single long slash on a batard is elegant; on a boule, try a 4-point star.
- **Finishing touch:** brush the warm crust with a little olive oil and press on a few rosemary needles for photos and gift orders.
- **Batard shape** gives party-friendly slices for antipasto boards.

Cost & Price

Ingredient	Amount	Cost
Bread flour	450 g	$0.55
Whole wheat flour	50 g	$0.08
Starter (with feed)	100 g	$0.25
Kalamata olives	100 g	$1.76
Fresh rosemary	⅕ bunch	$0.50
Salt	9 g	$0.01
Rice flour (dusting)	1 tbsp	$0.05
Oven share	½ bake	$0.46
Total ingredients		**$3.66**
Packaging (bag, label, twine)	1 set	$0.35
Sell at		**$14.00**
You keep		**$9.99**

How to sell it

Dinner-party hosts, wine-night friends, charcuterie lovers. Pair it with the baguettes on a «party bread» weekend menu.

Menu line to copy: *Rosemary Olive Sourdough. Kalamata olives and fresh rosemary in a crackly country loaf. Made for wine, cheese and good company. $14*

> ***Sarah's tip: Use the rest of the rosemary bunch for the Focaccia (Recipe 17) or the Roasted Garlic & Herb loaf (Recipe 19) the same weekend. One bunch, three specialty loaves, zero waste.***

If it goes wrong

- **Gray, wet streaks in the crumb:** the olives were wet. Pat them truly dry.

- **Too salty:** some olives are saltier than others. Drop the salt to 8 g, or rinse the olives before drying.
- **Flat loaf:** the extra weight needs strength. Make sure the dough feels smooth and strong before set 2, and don't skip folds 3 and 4.



THE SOURDOUGH FORMULA

Recipe 17 · Rosemary Sea-Salt Focaccia

The pan I bring to every potluck. It never comes home with leftovers.

Recipe 17 · Rosemary Sea-Salt Focaccia

Why people buy it: it looks like a party in a pan, it feeds a crowd, and nobody in your neighborhood is selling real sourdough focaccia.

- **Tier & price:** Specialty · $14 per 9×13 pan (about £11 / CA$19 / A$21)
- **Makes:** one 9×13-inch (23×33 cm) pan, 12–15 squares
- **Difficulty:** Easy. No shaping, no scoring, no Dutch oven.
- **Timeline:** mix Friday 4 pm → into the oiled pan Friday night → fridge overnight → bake Saturday 8 am

Ingredients

- 500 g bread flour (about 4 cups)
- 400 g water (1⅔ cups) — 80 % hydration, wetter than the Master Loaf
- 100 g active starter (scant ½ cup)
- 10 g fine sea salt (1¾ tsp)
- 60 ml olive oil (¼ cup), divided: 30 ml in the pan, 30 ml on top
- 3 sprigs fresh rosemary, leaves stripped
- 1 tsp flaky sea salt for the top

What changes vs. the Master Loaf

Three things: more water, no shaping, and a pan instead of a Dutch oven. The extra water is what gives focaccia those big, glossy holes. The dough will feel loose and sticky. That is exactly right.

Steps

1. Give Dolly the morning feed.
2. Mix the flour with 370 g of the water. Autolyse 30 minutes (Master Loaf step 1).
3. Add the starter, then the salt with the remaining 30 g water, and squeeze them in (Master Loaf step 2).
4. Do 4 sets of stretch & folds every 30 minutes with wet hands (Master Loaf step 3). By the 4th set the dough should be smooth and jiggly.
5. Bulk until about +50 % (Master Loaf step 4).

6. Pour 30 ml olive oil into a 9×13 metal pan and tilt it so the oil covers the corners. Tip the dough in, flip it once so both sides are oiled, and gently stretch it toward the corners. If it springs back, wait 15 minutes and stretch again.
7. Cover and refrigerate overnight, 12–18 hours.
8. Saturday morning, leave the pan on the counter 1–2 hours until puffy and wobbly.
9. **Dimple:** drizzle the remaining 30 ml oil over the top. Oil your fingertips and press straight down to the bottom of the pan, all over, like playing piano. Push the rosemary leaves into the dimples and sprinkle flaky salt.
10. Bake at 450 °F (230 °C) on the middle rack for 22–28 minutes, until deep golden on top and crisp on the bottom (lift a corner with a spatula to check).
11. Slide it out of the pan onto a rack after 5 minutes so the bottom stays crisp. Cool 30 minutes before cutting.

Cost & Price

Ingredient	Amount	Cost
Master Loaf base (flour, salt, starter food)	1 batch	$1.40
Olive oil	60 ml	$0.60
Fresh rosemary	½ bunch	$1.25
Flaky sea salt	1 tsp	$0.10
Total ingredients		**$3.35**
Packaging		$0.35
Sell at		**$14**
You keep		**$10.30**

How to sell it

- **Who buys it:** hosts, potluck guests, book clubs, anyone feeding six people on Saturday night.
- **Menu line to copy:** *Rosemary sea-salt focaccia, crackly golden top, olive-oil soaked bottom. A full 9×13 pan, ready for your table.*
- **Best day/season:** year-round, best on Saturdays and before long weekends. In summer it outsells everything else I make.

Sell it whole in the pan-sized box or bag, or offer half pans for $8 when you have regulars who live alone.

> *Sarah's tip: Bake focaccia in the last round of your bake day. It needs no Dutch oven, so it slides in while your loaves cool, and it uses the oven at 450 °F when it is already hot.*

If it goes wrong

- **Flat and dense:** it went into the oven cold. Give it the full 1–2 hours on the counter until it jiggles when you shake the pan.
- **Pale bottom:** use a metal pan (not glass) and bake on the lowest rack for the last 5 minutes.
- **Dimples disappeared:** you dimpled too early. Dimple right before baking, all the way to the pan.



THE SOURDOUGH FORMULA

Recipe 18 · Garlic Parmesan

The one my husband hides from the Saturday order list.

Recipe 18 · Garlic Parmesan

Why people buy it: it smells like garlic bread before you even open the bag, and it turns any pasta night into a restaurant dinner.

- **Tier & price:** Specialty · $14
- **Makes:** one boule or batard, about 1.8 lb baked
- **Difficulty:** Easy. Master Loaf plus one lamination.
- **Timeline:** same as the Master Loaf: mix Friday 4 pm, bake Saturday 7 am

Ingredients

- Master Loaf dough: 500 g bread flour (about 4 cups), 350 g water (1½ cups), 100 g active starter (scant ½ cup), 10 g salt (1¾ tsp)
- 80 g parmesan (about ¾ cup cubed): 60 g in small cubes, 20 g finely grated for the crust
- 1 head garlic: cloves peeled and thinly sliced, or roasted and squeezed out

What changes vs. the Master Loaf

Only the inclusions. Parmesan is salty, so keep the salt at 10 g and do not add more.

Cubes vs. shredded: use small cubes (¼ inch / 6 mm) inside the loaf. Cubes melt into little pockets of cheese and keep the crumb open. Shredded cheese melts *into* the dough, makes it heavy and sticky, and can turn the crumb gummy. Save the finely grated cheese for the outside, where it makes a lacy, crispy crust.

Steps

1. Give Dolly the morning feed, then follow Master Loaf steps 1–2.
2. Do the first set of stretch & folds (Master Loaf step 3).
3. **Laminate during the 2nd set of folds:** wet the counter lightly, tip the dough out and gently stretch it into a thin rectangle, about 16×12 inches. Scatter the parmesan cubes and garlic slices evenly over it. Fold it like a letter from the left and right, then roll it up from the top. Back into the bowl, seam down.
4. Do sets 3 and 4 as gentle coil folds so the cheese stays inside.
5. Continue with Master Loaf steps 4–7 (bulk, pre-shape, shape, cold proof). Pinch any cheese cube that pokes through back into the dough.

6. Saturday morning, mist the top with water and press on the 20 g grated parmesan right before scoring.
7. Score one long, shallow slash along the side so the cheese crust stays intact.
8. Bake as in Master Loaf step 8. If the cheese browns fast, put a sheet of foil loosely on top for the last 10 minutes.
9. Cool at least 2 hours before bagging. Melted cheese needs that time to set.

Cost & Price

Ingredient	Amount	Cost
Master Loaf base (flour, salt, starter food)	1 loaf	$1.40
Parmesan	80 g	$2.11
Garlic	1 head	$0.20
Total ingredients		**$3.71**
Packaging		$0.35
Sell at		**$14**
You keep		**$9.94**

How to sell it

- **Who buys it:** families who do pasta or soup night, garlic-bread lovers, anyone who asks «what goes with lasagna?»
- **Menu line to copy:** *Garlic Parmesan sourdough: sliced garlic and real parmesan folded into every layer, with a crispy cheese crust.*
- **Best day/season:** fall and winter, soup season. Offer it the week the weather turns cold.

> ***Sarah's tip: Tell buyers to slice it, butter it and toast it in a pan. Put that in the bag tag. Garlic bread lovers come back for exactly that breakfast.***

If it goes wrong

- **Gummy streaks around the cheese:** the cubes were too big or you used shredded cheese. Go smaller cubes, and cool the full 2 hours.

- **Burnt cheese on top:** lower the lid-off stage to 425 °F (220 °C) and use the foil tent.
- **Garlic tastes bitter:** slice it thicker or roast it first. Thin raw garlic exposed on the crust scorches.



THE SOURDOUGH FORMULA

Recipe 19 · Roasted Garlic & Herb

Soft roasted garlic in every bite. My kitchen smells amazing on these Fridays.

Recipe 19 · Roasted Garlic & Herb

Why people buy it: sweet, mellow roasted garlic and fresh herbs make it the easiest «dinner party» bread on your menu.

- **Tier & price:** Specialty · $13
- **Makes:** one boule or batard
- **Difficulty:** Easy. Roast the garlic while Dolly rises.
- **Timeline:** roast garlic Friday morning → mix Friday 4 pm → bake Saturday 7 am

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)
- 2 heads garlic, roasted (about 50 g soft cloves)
- 15 ml olive oil (1 Tbsp) for roasting
- 2 Tbsp fresh rosemary, chopped (about ¼ bunch)
- 1 tsp dried thyme and 1 tsp dried oregano

What changes vs. the Master Loaf

You add roasted garlic and herbs during the 2nd set of folds. Herbs go in at the mix too, for flavor in every bite.

Roast the garlic: cut the top off each head, drizzle with the olive oil, wrap in foil, and roast at 400 °F (200 °C) for 40 minutes until soft and golden. Cool completely. Squeeze out the cloves and keep them whole.

Steps

1. Give Dolly the morning feed. Roast the garlic in the morning too, so it is cold by 4 pm.
2. Mix as in Master Loaf step 1, adding the dried thyme and oregano with the flour.
3. Add the starter, then the salt (Master Loaf step 2).
4. First set of stretch & folds (Master Loaf step 3).
5. **Laminate during the 2nd set:** stretch the dough into a thin rectangle on a damp counter. Dot the roasted garlic cloves all over (whole, not mashed) and sprinkle the rosemary. Letter-fold and roll up. Back into the bowl.
6. Sets 3 and 4 as gentle coil folds.

7. Master Loaf steps 4–7.
8. Score with a wheat-stalk pattern or a simple cross. This loaf looks beautiful with a few rosemary needles pressed into the flour before baking.
9. 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
Garlic	2 heads	$0.40
Fresh rosemary	¼ bunch	$0.63
Olive oil	15 ml	$0.15
Dried thyme & oregano	2 tsp	$0.10
Total ingredients		**$2.68**
Packaging		$0.35
Sell at		**$13**
You keep		**$9.97**

How to sell it

- **Who buys it:** dinner-party hosts, cheese-board people, couples who cook together on weekends.
- **Menu line to copy:** *Roasted Garlic & Herb sourdough: whole cloves of slow-roasted garlic, fresh rosemary and thyme. Made for olive oil and a good cheese.*
- **Best day/season:** spring and fall; it pairs beautifully with soups and salads alike.

> ***Sarah's tip: Roast six heads at once and keep the cloves in a jar covered with olive oil in the fridge for up to a week. That garlic oil is also perfect for brushing your focaccia.***

If it goes wrong

- **Garlic smeared into gray streaks:** the cloves were warm or mashed. Use them cold and whole.
- **Big hole under the crust:** lamination trapped air. Press the rolled dough gently before returning it to the bowl.
- **Herbs taste dusty:** fresh rosemary on the inside, dried herbs only in the mix, and keep them under 1 tsp each.



THE SOURDOUGH FORMULA

Recipe 20 · Everything Bagel Boule

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

Recipe 20 · Everything Bagel Boule

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.



THE SOURDOUGH FORMULA

Recipe 21 · Sun-Dried Tomato & Basil

Summer in a slice, even in November.

Recipe 21 · Sun-Dried Tomato & Basil

Why people buy it: red flecks, green basil, a sweet tangy crumb. It looks Italian and tastes like a sandwich shop splurge.

- **Tier & price:** Specialty · $14
- **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, 10 g salt (1¾ tsp)
- 80 g sun-dried tomatoes in oil (about ½ cup), drained and chopped
- 15 g fresh basil leaves (a big handful, about half a clamshell), torn
- Optional: 1 Tbsp of the oil from the jar, added with the water

What changes vs. the Master Loaf

Tomato pieces go in at the 2nd set of folds. Drain them well on paper towel: too much oil weakens the dough. If you use dry-packed tomatoes, soak them in warm water for 15 minutes, then pat dry.

Steps

1. Morning feed for Dolly, then Master Loaf steps 1–2 (add the optional tablespoon of tomato oil with the water).
2. First set of stretch & folds.
3. **Laminate during the 2nd set:** stretch the dough thin on a damp counter. Scatter the chopped tomatoes and torn basil. Letter-fold and roll up.
4. Sets 3 and 4 as gentle coil folds.
5. Master Loaf steps 4–7.
6. Score a long curved ear on a batard, or a square on a boule so the red flecks show at the edges.
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
Sun-dried tomatoes	80 g	$1.76
Fresh basil	½ clamshell	$1.00
Total ingredients		**$4.16**
Packaging		$0.35
Sell at		**$14**
You keep		**$9.49**

How to sell it

- **Who buys it:** sandwich makers, picnic planners, the neighbor who always brings the caprese salad.
- **Menu line to copy:** *Sun-Dried Tomato & Basil sourdough: sweet tomatoes and fresh basil in an open, golden crumb. Your new favorite grilled-cheese bread.*
- **Best day/season:** late spring and summer, picnics, Fourth of July or long-weekend cookouts.

> ***Sarah's tip: Grow a basil pot by your kitchen window. One healthy plant covers a month of this loaf, and your basil line drops to almost nothing.***

If it goes wrong

- **Greasy, tight crumb:** the tomatoes were not drained. Pat them dry.
- **Basil turned black inside:** that is normal oxidation and tastes great. For greener flecks, add the basil whole and let the folds tear it.
- **Loaf too salty:** some oil-packed tomatoes are salty. Drop the salt to 9 g.



THE SOURDOUGH FORMULA

Recipe 22 · Chocolate Cherry

The loaf that made a regular cry a little. In a good way.

Recipe 22 · Chocolate Cherry

Why people buy it: a deep cocoa crumb with tart cherries and melty chocolate. It is dessert, breakfast and a gift in one loaf.

- **Tier & price:** Specialty premium · $15
- **Makes:** one boule
- **Difficulty:** Medium. Cocoa changes how the dough feels.
- **Timeline:** soak cherries Friday at 3:30 pm → mix 4 pm → bake Saturday 7 am

Ingredients

- 500 g bread flour (about 4 cups)
- 25 g unsweetened cocoa powder (¼ cup)
- 370 g water (1½ cups + 4 tsp) — 20 g extra for the cocoa
- 100 g active starter
- 10 g salt (1¾ tsp)
- 20 g honey (1 Tbsp)
- 100 g dried cherries (⅔ cup)
- 100 g dark chocolate chips (heaped ½ cup)

What changes vs. the Master Loaf

Cocoa drinks water. For every 25 g of cocoa, add about 20 g of extra water, or the dough will feel stiff and the loaf will come out tight. Whisk the cocoa into the flour so you get no dry pockets.

Soak the dried fruit: cover the cherries with warm water for 20–30 minutes, drain and pat dry. Dry fruit pulls water out of the dough; soaked fruit stays juicy and keeps your crumb soft.

Steps

1. Give Dolly the morning feed.
2. Whisk flour and cocoa. Mix with 350 g of the water and the honey. Autolyse 30 minutes (Master Loaf step 1).
3. Add the starter, then the salt with the remaining 20 g water (step 2).

4. First set of stretch & folds.
5. **Laminate during the 2nd set:** stretch thin, scatter the soaked cherries and the chocolate chips (straight from the fridge so they do not smear), letter-fold, roll up.
6. Sets 3 and 4 as coil folds. Cocoa dough rises a little slower: bulk may take 30–60 minutes longer (step 4). Look for +50–75 %, not the clock.
7. Master Loaf steps 5–7.
8. Dust with flour before scoring so the cuts show against the dark crust. A single deep slash or a heart looks lovely here.
9. Bake as in step 8 but lower the lid-off stage to 425 °F (220 °C): cocoa and honey brown faster. You cannot judge doneness by color, so use the thermometer: 205 °F (96 °C).
10. Cool 2 full hours. Melted chocolate needs to set.

Cost & Price

Ingredient	Amount	Cost
Master Loaf base (flour, salt, starter food)	1 loaf	$1.40
Cocoa powder	25 g	$0.44
Dried cherries	100 g	$2.65
Chocolate chips	100 g	$1.10
Honey	20 g	$0.26
Total ingredients		**$5.85**
Packaging		$0.35
Sell at		**$15**
You keep		**$8.80**

How to sell it

- **Who buys it:** gift-givers, chocolate lovers, Valentine's and Mother's Day orders, the regular who «doesn't really like sourdough».
- **Menu line to copy:** *Chocolate Cherry sourdough: a dark cocoa loaf full of tart cherries and pools of dark chocolate. Lightly sweet, seriously addictive.*

- **Best day/season:** February and the gifting months; it also sells as a «treat yourself» Friday special.

> *Sarah's tip: Suggest it toasted with salted butter. It is the loaf people buy two of: one for home and one to give away.*

If it goes wrong

- **Tight, heavy crumb:** not enough water for the cocoa, or bulk cut short. Add the 20 g and wait for the rise.
- **Chocolate smeared into gray streaks:** chips were warm. Chill them first.
- **Burnt bottom:** put a baking sheet on the rack under the Dutch oven for the lid-off stage.



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.



THE SOURDOUGH FORMULA

Recipe 24 · Lemon Blueberry

Purple swirls and lemon zest. Spring's favorite on my porch.

Recipe 24 · Lemon Blueberry

Why people buy it: bright, fresh and a little sweet. It is the loaf people buy for Mother's Day brunch and summer breakfasts.

- **Tier & price:** Specialty · $14
- **Makes:** one boule or batard
- **Difficulty:** Medium. Berries need a gentle hand.
- **Timeline:** same as the Master Loaf

Ingredients

- Master Loaf dough: 500 g bread flour (about 4 cups), 340 g water (scant 1½ cups) — 10 g less, because the berries release juice — 100 g active starter, 10 g salt (1¾ tsp)
- 30 g honey (1½ Tbsp), added with the water
- Zest of 2 lemons (add 1 Tbsp of the juice to the water)
- 120 g frozen blueberries (¾ cup), kept frozen until the last second
- 1 Tbsp flour to dust the berries

What changes vs. the Master Loaf

Lemon zest goes in at the mix. Blueberries go in **frozen** during the 2nd set of folds, tossed in a spoon of flour so they stay whole. Frozen berries hold their shape; thawed ones burst and turn the whole dough purple.

Steps

1. Give Dolly the morning feed.
2. Mix flour, water, honey, lemon zest and lemon juice. Autolyse 30 minutes (Master Loaf step 1).
3. Add the starter, then the salt (step 2). First set of stretch & folds (step 3).
4. **Laminate during the 2nd set:** stretch the dough thin. Take the berries from the freezer, toss them in the flour and scatter them. Letter-fold and roll gently.
5. Sets 3 and 4 as very gentle coil folds: lift and tuck, no squeezing.
6. Master Loaf steps 4–7. A few purple streaks are part of the charm.
7. Score one long slash. Bake as in step 8, lid-off at 450 °F (230 °C), and check 205 °F (96 °C) inside.

8. Cool 2 hours. Berry juice sets as the loaf cools.

Cost & Price

Ingredient	Amount	Cost
Master Loaf base (flour, salt, starter food)	1 loaf	$1.40
Frozen blueberries	120 g	$1.06
Lemons	2	$1.40
Honey	30 g	$0.40
Total ingredients		**$4.26**
Packaging		$0.35
Sell at		**$14**
You keep		**$9.39**

How to sell it

- **Who buys it:** brunch hosts, moms buying for moms, fruit-toast fans.
- **Menu line to copy:** *Lemon Blueberry sourdough: fresh lemon zest and juicy blueberries in a soft, lightly sweet crumb. Spring in a loaf.*
- **Best day/season:** spring and early summer, Mother's Day weekend, Easter brunch tables (no holiday theme needed, it just fits).

> ***Sarah's tip: Offer a little jar of lemon curd or honey butter as a $4 add-on with this loaf. Brunch people say yes almost every time.***

If it goes wrong

- **Whole dough turned purple:** berries were thawed or folded too hard. Keep them frozen and fold gently.
- **Wet pockets around berries:** cool the full 2 hours, and dust the berries with flour.
- **Not lemony enough:** zest only, never more juice. Add a third lemon's zest.



THE SOURDOUGH FORMULA

Recipe 25 · Cheddar Chive

Little melted cheese caves and green chives. Grilled cheese heaven.

Recipe 25 · Cheddar Chive

Why people buy it: cheese bread is the easiest sell in the world, and fresh chives make it look and taste homemade in the best way.

- **Tier & price:** Specialty · $14
- **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, 10 g salt (1¾ tsp)
- 120 g sharp cheddar (about 1 cup cubed), cut in ⅓-inch (8 mm) cubes and chilled
- 10 g fresh chives (about half a bunch), finely snipped

What changes vs. the Master Loaf

Cheese and chives go in during the 2nd set of folds.

Cubes vs. shredded, one more time: cubes win inside the loaf. Each cube melts into its own little cave, and the crumb stays open and airy. Shredded cheddar disappears into the dough, makes it greasy and dense, and can leave gummy streaks. If you love a cheesy crust, press a small handful of shredded cheddar on top *only* in the last 10 minutes of baking.

Use sharp or extra-sharp cheddar: mild cheddar gets lost in sourdough's tang.

Steps

1. Morning feed for Dolly, then Master Loaf steps 1–2. Snip the chives into the water if you want them evenly through the crumb, or keep them for lamination for bright green ribbons.
2. First set of stretch & folds.
3. **Laminate during the 2nd set:** stretch the dough thin on a damp counter, scatter the cold cheddar cubes and chives. Letter-fold and roll up.
4. Sets 3 and 4 as gentle coil folds.

5. Master Loaf steps 4–7. Tuck any cubes that peek out at shaping; exposed cheddar burns.
6. Score a single long slash. Optional: 10 minutes before the end, sprinkle 15 g shredded cheddar along the open score.
7. Bake as in step 8. Check 205–210 °F (96–99 °C).
8. Cool 2 hours before bagging.

Cost & Price

Ingredient	Amount	Cost
Master Loaf base (flour, salt, starter food)	1 loaf	$1.40
Sharp cheddar	120 g	$1.32
Fresh chives	½ bunch	$1.00
Total ingredients		**$3.72**
Packaging		$0.35
Sell at		**$14**
You keep		**$9.93**

How to sell it

- **Who buys it:** families with kids, soup-and-sandwich people, anyone who already buys your Jalapeño Cheddar and wants a milder twin.
- **Menu line to copy:** *Cheddar Chive sourdough: sharp cheddar pockets and fresh chives in every slice. Made for grilled cheese and tomato soup.*
- **Best day/season:** fall and winter, game days and back-to-school weeks.

> ***Sarah's tip: Alternate this with Jalapeño Cheddar week to week. Cheese lovers will buy both, and the kids get the one without heat.***

If it goes wrong

- **Greasy bottom:** cheese leaked through the base. Keep the seam well sealed and cubes inside.

- **Gummy around the cheese:** cubes too big or cut too soon. Go ⅓ inch and wait 2 hours.
- **Chives faded:** add them only at lamination for a greener look.



THE SOURDOUGH FORMULA

Recipe 26 · Fig & Walnut

My cheese-board loaf. Sliced thin, it disappears.

Recipe 26 · Fig & Walnut

Why people buy it: it is the bakery-café loaf people pay $16 for in the city, and it makes any cheese board look expensive.

- **Tier & price:** Specialty premium · $15
- **Makes:** one batard (best shape for thin slices)
- **Difficulty:** Medium
- **Timeline:** soak figs Friday 3:30 pm → mix 4 pm → bake Saturday 7 am

Ingredients

- Master Loaf dough: 450 g bread flour + 50 g whole wheat flour (about 4 cups total), 350 g water (1½ cups), 100 g active starter, 10 g salt (1¾ tsp)
- 20 g honey (1 Tbsp), added with the water
- 100 g dried figs (about ⅔ cup), stems off, quartered (dried figs run about $8/lb)
- 80 g walnuts (¾ cup), lightly toasted and roughly broken

What changes vs. the Master Loaf

A little whole wheat for a nutty flavor, and two inclusions that both need a quick prep.

Soak the figs: cover the quartered figs with warm water for 20–30 minutes, drain and pat dry. Dried fruit steals water from the dough; soaked fruit stays soft and the crumb stays moist.

Toast the walnuts: 8 minutes at 350 °F (175 °C). Cool completely. Toasting removes bitterness and keeps them crunchy.

Steps

1. Give Dolly the morning feed.
2. Mix both flours, water and honey. Autolyse 30 minutes (Master Loaf step 1).
3. Add the starter, then the salt (step 2). First set of stretch & folds (step 3).
4. **Laminate during the 2nd set:** stretch thin, scatter the figs and walnuts evenly to the edges. Letter-fold and roll up.
5. Sets 3 and 4 as coil folds. Fruit and nuts make the dough a little heavier; bulk to a full +50–75 %.

6. Master Loaf steps 5–7, shaping a batard.
7. Score one long slash at a 30° angle for a big ear.
8. Bake as in step 8. Honey and figs color the crust darker: lid-off at 450 °F (230 °C), and if it browns early, slip a sheet pan under the Dutch oven.
9. Cool 2 hours.

Cost & Price

Ingredient	Amount	Cost
Master Loaf base (flour, salt, starter food)	1 loaf	$1.40
Dried figs	100 g	$1.76
Walnuts	80 g	$1.59
Honey	20 g	$0.26
Total ingredients		**$5.01**
Packaging		$0.35
Sell at		**$15**
You keep		**$9.64**

How to sell it

- **Who buys it:** wine-and-cheese people, hostess-gift buyers, the regular who always asks «what's new?»
- **Menu line to copy:** *Fig & Walnut sourdough: honey-sweet figs and toasted walnuts in a nutty, crackly loaf. Slice it thin for your cheese board.*
- **Best day/season:** fall and winter, gatherings and gifting. Pair it with a wedge-of-brie suggestion on the tag.

> ***Sarah's tip: Sell it pre-sliced in a clear bag for $1 more. Cheese-board buyers love not having to slice a crusty loaf in front of guests.***

If it goes wrong

- **Purple-gray crumb near the walnuts:** that is natural tannin from walnut skins. Toasting reduces it; it tastes great either way.
- **Dry, tight crumb:** figs were not soaked. Soak them.
- **Too sweet for cheese:** drop the honey; figs bring plenty.



THE SOURDOUGH FORMULA

Recipe 27 · Kalamata & Feta

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

Recipe 27 · Kalamata & Feta

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.



THE SOURDOUGH FORMULA

Recipe 28 · Turmeric Golden Seed

Sunshine-yellow crumb, crunchy seeds. Health-food friends adore it.

Recipe 28 · Turmeric Golden Seed

Why people buy it: a golden crumb and a crunchy seed crust look beautiful and feel wholesome. The wellness crowd buys it every week.

- **Tier & price:** Specialty · $13
- **Makes:** one boule
- **Difficulty:** Easy. One extra step: the seed soaker.
- **Timeline:** make the soaker Friday 8 am with Dolly's morning feed → mix 4 pm → bake Saturday 7 am

Ingredients

- Master Loaf dough: 450 g bread flour + 50 g whole wheat flour (about 4 cups total), 350 g water (1½ cups), 100 g active starter, 10 g salt (1¾ tsp)
- 20 g honey (1 Tbsp)
- 2 tsp ground turmeric + a pinch of black pepper (helps the turmeric color and flavor shine)
- **Seed soaker:** 60 g seeds mix (sunflower, pumpkin, flax, sesame) + 60 g boiling water
- 20 g seeds mix for the crust

What changes vs. the Master Loaf

Turmeric goes in with the flour for that golden color. The seeds are soaked first: dry seeds pull water from the dough and make the crumb dry. Soaked seeds stay plump and the crumb stays soft. The soaker goes in during the 2nd set of folds.

Steps

1. Friday morning, pour the boiling water over 60 g seeds, cover, and leave it on the counter. Give Dolly the morning feed.
2. Whisk flours, turmeric and pepper. Mix with water and honey. Autolyse 30 minutes (Master Loaf step 1).
3. Add the starter, then the salt (step 2). First set of stretch & folds (step 3).
4. **2nd set of folds:** spread the soaked seeds over the dough and fold them in with regular stretch & folds. The dough will feel wet for a minute; it tightens up by set 3.
5. Sets 3 and 4, then Master Loaf steps 4–6.

6. **Seed crust:** roll the top of the shaped loaf on a damp towel, then in the 20 g dry seeds. Place seed-side down in the banneton.
7. Cold proof (step 7). Score a cross.
8. Bake as in step 8.

Cost & Price

Ingredient	Amount	Cost
Master Loaf base (flour, salt, starter food)	1 loaf	$1.40
Seeds mix	80 g	$1.06
Turmeric & black pepper	2 tsp	$0.10
Honey	20 g	$0.26
Total ingredients		**$2.82**
Packaging		$0.35
Sell at		**$13**
You keep		**$9.83**

How to sell it

- **Who buys it:** yoga-class friends, wellness and gut-health followers, the neighbor who buys kombucha by the case.
- **Menu line to copy:** *Turmeric Golden Seed sourdough: golden turmeric crumb, sunflower, pumpkin, flax and sesame inside and out. Naturally fermented, beautifully wholesome.*
- **Best day/season:** January (new-year wellness crowd) and spring.

> ***Sarah's tip: Wear gloves or wash your hands right after handling the turmeric dough, and use a dedicated towel. Turmeric loves to leave its sunshine on everything.***

If it goes wrong

- **Dry crumb:** seeds were not soaked. Always soak.

- **Bitter or earthy taste:** too much turmeric. Stay at 2 tsp.
- **Seeds burnt on the crust:** lower lid-off to 425 °F (220 °C).



THE SOURDOUGH FORMULA

Recipe 29 · Pumpkin-Shaped Pumpkin Spice Loaf

Twine, a cinnamon-stick stem, and the whole street wants one.

Recipe 29 · Pumpkin-Shaped Pumpkin Spice Loaf

Why people buy it: it looks exactly like a little pumpkin, it smells like fall, and it is the photo every buyer posts. It sells out the first week the leaves turn.

- **Tier & price:** Seasonal · $15
- **Makes:** one pumpkin-shaped boule
- **Difficulty:** Medium. The twine shaping takes 5 minutes once you have done it once.
- **Timeline:** same as the Master Loaf; tie the twine right before the cold proof

Ingredients

- 500 g bread flour (about 4 cups)
- 150 g pumpkin purée (⅔ cup, plain, not pie filling)
- 250 g water (1 cup + 1 Tbsp) — less water, because the purée is about two-thirds water
- 100 g active starter
- 10 g salt (1¾ tsp)
- 30 g honey or maple syrup (1½ Tbsp)
- 2 tsp pumpkin spice (cinnamon, ginger, nutmeg, clove)
- 4 lengths of kitchen twine, about 24 inches (60 cm) each, lightly oiled
- 1 short cinnamon stick for the stem

What changes vs. the Master Loaf

Pumpkin purée replaces part of the water, and the spice goes in with the flour. The real change is the shape.

Steps

1. Give Dolly the morning feed.
2. Whisk flour and spice. Mix with the purée, 230 g of the water and the honey. Autolyse 30 minutes (Master Loaf step 1).
3. Add the starter, then the salt with the remaining 20 g water (step 2).
4. 4 sets of stretch & folds, bulk, pre-shape (Master Loaf steps 3–5). The dough will be orange and slightly slower to rise.
5. **Final shape a tight round boule** (step 6).

6. **Tie the pumpkin:** lay the 4 twine strings across each other on the counter like a star with 8 spokes. Dust the boule with flour and set it in the center, smooth side up. Bring each pair of opposite ends up over the top and tie loosely in a knot in the center. Leave a finger's width of slack: the loaf grows into the twine in the oven, and those lines become the pumpkin's ribs.
7. Lift the tied boule into the banneton, knot side down. Cold proof (step 7).
8. Turn out, knot up. Do not score: the twine does the scoring.
9. Bake as in step 8, lid-off at 425 °F (220 °C) because purée and honey brown faster. Check 205 °F (96 °C).
10. Cool 30 minutes, snip and gently pull the twine out. Press the cinnamon stick into the center as the stem.
11. Cool the full 2 hours before bagging.

Cost & Price

Ingredient	Amount	Cost
Master Loaf base (flour, salt, starter food)	1 loaf	$1.40
Pumpkin purée	150 g	$0.88
Pumpkin spice	2 tsp	$0.15
Honey	30 g	$0.40
Cinnamon stick (stem)	1	$0.15
Extra kitchen twine	4 lengths	$0.05
Total ingredients		**$3.03**
Packaging		$0.35
Sell at		**$15**
You keep		**$11.62**

How to sell it

- **Who buys it:** fall-decor lovers, hosts building a harvest table, teachers' and neighbors' gifts, everyone on Instagram.

- **Menu line to copy:** *Pumpkin Spice sourdough, shaped like a little pumpkin: real pumpkin, warm spices, a hint of honey. As pretty on the table as it is toasted with butter.*
- **Best day/season:** late September through November. Announce it on the first cool weekend; take pre-orders only.

Make two sizes if your oven allows: the regular at $15 and mini pumpkins (250 g dough each) at $6, which sell beautifully as a set of three for place settings.

> ***Sarah's tip: Post the twine-tying in a quick video on your stories. It is the post that brings the most new names to my Friday list every fall.***

If it goes wrong

- **No ribs, just a round loaf:** the twine was too loose. Tie snug with one finger of slack.
- **Twine cut through the loaf:** tied too tight. Leave that finger of slack.
- **Twine burnt:** use plain cotton kitchen twine, oiled; never colored or synthetic string.



THE SOURDOUGH FORMULA

Recipe 30 · Pull-Apart Garlic Herb Wreath

A ring of buttery garlic rolls. It's the first thing gone at every party.

Recipe 30 · Pull-Apart Garlic Herb Wreath

Why people buy it: it is a centerpiece and a side dish in one. Guests tear off a piece and the whole room asks where it came from.

- **Tier & price:** Seasonal & party · $16
- **Makes:** one wreath, 18 pull-apart rolls, about 12 inches (30 cm) across
- **Difficulty:** Medium
- **Timeline:** mix Friday 4 pm → shape and assemble Friday night → fridge overnight → bake Saturday 9 am

Ingredients

- Master Loaf dough: 500 g bread flour (about 4 cups), 330 g water (1⅓ cups), 100 g active starter, 10 g salt (1¾ tsp)
- 20 g olive oil (1½ Tbsp), added with the salt — makes the rolls softer
- **Garlic herb butter:** 60 g butter (4 Tbsp), melted, with 1 head garlic finely minced and 2 Tbsp chopped fresh rosemary (about ¼ bunch)
- 40 g parmesan, finely grated (scant ½ cup)
- Pinch of flaky salt

What changes vs. the Master Loaf

A slightly lower hydration and a little olive oil give a softer roll that holds its round shape. Instead of one loaf, you divide the dough into balls and arrange them in a ring.

Steps

1. Morning feed for Dolly, then Master Loaf steps 1–4 (add the olive oil with the salt in step 2).
2. **Divide:** tip the dough out and cut 18 pieces of about 53 g each (use your scale).
3. Shape each piece into a tight little ball: pull the edges to the center, flip, and roll under a cupped hand.
4. **Assemble the wreath:** on a parchment-lined sheet pan, place an oven-safe ramekin or small bowl (about 4 inches / 10 cm) in the center, greased on the outside. Arrange 10 balls in an outer ring around it, touching each other, then 8 balls in an inner ring, nestled between them. They should just touch; they grow together as they rise.

5. Brush lightly with a third of the garlic herb butter. Cover well and refrigerate overnight (10–16 h).
6. Saturday morning, leave at room temperature 1–2 hours until puffy.
7. Brush with another third of the butter and sprinkle the parmesan.
8. Bake open (no Dutch oven) at 400 °F (200 °C) for 25–30 minutes, until deep golden. Inside of a center roll: 200 °F (93 °C).
9. Brush with the last of the butter right out of the oven, add flaky salt, remove the ramekin. Cool 30 minutes before boxing.

Cost & Price

Ingredient	Amount	Cost
Master Loaf base (flour, salt, starter food)	1 batch	$1.40
Butter	60 g	$0.66
Garlic	1 head	$0.20
Fresh rosemary	¼ bunch	$0.63
Parmesan	40 g	$1.06
Total ingredients		**$3.95**
Packaging		$0.35
Sell at		**$16**
You keep		**$11.70**

How to sell it

- **Who buys it:** party hosts, game-day crowds, birthday dinners, office potlucks, anyone hosting a holiday table who wants a showstopper side.
- **Menu line to copy:** *Pull-Apart Garlic Herb Wreath: 18 soft sourdough rolls brushed with garlic-rosemary butter and parmesan. Set it in the middle of the table and watch it disappear.*
- **Best day/season:** any party weekend all year: Super Bowl, graduations, summer barbecues, and the busy end-of-year party season.

Sell it on a cardboard cake round inside a large bag, and add a sprig of fresh rosemary in the center for photos.

> *Sarah's tip: Put a little dipping-cup of marinara in the center ring for $3 more. Party hosts love a «done for me» centerpiece.*

If it goes wrong

- **Rolls separated into a loose ring:** they were placed too far apart. They must touch before the cold proof.
- **Pale sides, dark tops:** tent with foil for the last 10 minutes.
- **Garlic burnt on top:** brush only butter before baking; save most of the garlic for the final brush.



THE SOURDOUGH FORMULA

Recipe 31 · Sourdough Pizza Dough Kit

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

Recipe 31 · Sourdough Pizza Dough Kit

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.



THE SOURDOUGH FORMULA

Recipe 32 · Sourdough Discard Crackers

Zero waste, all crunch. Dolly's leftovers become my bestselling add-on.

Recipe 32 · Sourdough Discard Crackers

Why people buy it: crispy, salty and addictive, and they love that nothing goes to waste. It is the $8 «add one to my order» item.

- **Tier & price:** Add-on · $8 per bag (about 6 oz / 170 g)
- **Makes:** 1 bag, about 40 crackers
- **Difficulty:** Easy
- **Timeline:** 15 minutes of work; rest 30 minutes (or overnight in the fridge); bake 25–35 minutes. Perfect for Saturday afternoon while the oven is still warm.

Ingredients

- 200 g sourdough discard (about ¾ cup), straight from the fridge is fine
- 60 g whole wheat flour (½ cup)
- 40 ml olive oil (3 Tbsp)
- 30 g seeds mix (¼ cup)
- 3 g salt (½ tsp), plus flaky salt for the top
- 1 tsp dried herbs (rosemary, thyme or Italian mix)

What changes vs. the Master Loaf

Everything. This is not bread: no rise, no folds, no Dolly feeding. You use the discard you would otherwise throw away, and your oven does the rest.

Steps

1. Mix discard, whole wheat flour, olive oil, seeds, salt and herbs into a soft dough. It should feel like play dough. Add 1 Tbsp flour if sticky.
2. Rest 30 minutes covered (or up to 3 days in the fridge, which deepens the flavor).
3. Heat the oven to 325 °F (165 °C).
4. **Sheet thin:** split the dough in two. Roll each half between two sheets of parchment until it is as thin as you can get it, about 1/16 inch (1.5 mm). Thin is the secret: thick crackers bake chewy.
5. Peel off the top parchment and slide the bottom sheet onto a baking sheet. Brush with a little oil, sprinkle flaky salt.

6. Score into squares or rectangles with a pizza cutter (cut all the way through). Prick each piece once with a fork.
7. Bake 25–35 minutes, rotating once, until golden and crisp. Pull out the edge pieces early if they brown first.
8. Turn the oven off and leave the crackers inside with the door cracked for 10 minutes for extra crunch.
9. Cool completely, break along the cuts, and bag. They keep 2 weeks in an airtight bag.

Cost & Price

Ingredient	Amount	Cost
Sourdough discard	200 g	$0.00
Whole wheat flour	60 g	$0.09
Olive oil	40 ml	$0.40
Seeds mix	30 g	$0.40
Salt, flaky salt & dried herbs	1 batch	$0.15
Total ingredients		**$1.04**
Packaging		$0.35
Sell at		**$8**
You keep		**$6.61**

How to sell it

- **Who buys it:** every bread customer, as an add-on; cheese-board people; parents packing school lunches.
- **Menu line to copy:** *Sourdough Discard Crackers: thin, crispy, olive oil and sea salt with seeds and herbs. Made from our starter, so nothing goes to waste.*
- **Best day/season:** every week, all year. Put them next to the cash box or in the order form as «add a bag of crackers for $8».

Flavor ideas to rotate: everything-bagel, parmesan rosemary, smoked paprika, cinnamon sugar.

> *Sarah's tip: Keep a «discard jar» in the fridge all week. By Saturday I have enough for two or three bags, and that is $16–24 from something I used to pour down the drain.*

If it goes wrong

- **Chewy, not crisp:** too thick or underbaked. Roll thinner and use the oven-off trick.
- **Edges burnt, center soft:** roll evenly and pull the edge pieces early.
- **Soft after a day:** they were bagged warm. Cool completely first.

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.*



THE SOURDOUGH FORMULA

Module 6 · Price It Right

This is the module that turns a lovely hobby into a little business that pays you every single week. I'm going to show you exactly what one loaf costs me, why I charge $9, $11 or $14 and never anything in between, and what I say when someone asks «how much?». By the end you'll have your own price ladder written down, in your own currency, on a sheet you can stick to the fridge.

Here's the good news before we start: sourdough is one of the most generous products you can make at home. The ingredients are flour, water and salt. The value is in your hands, your timing and your Saturday morning. People happily pay for that, and they come back every week.

What a Loaf Really Costs

Most new bakers guess. They think «flour is cheap, so the bread is cheap». Then they either charge far too little or they feel unsure every time they name a price. Let's replace the guess with a number.

The worked example: my Classic Country Boule

This is the Master Loaf: 500 g bread flour, 350 g water, 100 g active starter, 10 g salt. About 900 g (2 lb) of dough, around 1.6 lb once it's baked. Here is every cent that goes into it.

Item	Amount	How I worked it out	Cost
Bread flour	500 g (1.1 lb)	$0.55/lb × 1.1 lb	$0.61
Starter food	flour for the 100 g of starter + Dolly's weekday feeds	about 140 g of flour mix, spread over the week's loaves	$0.15
Salt	10 g	a 3 lb box lasts months	$0.01
Rice flour for the banneton	1 tablespoon	$4 bag, about 80 loaves	$0.05
Parchment sling	1 sheet	$5 roll	$0.08
Oven energy	share of preheat + one 45-min round	split between the 2 loaves in that round	$0.35
«The odd loaf» buffer	about 10 %	for the one that gets a little flat and goes to my family	$0.15
Ingredient cost per loaf			**$1.40**

That's it. **$1.40.** I sell that loaf for **$11**.

Notice two lines that most people forget: the oven and the buffer. Including them is what makes the number honest. When you know your number is honest, you name your price with a calm, happy voice, and that voice sells.

> *Sarah's tip: Buy flour in bigger bags as soon as you're baking 8+ loaves a week. A 25 lb bag at Costco (about $11) brings bread flour down to $0.44/lb and your flour line drops from $0.61 to about $0.49. Same bread, more in your pocket.*

Now add packaging

Packaging is optional, but I use it because a bread bag with a label and a bit of twine looks like a gift, and gifts get photographed and shared.

Packaging item	Cost per loaf
Kraft or clear bread bag	$0.20
Printed label	$0.08
Twine or a sticker seal	$0.07
Packaging total	**$0.35**

So the full picture for one Classic Country Boule:

	Amount
Ingredient cost	$1.40
Packaging	$0.35
Real cost	**$1.75**
Sell at	**$11.00**
You keep	**$9.25**



Every cost starts here: flour on the scale. Weighing is how you know your real number.

The formula, in one line

Ingredient cost per loaf + packaging = real cost. Price comes from the ladder, never from the cost.

The cost tells you whether a loaf is worth making. The ladder tells you what to charge. For classic loaves, a healthy target is a price at least **5 times your ingredient cost**. My classic boule is almost 8 times. That's the room that pays for your time, your electricity bill on a hot day, and the bag of flour you'll spill someday.

Every recipe in Module 3 already has its own «Cost & Price» table, so you never have to do this math from scratch for the recipes in this course. Use the worksheet at the end of this module when you invent your own loaf or when your local flour price is different from mine.

The $9 / $11 / $14 Price Ladder

Here is the whole pricing system I use, and it fits on an index card.

Tier	Price	What goes here	Examples from the course
Plain	**$9**	Simple, everyday, sandwich and pan loaves	Soft Sandwich Loaf, Honey Whole Wheat Sandwich Loaf, Baguettes (pair)
Classic	**$11**	Hearth loaves, the «real sourdough» people picture	Classic Country Boule, Country Batard, Rustic Light Rye, Honey Oat
Specialty	**$14**	Loaves with inclusions	Jalapeño Cheddar, Cranberry Walnut, Rosemary Olive, Lemon Blueberry
Premium specialty	$12–16	Pricier inclusions or special shapes	Chocolate Cherry $15, Fig & Walnut $15, Garlic Herb Wreath $16

Why the ladder works

Three prices make choosing easy. When there's only one price, people decide «yes or no». When there are three, they decide «which one». That's a much nicer question for both of you.

The middle one wins. Most people pick the middle option on any menu. That's why my bestseller, the Classic Country Boule, sits right in the middle at $11. The $9 makes it feel reasonable; the $14 makes it feel like a smart choice.

The specialty tier lifts the whole order. A regular who usually takes one classic will add a Jalapeño Cheddar «for the weekend». One extra $14 loaf on a few orders each week adds up fast.

Round numbers are friendly. $9, $11, $14 are easy to pay with Venmo, Zelle, PayPal or cash, and easy to remember. Nobody has to dig for coins on your porch.

It matches what people already see. In most US towns, a sourdough loaf from an artisan bakery or a farmers market sits somewhere around $10–14. A supermarket «sourdough-style» loaf sits around $5–7, and your customers know it isn't the same thing. You sit right where real sourdough lives, made by a neighbor, baked that morning.

How the ladder looks on a bake day

Saturday mix	Loaves	Money in
12 Classic	12 × $11	**$132**
10 Classic + 6 Specialty + 4 Plain	20 loaves	**$230**

Twelve classic loaves, once a week, is about **$499 a month** after ingredients ($132 × 4.33 weeks = $572, minus about $73 of ingredients). Call it about $500 a month from one morning a week. Twenty mixed loaves is where it gets really fun.

Why Never «Cost × 2», and Never «$5 Because It's Just Bread»

These are the two most common pricing mistakes I see, and they come from kindness. You're a nice person, you don't want to overcharge your neighbors. Let me show you why both of these hurt you and don't actually help anyone.

«Cost × 2»

Cost × 2 works for reselling things you buy. It doesn't work for things you make by hand, because your ingredients are cheap and your time is the real product.

- Cost × 2 on my classic loaf = $1.40 × 2 = **$2.80**.
- Twelve loaves at $2.80 = $33.60 for a Friday afternoon, a Friday evening of shaping, and a Saturday morning at the oven.

That's not a business. That's a donation with flour on it. Your price pays for your time and skill, and the ladder already does that for you.

«$5 because it's just bread»

It isn't «just bread». It's a naturally leavened loaf that took 24 hours, a starter you've kept alive for weeks, and a cold proof that gives it that flavor nobody can find in the store. When you say «$5», you're telling people it's ordinary, and they treat it as ordinary.

Here's what $5 does to your Saturday:

	At $5	At $11
12 loaves	$60	$132
After ingredients ($16.80)	$43	$115
Per month (4.33 Saturdays)	about $187	about $499

Same flour. Same Saturday. Same oven. More than double the result. And here's the part that surprised me most: customers trust the $11 loaf more. A fair price says «this is good, and I'm serious about it».

> *Sarah's tip: If your inner voice says «but who will pay $11?», remember the people who asked me first were the ones who'd already tasted it. Taste sells. The price just has to be clear.*

Pricing in £, CA$ and A$

Your ladder works everywhere. What changes is the number, because every country has its own sense of «a good loaf costs about this much». Below are typical local farmers-market ranges for a real sourdough loaf.

Market	Typical local farmers-market range	A ladder that works
United States	$10–14	**$9 / $11 / $14**
United Kingdom	£5–8	**£5 / £6.50 / £8**
Canada	CA$12–16	**CA$12 / CA$14 / CA$16**
Australia	A$12–16	**A$12 / A$14 / A$16**

These are typical ranges, not rules. Your town might sit higher or lower. Big cities and tourist towns usually run higher; small towns often run a little lower. That's why you check yours.

How to check your local price in 10 minutes

Set a timer. This is quick.

1. **Minutes 1–3:** Look up the two or three closest farmers markets online and find the bakery stalls. Many post their price list or their menu photos.
2. **Minutes 4–6:** Search your town name plus «sourdough» on Instagram and Facebook Marketplace or local groups. Note what home bakers and micro-bakeries charge for a plain country loaf and for a loaf with cheese or fruit.
3. **Minutes 7–8:** Check one nice bakery or café in your area and one upscale grocery for their sourdough price.
4. **Minutes 9–10:** Write down the numbers. Set your Classic price in the **upper middle** of what you found. Plain sits one step below, Specialty a step or two above.

Example from a reader in Manchester: she found £4.50, £5.80, £6.50 and £7 for plain country loaves. She set her ladder at £5 / £6.50 / £8 and sold out her first weekend.

Then do the 5× check: divide your Classic price by your ingredient cost per loaf (use the worksheet). If it's 5 or more, you're in great shape.

The Two Sentences to Say When Someone Asks «How Much?»

Here's the moment that used to make me blush. Someone tastes your bread at a party, or sees it on your porch, and asks: «How much do you sell those for?»

You answer in exactly two sentences. Sentence one: the price and what it is. Sentence two: an easy next step.

> *«It's $11 for my classic country loaf, baked fresh Saturday morning with just flour, water and salt. Want me to save you one this Saturday?»*

That's it. Then stop talking and smile. The question at the end is the most important part, because it turns curiosity into an order.

A few versions for different moments:

- **At the school gate:** «They're $11 for the classic and $14 for the cheese ones, I bake every Saturday. Should I put your name down for this week?»
- **By text:** «Classic country is $11, specialty loaves like jalapeño cheddar are $14. I'm baking Saturday, porch pickup by lunch. Want one?»
- **When they ask about a specific flavor:** «The cranberry walnut is $14, it's a favorite for breakfast toast. I can save you one for Saturday if you like.»
- **UK version:** «It's £6.50 for my classic sourdough, baked fresh on Saturday morning. Shall I save you one this week?»

Say the price with the same voice you'd use to say the time. Calm, friendly, done.

Answers to «That's Expensive»

Most people will never say it. A few will, often as a little joke. That's fine. It's a normal thing to say and it usually means «tell me why it's worth it». Here are warm, easy answers. Pick the one that sounds like you.

- **The time answer:** «It really is a slow loaf. It takes about 24 hours from start to finish, with a cold overnight rise. That's where the flavor comes from.»
- **The ingredient answer:** «It's just flour, water and salt, no additives. It keeps for days and makes the best toast.»
- **The comparison answer:** «It's about what the bakeries charge, and mine comes out of the oven a few hours before you pick it up.»
- **The smaller-option answer:** «If you'd like to try it first, the sandwich loaf is $9 and it's great for the kids' lunches.»
- **The friendly close:** «No pressure at all. If you ever want one, I bake every Saturday.»

Notice what's missing: no apology, no discount, no long explanation. You offer a reason or a smaller option, and you keep the door open. Many of my best regulars are people who said «that's expensive» once and then ordered three weeks later after trying a slice at a friend's house.

> *Sarah's tip: Keep a few sample slices in the freezer. When someone is curious, toast one and hand it over. The bread answers the price question better than any sentence.*

Bundles and Subscriptions

Once a few people buy every week, it's time to make that official. A bundle or a subscription turns «I'll text you when I want one» into «my bread arrives every Saturday». Your income becomes predictable, you know exactly how much to bake, and you never have leftover loaves.

The Bread Club: 4 loaves a month, prepaid

This is my favorite thing in the whole business.

Bread Club option	What they get	Paid on the 1st	Per loaf
Plain Club	1 Plain loaf every Saturday	$34	$8.50
Classic Club	1 Classic loaf every Saturday	$42	$10.50
Specialty Club	1 Specialty loaf every Saturday	$54	$13.50
Family Club	2 Classic loaves every Saturday	$84	$10.50

How it works:

- They pay for **4 Saturdays** on the **1st of the month**. Payment first, bread after.
- The small saving (about 50 cents a loaf) is a thank-you for paying ahead, not a sale. It's the only price break I give, and it pays me back many times because I bake to a known number.
- **Months with 5 Saturdays:** I tell members in advance. The 5th Saturday is a «member's choice» loaf they can add at the regular price, or skip. Easy.

- **Skips:** members can skip one Saturday a month with notice by Wednesday; I move that loaf to the next week or the next month.
- **Swaps:** Classic Club members can swap to any Specialty loaf for +$3 that week. Lots of them do.

The full subscription scripts, including the exact message that turns a one-time buyer into a member, live in the selling part of this course (your subscription scripts). Here we're just setting the prices.

Bundles for single orders

Bundles make bigger orders easy without discounting:

Bundle	What's inside	Price
Weekend Pair	1 Classic + 1 Specialty	$25
Dinner Party Box	1 Focaccia + 1 Rosemary Olive + 1 bag Discard Crackers	$36
Sandwich Week	2 Plain sandwich loaves	$18
Pizza Night	Pizza Dough Kit (4 balls) + 1 bag Discard Crackers	$20

These are simply the ladder prices added up. You're not giving anything away; you're making the decision faster. A bundle with a nice name sells better than the same loaves listed one by one.

When and How to Raise Your Prices

Raising prices is a sign that things are going well. It's a happy moment, not a nervous one.

When to raise

Raise your prices when **one or more** of these is true:

- You've sold out **3 Saturdays in a row** and people are asking to be added to a waitlist.
- Your flour price has gone up and your Classic is below **5×** ingredient cost.
- It's been **12 months** since your last price change.
- You're moving to a nicer bag, a new specialty line, or you added porch delivery.

How to raise

1. **Go up by $1** on one tier at a time (or by 50p in the UK, CA$1 or A$1). Small steps feel natural.
2. **Announce 2 weeks ahead**, with a friendly short message.
3. **Thank your regulars.** Bread Club members keep their current price for one more month.
4. **Change everything at once:** your menu, price sign, order form and labels, so it looks planned and professional.

A message you can copy:

> *«Hi friends! Quick bread update: starting Saturday the 15th, Classic loaves will be $12 and Specialty $15. Plain stays at $9. Bread Club members keep their current price through next month as a thank-you. I'm so grateful you're part of my Saturdays. See you on the porch!»*

That's it. No long story about flour prices, no apology. Most people reply with a heart.

Discounts You Never Give

Clear rules make every conversation easier. These are the discounts I simply don't offer, and what I do instead.

Discount I don't give	Why	What I do instead
«First order» discount	It teaches people your real price is lower	Offer a toasted sample slice
Haggling («could you do $8?»)	One price for everyone keeps it fair and simple	«The sandwich loaf is $9 if you'd like a smaller option»
«Friends price»	Friends are your best ambassadors, they want you to win	Give a loaf as a birthday gift, as a gift, not a discount
Buy-one-get-one	Halves your money on the busiest day	Bundles at the regular ladder prices
Day-old discounts	Your brand is «baked this morning»	Freeze extras for your family, turn them into croutons, or bake to exact orders
Price match with the supermarket	It's a different product	Smile: «Mine's a slow, naturally leavened loaf, baked a few hours before pickup»

The only price break in my business is the Bread Club's small «thank you for paying ahead». Everything else is the ladder.

> *Sarah's tip: When you want to be generous, give more, not less. A little bag of discard crackers tucked into a Bread Club bag at the end of the month costs you about 60 cents and makes people tell their friends.*

Print-and-Fill Sheets

Print these, or copy them into a notebook. Fill them in with a pencil; prices change, and pencils are friendly.

Cost per Loaf Worksheet

Use one sheet per recipe. Fill in what you actually paid.

Recipe: _____ Date: _____

Ingredient	Price I paid	Package size	Amount per loaf	Cost per loaf
Bread flour				
Whole wheat / other flour				
Starter food				
Salt				
Inclusion 1				
Inclusion 2				
Inclusion 3				
Rice flour / dusting				
Parchment				
Oven energy share				
Buffer (10 %)				
Ingredient cost per loaf				
Packaging (bag, label, twine)				
Real cost per loaf				
My ladder price				
I keep per loaf				
Price ÷ ingredient cost (aim for 5× or more on classics)				

Quick math: cost per loaf = (price I paid ÷ package size) × amount per loaf. Keep units the same: pounds with pounds, grams with grams (1 lb = 454 g).

My Price Ladder

Tier	My loaves in this tier	My price	Ingredient cost	Real cost	I keep
Plain					
Plain					
Classic					
Classic					
Classic					
Specialty					
Specialty					
Specialty					
Premium					
Bundle					
Bundle					
Bread Club					

My currency: _____ **Local range I found:** _____ **Date I checked:** _____

Weekly Order List

Bake day: _____ **Pickup window:** _____

Name	Loaf	Qty	Paid	Pickup
Totals				

Loaves to bake: Plain ___ Classic ___ Specialty ___ Extras for walk-ups ___

Monthly Profit Tracker

Month: _____

Week	Loaves sold	Money in	Ingredients	Packaging	Profit
Week 1					
Week 2					
Week 3					
Week 4					
Week 5					
Bread Club (paid on the 1st)					
Month total					

Bread Club members this month: ___ Best-selling loaf: _____ Next month's goal: _____



Four Bread Club bags, paid on the 1st, ready before the porch even opens.

Your Pricing Checklist

- [ ] □ I filled in the Cost per Loaf Worksheet for my Classic loaf

- [ ] □ I know my ingredient cost and my real cost with packaging
- [ ] □ I checked my local price in 10 minutes and wrote down what I found
- [ ] □ I wrote my ladder: Plain, Classic, Specialty, in my currency
- [ ] □ I practiced my two sentences out loud (yes, out loud)
- [ ] □ I chose one answer for «that's expensive» that sounds like me
- [ ] □ I set my Bread Club prices
- [ ] □ I printed the Weekly Order List for this Saturday

You now have a price you can say with a smile. Next, let's plan the Saturday that fills all those orders.



THE SOURDOUGH FORMULA

Module 7 · The Saturday Bake Day

This is the module where everything comes together. You already know the Master Loaf. Now we bake 12 of them, or 20, in one ordinary home oven, with gear that costs less than $100, and have everything on the porch by lunch.

The secret isn't a bigger kitchen. It's a timeline. When every step has its time, bake day feels calm, even fun. I put on a podcast Friday afternoon, the kids help with labels Saturday morning, and the oven does the heavy lifting.

The Big Picture

Bake day is really two half-days:

- **Friday:** feed Dolly in the morning, mix in batches in the afternoon, fold, shape in the evening, and tuck everything into the fridge before bed.
- **Saturday:** bake straight from the fridge in rounds of two, cool, bag, label, and set up the porch.

The cold overnight proof is your best friend. It gives the flavor, makes shaped loaves easy to score, and lets you bake on *your* schedule instead of the dough's.

Building Enough Starter

Each loaf uses 100 g of active starter. For a big bake you build a large batch the night before so it's ready Friday afternoon, always keeping a little Dolly back for next week.

Bake size	Thursday 9 pm	Friday morning (1:1:1 feed)	Ready	Keep back for Dolly
12 loaves (1,200 g)	50 g Dolly + 200 g flour + 200 g water	8 am: 420 g starter + 420 g flour + 420 g water	noon–4 pm	50 g
20 loaves (2,000 g)	80 g Dolly + 320 g flour + 320 g water	7 am: 690 g starter + 690 g flour + 690 g water	11 am–3 pm	30 g, fed up again Saturday

Use a big clear container with a rubber band at the starting line. When it has doubled, domed and smells like yogurt and apples, it's ready.

> *Sarah's tip: Put your keep-back Dolly in a separate small jar before you build the big batch. Then there's zero chance of baking your whole starter into Saturday's bread.*

Batch Mixing: 4 Loaves at a Time

I mix in batches of 4 loaves. That's a dough size that's easy to fold by hand in one container, and it means three batches for 12 loaves, five for 20.

One 4-loaf batch

Ingredient	Amount
Bread flour (or 1,800 g bread + 200 g whole wheat)	2,000 g (about 4.4 lb)
Water	1,400 g
Active starter	400 g
Salt	40 g
Total dough	**about 3.84 kg (8.5 lb), cut into 4 pieces of 960 g**

For specialty batches, add the inclusions during the 2nd set of stretch and folds, exactly as each recipe says (four times the single-loaf amount).

Labeled containers

Every batch lives in its own food-safe container (2-gallon buckets or 12-quart tubs) with a strip of masking tape on the side:

- Batch letter and loaf type: **«A · Classic»**, **«B · Classic»**, **«C · Jalapeño Cheddar»**
- Mix time: **«mixed 3:00»**
- A line at the starting level, so you can see +50–75 %

Labels sound fussy. They're what lets you fold five doughs at once without thinking.



Three batches, three labels, three start lines. Staggered by 30 minutes so they never all need me at once.

Staggered by 30 minutes

Start each batch 30 minutes after the last. Then each one reaches folds, bulk end and shaping 30 minutes apart, and you're never doing everything at once. While batch A does its autolyse, you're mixing batch B.

The Timeline: 12 Loaves

Three batches of 4, all hearth loaves, two Dutch ovens.

Time	Batch A	Batch B	Batch C	You
Thu 9 pm				Build starter (see above), put Dolly's jar aside
Fri 8:00 am				Feed the big starter 1:1:1
2:45 pm				Starter check: doubled and domed
3:00 pm	Mix flour + water (autolyse)			Weigh out B and C flour while A rests
3:30 pm	Add starter + salt	Mix (autolyse)		
4:00 pm	Fold 1	Add starter + salt	Mix (autolyse)	
4:30 pm	Fold 2 (+ inclusions)	Fold 1	Add starter + salt	
5:00 pm	Fold 3	Fold 2 (+ inclusions)	Fold 1	
5:30 pm	Fold 4, then hands off	Fold 3	Fold 2 (+ inclusions)	
6:00 pm	Bulk	Fold 4, then hands off	Fold 3	
6:30 pm	Bulk	Bulk	Fold 4, then hands off	Dinner, then prep bannetons or towel-lined bowls, clear the fridge
8:30 pm	Pre-shape (+50–75 %)	Bulk	Bulk	
8:50 pm	Final shape → fridge	Pre-shape	Bulk	
9:10 pm		Final shape → fridge	Pre-shape	
9:30 pm			Final shape → fridge	Wipe the counter, set alarm

Time	Batch A	Batch B	Batch C	You
Sat 6:15 am				Dutch ovens in, preheat to 500 °F (260 °C)
7:00 am	Rounds 1–2			Bake (see rotation table)
8:30 am		Rounds 3–4		Bake; bag the first loaves once cool
10:00 am			Rounds 5–6	Bake; set up the porch
11:30 am				Last loaves out; cleanup
12:00 pm				Porch pickup opens (last round is cool by 1:30)

Bulk times are for a 75 °F (24 °C) kitchen. Warmer kitchen, faster bulk; cooler, slower. Always shape by the dough (+50–75 %, domed, jiggly, bubbles on the sides), not by the clock. The table just tells you roughly when to look.

The Timeline: 20 Loaves

Twenty loaves = 12 hearth loaves in the Dutch ovens + 8 Soft Sandwich or Honey Whole Wheat loaves in loaf pans, which bake 4 to a rack, 8 at once. Five batches, plus a slightly earlier Saturday start. Every loaf still gets its 10+ hours of cold proof.

Time	What's happening
Thu 9 pm	Build starter for 20 (see table above)
Fri 7:00 am	Feed the big starter 1:1:1
3:00 pm	Batch A (Classic) autolyse
3:30 pm	Batch B (Classic) autolyse · A gets starter + salt
4:00 pm	Batch C (Specialty) autolyse · B starter + salt · A fold 1
4:30 pm	Batch D (Sandwich) autolyse · C starter + salt · B fold 1 · A fold 2
5:00 pm	Batch E (Sandwich) autolyse · D starter + salt · C fold 1 · B fold 2 · A fold 3
5:30–7:00 pm	Folds continue in order, each batch 30 min behind the one before
8:00–9:30 pm	Hearth batches A, B, C: pre-shape, rest, final shape → fridge
9:00–10:00 pm	Pan loaves D and E: shape into greased pans → fridge
Sat 5:15 am	Dutch ovens in, preheat to 500 °F (260 °C)
6:00–10:30 am	6 rounds of hearth loaves, 2 at a time
10:30 am	Dutch ovens out, oven down to 400 °F (205 °C), pans out of the fridge
10:45–11:30 am	All 8 pan loaves at once, two racks, swap racks at 25 min
11:30 am–1:30 pm	Cool, bag, label
12:00–2:00 pm	Porch pickup (pan-loaf orders in the later slots)

> *Sarah's tip: Give your 20-loaf customers a pickup slot when they order: «11:45–12:30» or «1:00–2:00». The early rounds go to the early slots. It spreads people out and nobody ever gets a warm-inside loaf.*

Fridge Space for 12–20 Bannetons

The cold proof is non-negotiable, so you need room for every shaped loaf. You don't need a second fridge to start. Here's how I fit them.

- **Clear the fridge Friday at lunch.** Move drinks, condiments and leftovers into a cooler with ice packs for the night. The middle shelves become the bread shelves.
- **Take out a shelf.** Removing one shelf usually lets bannetons stack two high with a sheet pan between layers.
- **Sheet-pan couche.** Line a half sheet pan with a floured linen or flour-sack towel, pleat it between loaves, and fit 3 batards per pan. Stack pans with four upturned cups as spacers.
- **Bowls and colanders.** Any bowl about 8–9 inches across, lined with a floured towel, is a perfect banneton. Mixing bowls nest when empty and fit oddly shaped gaps when full.
- **Plastic bag hats.** Cover each banneton with a shower cap or a clean produce bag so loaves don't dry out and can touch the next pan without sticking.
- **The cold-weather cooler.** In winter, a big cooler with frozen ice packs on top and bottom holds 6 loaves happily overnight. Keep a fridge thermometer inside and aim for 38–40 °F (3–4 °C).
- **Pan loaves on the bottom.** Loaf pans are sturdy and flat; they make a stable base for a sheet pan on top.
- **Later:** a second-hand garage fridge is the single best upgrade once you're baking 16+ every week.



Friday 10:30 pm: twelve loaves tucked in, two shelves, sheet pans and a lot of happy planning.

Oven Rotation

One home oven bakes **2 hearth loaves per round**, either in 2 Dutch ovens or open on a baking steel with steam. Each round takes about 45 minutes, including reloading.

Option A: 2 Dutch ovens (my setup)

Preheat both pots in the oven at 500 °F (260 °C) for 45 minutes. Load each round straight from the fridge: flip onto a parchment sling, score, lower into the pot, lid on.

Round	Loaves	In (lid on, 475 °F / 245 °C)	Lid off (450 °F / 230 °C)	Out	Reheat pots
1	1–2	7:00	7:20	7:42	lids on, back in for 3 min
2	3–4	7:45	8:05	8:27	3 min
3	5–6	8:30	8:50	9:12	3 min
4	7–8	9:15	9:35	9:57	3 min
5	9–10	10:00	10:20	10:42	3 min
6	11–12	10:45	11:05	11:27	done

Between rounds, turn the oven back up to 500 °F (260 °C) while the empty pots reheat with their lids on, then drop to 475 °F (245 °C) the moment the new loaves go in. Set two timers per round: one for «lid off», one for «out». Check internal temperature on the first loaf of each round: 205–210 °F (96–99 °C).

For the 20-loaf day, start Round 1 at 6:00 and the same rhythm finishes Round 6 at 10:27.

Option B: Baking steel + steam (plus loaf pans)

A steel on the middle rack and a cast-iron skillet (or a sheet pan with lava rocks) on the bottom rack for steam. Preheat 1 hour at 500 °F (260 °C).

Round	What bakes	Steam phase	Vent phase	Out
1	2 batards on the steel	7:00–7:20, 1 cup boiling water in skillet, 475 °F (245 °C)	7:20–7:42, skillet out, 450 °F (230 °C)	7:42
2	2 batards on the steel	7:45–8:05	8:05–8:27	8:27
3	2 batards on the steel	8:30–8:50	8:50–9:12	9:12
4	2 batards on the steel	9:15–9:35	9:35–9:57	9:57
5	2 batards on the steel	10:00–10:20	10:20–10:42	10:42
6	2 batards on the steel	10:45–11:05	11:05–11:27	11:27
Pans	Up to 8 pan loaves on 2 racks, steel out	none, 400 °F (205 °C)	40–45 min, swap racks at 25 min	internal 195–200 °F (90–93 °C)

Batards (oval loaves) fit two on a steel more easily than boules. Load with a thin cutting board or the back of a sheet pan as a peel, on parchment.



Round three: two pots, lids off, and the kitchen smells unbelievable.

Cooling and Bagging

- **Cool on a rack for at least 2 hours.** The crumb finishes setting as it cools. A warm loaf bagged too soon goes soft and steamy. Your oven racks, a cooling rack on top of a sheet pan, or even upturned muffin tins work.
- **Give each loaf space.** Two inches between loaves so air moves.
- **Label by round.** A sticky note on the counter by each pair, «R1 7:42», tells you which loaves are ready to bag.
- **Bag when cool to the touch on the bottom.** Tap it: hollow sound, room-temperature base.
- **Paper or kraft bags** keep the crust crisp for the day. Clear bags look beautiful and keep it softer longer. Either works; just be consistent.
- **Name on every bag.** Write the customer's name on the label or a tag the moment you bag. Pre-printed labels from your Friday list make this fast.



Rounds one to four cooling, each pair with its sticky note. Bagging starts at the left.

Porch Pickup Setup

My porch pickup takes 10 minutes to set up and runs itself.

- **A small table or a wide shelf** in the shade, never in direct sun.
- **A bread crate or big basket** with bags standing upright, names facing out, sorted alphabetically.
- **A cover:** a clean linen towel over the top, or a lidded storage tote if it's windy.
- **A small sign** with the pickup window and your payment handle (most orders are prepaid from the Friday list; this is for extras).
- **Extras basket** for walk-ups, with prices on a little card.
- **A text when it's ready:** «Bread's on the porch! Your bag has your name on it. Have a lovely weekend.» Send it as a group text or one by one.
- **A thank-you treat once in a while:** a little bag of discard crackers in a regular's bag.



The porch at noon: names out, towel on, extras basket on the side.

Cleaning in 20 Minutes

Flour gets everywhere. That's okay. Here's the 20-minute reset, in order:

1. **Minutes 0–3:** Dry scrape. Bench scraper on the counter, dried dough into the trash (never down the drain).
2. **Minutes 3–8:** Containers and bowls soak in cold water first (cold lifts dough, hot glues it), then a quick wash.
3. **Minutes 8–11:** Bannetons and towels: shake out the rice flour outside, let bannetons air-dry upside down, towels into the wash.
4. **Minutes 11–14:** Dutch ovens: once cool, wipe out with a dry towel. No soap needed for enameled or seasoned cast iron unless something spilled.
5. **Minutes 14–17:** Counter and handles: wipe with hot soapy water, then a food-safe sanitizer.
6. **Minutes 17–20:** Sweep the floor, put the scale and scrapers back in their bin, refill the flour container for next week.

> *Sarah's tip: Keep one plastic bin that holds everything for bake day: scale, scrapers, thermometer, lame, rice flour, masking tape, marker, parchment. Friday afternoon you pull out one bin; Saturday afternoon you put back one bin.*

The Equipment List Under $100

You already have an oven, a fridge, mixing bowls and towels. This is everything else, for about **$98**.

Item	Why	Approx price	Nice-to-have later
Digital kitchen scale (to 5 kg / 11 lb, 1 g steps)	Every recipe is by weight; weighing is how 20 loaves come out the same	$15	A second scale just for the starter
Cast-iron combo cooker or 5-qt Dutch oven	Traps steam for a great rise and crust	$35	A second one, so you bake 2 per round without borrowing a pot
An oven-safe lidded pot you already own	Your second «Dutch oven» to start	$0	Baking steel ($60–90) for open baking
Bench scraper	Dividing, shaping, cleaning	$5	A curved bowl scraper too
3 food-safe 2-gallon buckets	One per 4-loaf batch	$12	Clear 12-quart square tubs with lids
12 flour-sack towels	Line bowls as bannetons; cover dough	$12	12–20 rattan bannetons ($8–12 each)
Rice flour	Loaves release cleanly from towels and bannetons	$4	
Parchment roll	Slings for lowering loaves into hot pots	$5	Reusable silicone bread slings
Instant-read thermometer	Checks 205–210 °F (96–99 °C) inside each loaf	$10	A probe thermometer with alarm
Razor blade or sharp serrated knife	Scoring	$0 (in your drawer)	A bread lame
Total		**about $98**	

Packaging (bags, labels, twine) is counted per loaf at about $0.35, so it lives in your pricing, not in this list. Loaf pans for sandwich loaves (9×5 in, about $8 each) are your first add-on when you start the 20-loaf day.

Scaling to Twice a Week

When your Saturday sells out and the waitlist grows, the easiest next step is a second bake day, not a bigger one.

- **Pick a weekday pair.** Tuesday-into-Wednesday works for many people: feed Tuesday morning, mix Tuesday afternoon, bake Wednesday morning, pickup by lunch or after school.
- **Make the weekday smaller.** Saturday stays your big bake; the weekday is 8–12 loaves, often the Bread Club members who'd love bread midweek.
- **Keep the same timeline.** Same starter build, same batches, same rotation. Your brain already knows it.
- **Refresh Dolly in between.** Back to normal 1:1:1 feeds the day after each bake.
- **Order flour in bulk.** Two bakes a week is when the 25 lb or 50 lb bags make the most sense.
- **Two weekly order lists,** two pickup texts, two batches of labels. Same system, twice.

Twice a week at 12 classic loaves is about **$1,000 a month** after ingredients. Same kitchen, same oven, just one more morning.

Checklist: Friday Night

- [ ] □ Weekly Order List printed, loaf counts written down per type
- [ ] □ Dolly's keep-back jar set aside before the big build
- [ ] □ All batches mixed, labeled with letter, type and mix time
- [ ] □ Inclusions added during the 2nd set of folds for specialty batches
- [ ] □ Every batch reached +50–75 % before shaping
- [ ] □ Bannetons, bowls or couche pans floured with rice flour
- [ ] □ Every shaped loaf covered and in the fridge (38–40 °F / 3–4 °C)
- [ ] □ Count check: number of loaves in the fridge = number on the order list (+ extras)
- [ ] □ Labels printed and sorted by name
- [ ] □ Parchment slings cut, thermometer and lame on the counter
- [ ] □ Dutch ovens on the oven rack, ready for the morning preheat
- [ ] □ Alarm set for preheat time

Checklist: Saturday Morning

- [ ] ☐ Oven and pots preheating 45 minutes (Dutch ovens) or 1 hour (steel)
- [ ] ☐ Two timers ready: «lid off» and «out»
- [ ] ☐ First loaf of each round checked: 205–210 °F (96–99 °C)
- [ ] ☐ Every round on the rack with a sticky note and time
- [ ] ☐ Loaves cooled at least 2 hours before bagging
- [ ] ☐ Bags named and labeled, sorted alphabetically
- [ ] ☐ Porch table in the shade, crate, cover, sign, extras basket
- [ ] ☐ «Bread's on the porch!» text sent
- [ ] ☐ Cleaning reset done in 20 minutes
- [ ] ☐ Dolly fed and back to her normal routine
- [ ] ☐ Money in noted on the Monthly Profit Tracker

Bake day done. Put your feet up, have a slice with butter. You earned it.



THE SOURDOUGH FORMULA

Module 8 · Selling From Home, Legally

Let's make this part simple. Selling bread from your home kitchen is legal in most places, and bread is one of the foods home bakers are allowed to sell almost everywhere. Lawmakers like bread: it's low-risk, it's been baked at home forever, and it brings neighbors together.

In this module you'll find out which rules apply where you live, what your label needs to say (word for word), and the handful of habits that keep your kitchen and your paperwork tidy. Most people finish the whole thing in one afternoon and a phone call.

What Cottage Food Laws Are

A **cottage food law** is a set of rules that lets you make certain low-risk foods in your home kitchen and sell them, usually directly to the people who eat them. Instead of renting a commercial kitchen, you follow a short list of steps: sometimes a quick registration, sometimes a food safety course, sometimes nothing at all except a proper label.

Some US states go a step further with **food freedom laws**, which let home producers sell a wider range of foods with very few requirements, as long as the buyer knows it was made at home.

Here's what's true almost everywhere:

- **Bread is allowed.** Baked goods that don't need refrigeration, like sourdough loaves, are the classic cottage food.
- **You sell directly.** To the person who'll eat it: from your home, at farmers markets, at events, often online with in-person pickup or local delivery.
- **You label it.** Name, ingredients, allergens, your name and address, and a statement that it was made in a home kitchen.
- **Some states cap yearly sales.** Caps usually range from about $20,000 to $250,000 a year, and many states have no cap at all. A Saturday bake of 12–20 loaves sits comfortably under most caps.
- **Shipping is its own topic.** Many states allow online orders with pickup or local delivery; shipping across state lines is usually not part of cottage food rules. Porch pickup keeps it simple.

The US: State by State

Here's a quick map of where each state stands for selling sourdough bread from home. «Typical requirement» is what home bread bakers usually need to do; your county may add a step, and some states have more than one program.

These rules change often, and many states have updated theirs in the last few years. **Use this table as your starting point, then confirm with your state or county agency before your first sale.** One phone call or one visit to their cottage food page usually answers everything.

State	Sell bread from home?	Typical requirement	Where to check
Alabama	Yes (cottage food)	Training: approved food safety course; registration	Alabama Department of Public Health
Alaska	Yes (cottage food)	None (sales cap; sign or label)	Alaska Department of Environmental Conservation
Arizona	Yes (cottage food)	Registration + food handler card	Arizona Department of Health Services
Arkansas	Yes (food freedom)	None (label required)	Arkansas Department of Health
California	Yes (cottage food)	Registration (Class A, direct sales) or permit (Class B); food processor course	Your county environmental health department
Colorado	Yes (cottage food)	Training: food safety course	Colorado Department of Public Health and Environment
Connecticut	Yes (cottage food)	Permit / license with kitchen inspection	Connecticut Department of Consumer Protection
Delaware	Yes, with limits (special case)	Permit; program details vary, confirm current options	Delaware Division of Public Health / Department of Agriculture
District of Columbia	Yes (cottage food)	Registration	DC Health
Florida	Yes (cottage food)	None (label required; sales cap)	Florida Department of Agriculture and Consumer Services
Georgia	Yes (cottage food)	Permit / license, training	Georgia Department of Agriculture
Hawaii	Yes (homemade food)	Registration; food handler training	Hawaii Department of Health
Idaho	Yes (cottage food)	None for non-perishable baked goods	Your local public health district

State	Sell bread from home?	Typical requirement	Where to check
Illinois	Yes (cottage food / home kitchen)	Registration with local health department + food handler training	Illinois Department of Public Health / local health department
Indiana	Yes (home-based vendor)	Training: food handler certificate	Indiana State Department of Health
Iowa	Yes (home food processing)	None or license depending on sales and food type	Iowa Department of Inspections, Appeals and Licensing
Kansas	Yes	None for non-perishable baked goods	Kansas Department of Agriculture
Kentucky	Yes (home-based processor)	Registration; training	Kentucky Department for Public Health, Food Safety Branch
Louisiana	Yes (cottage food)	None (label required; sales cap)	Louisiana Department of Health
Maine	Yes (home food manufacturing)	Permit / license with inspection	Maine Department of Agriculture, Conservation and Forestry
Maryland	Yes (cottage food)	Registration	Maryland Department of Health, Office of Food Protection
Massachusetts	Yes (residential kitchen)	Permit with local inspection	Your local board of health
Michigan	Yes (cottage food)	None (label required; sales cap)	Michigan Department of Agriculture and Rural Development
Minnesota	Yes (cottage food)	Registration + training course	Minnesota Department of Agriculture
Mississippi	Yes (cottage food)	None (label required; sales cap)	Mississippi State Department of Health
Missouri	Yes (cottage food)	None for baked goods	Missouri Department of Health and Senior Services

State	Sell bread from home?	Typical requirement	Where to check
			/ local health department
Montana	Yes (food freedom)	None (label required)	Montana Department of Public Health and Human Services
Nebraska	Yes (cottage food)	Registration + food safety course	Nebraska Department of Agriculture
Nevada	Yes (cottage food)	Registration with local health authority; training	Your local health district / Nevada Division of Public and Behavioral Health
New Hampshire	Yes (homestead food)	None up to the sales cap; license above it	New Hampshire Department of Health and Human Services
New Jersey	Yes (cottage food, since 2021)	Permit + food protection manager certification; sales cap	New Jersey Department of Health
New Mexico	Yes (homemade food)	Training: food handler certificate	New Mexico Environment Department
New York	Yes (home processor)	Registration (home processor exemption)	New York State Department of Agriculture and Markets
North Carolina	Yes (home processing)	Permit with kitchen inspection	North Carolina Department of Agriculture and Consumer Services
North Dakota	Yes (cottage food)	None (label required)	North Dakota Department of Health and Human Services
Ohio	Yes (cottage food)	None for non-perishable baked goods	Ohio Department of Agriculture
Oklahoma	Yes (homemade food freedom)	None (label required; sales cap)	Oklahoma State Department of Health
Oregon	Yes (home baking / domestic kitchen)	Permit / license with inspection	Oregon Department of Agriculture

State	Sell bread from home?	Typical requirement	Where to check
Pennsylvania	Yes (limited food establishment)	Registration with kitchen inspection	Pennsylvania Department of Agriculture
Rhode Island	Limited (special case)	Permit; home food sales tied to farms	Rhode Island Department of Health
South Carolina	Yes (home-based food)	None (label required)	South Carolina Department of Agriculture
South Dakota	Yes (home-processed food)	None (label required)	South Dakota Department of Health
Tennessee	Yes (food freedom)	None (label required)	Tennessee Department of Agriculture
Texas	Yes (cottage food)	Training: food handler card; sales cap	Texas Department of State Health Services
Utah	Yes (food freedom / cottage food)	None for direct sales; registration for the cottage food program	Utah Department of Agriculture and Food
Vermont	Yes (home bakery)	None for small weekly sales; license above that	Vermont Department of Health
Virginia	Yes (home food exemption)	None for non-perishable baked goods	Virginia Department of Agriculture and Consumer Services
Washington	Yes (cottage food)	Permit with inspection + food worker card; sales cap	Washington State Department of Agriculture
West Virginia	Yes (cottage food)	None (label required)	West Virginia Department of Health / local health department
Wisconsin	Yes (home-baked goods)	None (label required)	Wisconsin Department of Agriculture, Trade and Consumer Protection
Wyoming	Yes (food freedom)	None (label required)	Wyoming Department of Agriculture

Rules change, and many states updated their cottage food laws recently. Before your first sale, confirm the current rules with your state agency and your county health department. Ask them three questions: «Can I sell sourdough bread from my home?», «Do I need to register or get a permit?» and «What exact sentence goes on my label?»

Special cases worth knowing

- **New Jersey** was the last state to allow cottage foods and has allowed them **since 2021**, with a **cottage food permit** from the Department of Health and a food protection manager certification. Bread is a great fit.
- **California** has two levels: **Class A** (you sell directly to customers, registration) and **Class B** (you also sell through shops or cafés, permit with inspection). Most porch-pickup bakers are Class A. The yearly sales cap adjusts each year.
- **Sales caps.** Several states cap yearly cottage food sales (for example Texas, Florida, Michigan, Louisiana, Mississippi, Oklahoma, Washington, New Jersey). The caps are generous for a weekly home bake; check yours and note it on your Monthly Profit Tracker.
- **Food freedom states** (for example Wyoming, Arkansas, Montana, Tennessee, Utah, Oklahoma) let you sell directly with very few steps, as long as your label tells buyers it was made at home.
- **Online orders and shipping.** Most states are happy with online ordering when the customer picks up in person or you deliver locally. Some allow shipping within the state. Shipping across state lines is generally outside cottage food rules. Porch pickup and local delivery keep everything easy.
- **Selling to cafés and shops** (wholesale) is a different level in most states and usually needs a permit or a licensed kitchen. Selling directly to the eater is the sweet spot.
- **Delaware and Rhode Island** have narrower home-food programs; call their agencies first, because options there are evolving.
- **City and HOA rules.** Your city may want a simple home business license, and some HOAs have rules about customer traffic. Porch pickup in short windows is usually welcome everywhere.

Canada

In Canada, home food sales are set **province by province**, and the day-to-day contact is your **local public health unit** or health authority. The usual name for what you're doing is a

«home-based food business», and low-risk baked goods like bread are the most commonly allowed category.

The general pattern:

- **Tell your local public health unit** before you start. Many have a short home-based food business form or checklist; some do a friendly kitchen visit.
- **Take a food handler course.** Usually required or strongly recommended, and quick to do online.
- **Label your bread** with the product name, ingredients, allergens, and your name and contact details.
- **Check your municipality** for a home business licence and zoning.

Examples:

- **Ontario:** low-risk home-based food businesses (bread is a classic example) are allowed; notify your local public health unit before you start, and a food handler certificate is expected.
- **British Columbia:** low-risk foods like bread can be made in a home kitchen; contact your regional health authority (for example Fraser Health or Vancouver Coastal Health) and take FOODSAFE Level 1 or an equivalent course.
- **Alberta:** low-risk foods from home kitchens are allowed for direct sale; take a recognized food safety course and check in with Alberta Health Services, Environmental Public Health.
- **Quebec:** contact the MAPAQ (Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec); labels in Quebec need to be in French.

Canada's priority allergens to declare: wheat and triticale (and other gluten sources), milk, eggs, sesame, tree nuts, peanuts, soy, mustard, fish, crustaceans and shellfish, and sulphites.

United Kingdom

The UK makes home baking businesses very straightforward.

1. **Register as a food business with your local council at least 28 days before you start trading.** It's free and done online through your council. Registration can't be refused, and it's the same step every café takes.

2. **Expect a friendly visit.** An environmental health officer may visit to check your kitchen and give you a **Food Hygiene Rating** (0–5). A clean, organized home kitchen regularly gets a 5.
3. **Take a Level 2 Food Hygiene certificate** (Level 2 Food Safety and Hygiene for Catering). It's recommended, inexpensive, takes a few hours online, and inspectors love to see it.
4. **Keep simple food safety records** using the Food Standards Agency's **«Safer Food, Better Business»** pack. It's a fill-in booklet made for exactly this.
5. **Allergens:** know the **14 allergens** and declare any in your bread. For sourdough that's usually cereals containing gluten (wheat, rye, spelt, barley, oats) and sometimes milk, eggs, sesame, nuts or sulphites.
6. **Natasha's Law (PPDS labelling).** Since October 2021, food that is **prepacked for direct sale** (PPDS) needs a full label: the **name of the food** and a **full ingredients list with allergens emphasised** (in bold, for example). Bread you bag before the customer orders or arrives, then hand over from your home, is PPDS. So every bagged loaf gets a full label.

If you sell loose, unwrapped loaves (for example from a basket at a market), you still give allergen information, usually on a sign or menu, with the full list available on request.

Australia

In Australia, home food businesses follow the national **Food Standards Code** (from Food Standards Australia New Zealand, FSANZ), and each state and territory has its own food act. Your day-to-day contact is your **local council**.

- **Register or notify with your local council** before you start. Many councils have a home-based food business application and will inspect your kitchen.
- **Bread is usually low-risk.** Many councils treat home-baked bread as a lower-risk category with simpler requirements.
- **Food safety training:** a basic food handler course is expected. Depending on your category, you may need a Food Safety Supervisor certificate.
- **Labels:** packaged bread needs the name of the food, ingredients in descending order by weight, allergens declared in **bold** in the ingredient list with a **«Contains:»** summary statement (the Plain English Allergen Labelling rules), a date mark if it keeps less than 2 years, and your business name and Australian address.

State differences, in short:

- **NSW:** notify your local council; the NSW Food Authority sets the rules for higher-risk businesses.
- **Victoria:** home-based food businesses are classified by risk class and register with the local council; selling at markets uses the **Streatrader** system.
- **Queensland:** check with your local council; some low-risk home businesses need only a notification rather than a full licence.
- **WA, SA, Tasmania, ACT, NT:** register or notify with your local council or territory health department.

The Exact Label Wording

A great label does two jobs: it follows the rules, and it makes your bread look like a gift. Here are templates you can copy. Swap in your details, and use **your** jurisdiction's exact sentence where it says so.



A kraft bag, a simple label and a bit of twine. Clear information looks beautiful.

What every label needs (most places)

1. **Product name:** «Classic Country Sourdough»

2. **Ingredients in descending order by weight:** the heaviest ingredient first. For flour, list what's in the flour itself, copied from your flour bag.
3. **Allergens:** clearly declared. In the US the major allergens are **wheat, milk, eggs, sesame, soy, tree nuts, peanuts, fish and shellfish**.
4. **Net weight:** in ounces/pounds and grams (US).
5. **Your business name and address:** some states allow a phone number or registration number instead of the street address; check yours.
6. **The home kitchen statement:** the sentence your state requires.

US cottage food label template

> ***Classic Country Sourdough***

> *Ingredients: Unbleached enriched wheat flour (wheat flour, malted barley flour, niacin, reduced iron, thiamin mononitrate, riboflavin, folic acid), water, whole wheat flour, salt.*

> *Contains: Wheat.*

> *Net Wt. 1 lb 10 oz (737 g)*

> *Whitfield Kitchen Bread · [your street address, city, state, ZIP]*

> *Made in a Home Kitchen that has not been inspected by the [State] Department of Health.*

Each state's exact wording varies. Some examples of the style:

- **California:** «Made in a Home Kitchen» in 12-point type, plus your county and registration or permit number.
- **Texas:** «This food is made in a home kitchen and is not inspected by the Department of State Health Services or a local health department.»

- **Florida:** «Made in a cottage food operation that is not subject to Florida's food safety regulations.»

Copy your state's sentence exactly from your agency's cottage food page; that's the one thing on the label you don't rephrase.

A specialty example:

> ***Jalapeño Cheddar Sourdough***

> *Ingredients: Unbleached enriched wheat flour (wheat flour, malted barley flour, niacin, reduced iron, thiamin mononitrate, riboflavin, folic acid), water, cheddar cheese (pasteurized milk, cheese cultures, salt, enzymes, annatto), pickled jalapeños (jalapeño peppers, water, vinegar, salt), salt.*

> *Contains: Wheat, Milk.*

> *Net Wt. 1 lb 12 oz (794 g)*

> *Whitfield Kitchen Bread · [your address]*

> *[Your state's home kitchen statement]*

For any ingredient with its own ingredient list (cheese, chocolate chips, jalapeños, seed mixes), copy it from the package in brackets, as above.

UK PPDS label template (Natasha's Law)

> ***Country Sourdough Loaf***

> *Ingredients: **Wheat** flour (**wheat** flour, calcium carbonate, iron, niacin, thiamin),*

> *water, wholemeal **wheat** flour, salt.*

> *[Your business name] · [your address]*

Rules of thumb: allergens are **emphasised every time** they appear (bold is the usual way), compound ingredients are listed in full, and the fortificants in your flour come from your flour bag (UK white flour is fortified, and the list on your bag is the one to copy). Weight and a best-before date are good practice and look professional.

Canada label example

> ***Country Sourdough Bread / Pain au levain de campagne***

> *Ingredients: enriched wheat flour (wheat flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), water, whole wheat flour, salt.*

> *Contains: Wheat.*

> *[Your business name, address and phone number]*

Bilingual labels are standard for packaged food in Canada and required in Quebec; your health unit will tell you what applies to bread you sell directly from home.

Australia label example

> ***Country Sourdough Loaf***

> *Ingredients: **wheat** flour, water, wholemeal **wheat** flour, salt.*

> *Contains: **wheat, gluten**.*

> *Best before: [date]*

> *[Your business name] · [your Australian address]*

Allergen table for all 32 recipes

Based on the recipes as written in this course. If you swap a brand or an ingredient (seed mixes, chocolate and cheese vary), check that package and update your label.

#	Recipe	Contains
1	Classic Country Boule	Wheat
2	Country Batard	Wheat
3	Soft Sandwich Loaf	Wheat, Milk
4	Honey Whole Wheat Sandwich Loaf	Wheat, Milk
5	50 % Whole Wheat Country Loaf	Wheat
6	Seeded Whole Wheat	Wheat, Sesame (if your seed mix has it)
7	Rustic Light Rye	Wheat, Rye (gluten)
8	Spelt Country Loaf	Wheat (spelt)
9	Sourdough Baguettes	Wheat
10	Dinner Rolls by the Dozen	Wheat, Milk, Eggs
11	Sourdough Ciabatta	Wheat
12	Honey Oat Loaf	Wheat, Oats (gluten)
13	Cranberry Walnut	Wheat, Tree nuts (walnuts)
14	Jalapeño Cheddar	Wheat, Milk
15	Cinnamon Raisin	Wheat
16	Rosemary Olive	Wheat
17	Rosemary Sea-Salt Focaccia	Wheat
18	Garlic Parmesan	Wheat, Milk
19	Roasted Garlic & Herb	Wheat
20	Everything Bagel Boule	Wheat, Sesame
21	Sun-Dried Tomato & Basil	Wheat (UK/Canada: check sulphites in the tomatoes)
22	Chocolate Cherry	Wheat, Milk, Soy (check your chocolate)
23	Double Chocolate	Wheat, Milk, Soy (check your chocolate)
24	Lemon Blueberry	Wheat

#	Recipe	Contains
25	Cheddar Chive	Wheat, Milk
26	Fig & Walnut	Wheat, Tree nuts (walnuts)
27	Kalamata & Feta	Wheat, Milk
28	Turmeric Golden Seed	Wheat, Sesame (if your seed mix has it)
29	Pumpkin-Shaped Pumpkin Spice Loaf	Wheat, Milk
30	Pull-Apart Garlic Herb Wreath	Wheat, Milk
31	Sourdough Pizza Dough Kit	Wheat
32	Sourdough Discard Crackers	Wheat (+ Sesame or Milk if your topping uses them)

UK and Australia: declare gluten-containing cereals by name (wheat, rye, spelt, oats, barley) and emphasise them on the label. If you bake nut or sesame loaves in the same kitchen, a friendly line on your menu like «Baked in a kitchen that also uses nuts and sesame» helps customers with allergies choose with confidence.

Food-Safety Good Practice in 10 Bullets

These are the habits that make a home bakery run like a professional one, and they take almost no extra time.



Before every bake: hands washed, hair tied back, counter wiped and sanitized.

- **Wash your hands** before you start, after touching your face, phone or pets, and every time you come back to the dough.
- **Clean and sanitize the counter** before mixing and after shaping: hot soapy water, then a food-safe sanitizer.
- **Pets out of the kitchen** on bake days, and no pets on counters ever.
- **Hair tied back,** clean apron, no rings on dough hands.
- **Store flour and ingredients** in sealed containers, off the floor, labeled with the date you opened them.
- **Cold proof at 38–40 °F (3–4 °C).** Keep a fridge thermometer inside and glance at it Friday night.
- **Bake to temperature:** 205–210 °F (96–99 °C) inside the loaf, every round.
- **Cool completely before bagging,** at least 2 hours, so no condensation forms in the bag.
- **Keep allergens organized:** bake plain loaves before nut, sesame or cheese loaves, use separate scrapers, and clean between batches.
- **Sell fresh:** bake-day bread goes out the same day; extras go to your freezer or become croutons and crackers for your family.

Taxes and Money Basics

You're a small business now. That's exciting, and the money side is simple when you set it up from the start.

- **Keep records from day one.** The Monthly Profit Tracker from Module 6 plus a folder (paper or phone) of every flour, packaging and equipment receipt is enough to start.
- **Separate the money.** A free second checking account or a business profile on your payment app keeps bread money apart from family money. Tax time takes minutes instead of hours.
- **US income tax:** home bakery income is self-employment income. You report it each year (on Schedule C), and your costs (flour, packaging, a share of equipment) reduce what you pay tax on. Payment apps may send you a tax form for business payments, which matches your records perfectly when you track everything.
- **US sales tax:** in many states, bread sold for people to take home is exempt from sales tax, while some states tax food or require a seller's permit anyway. Check with your state's department of revenue.
- **UK:** register as self-employed with HMRC once you're past the **£1,000 trading allowance** in a tax year. Most bread is zero-rated for VAT, and VAT registration only comes in at a much higher turnover.
- **Canada:** report business income to the CRA. Basic groceries like bread are zero-rated for GST/HST, and you're a «small supplier» until you pass $30,000 in a year.
- **Australia:** get an ABN (free). Basic food like bread is GST-free, and GST registration only applies from $75,000 turnover.
- **Talk to an accountant once.** A one-hour chat in your first year sets you up properly and often finds deductions you'd miss.

Your Legal Checklist

- [ ] □ I checked my state, province, council or territory rules and wrote down the agency name
- [ ] □ I called or checked the agency page and asked my three questions
- [ ] □ I registered, got my permit or took my course, if my area needs it
- [ ] □ I copied my exact home kitchen sentence for my label (US)

- [ ] □ I wrote labels for each loaf I sell, with ingredients in order and allergens declared
- [ ] □ I noted my yearly sales cap (if any) on my Monthly Profit Tracker
- [ ] □ I set up a separate account or payment profile for bread money
- [ ] □ I started my receipts folder

That's the whole legal side. One afternoon, a few forms, a good label. Now you're officially a home baker in business.



THE SOURDOUGH FORMULA

Module 9 · Labels, Bag Tags, Price Sign & Menu

Here's a little secret from my porch: the same loaf sells faster in a bag with a neat label and a twine bow than it does naked on a cutting board. Nothing about the bread changed. What changed is that it looks like it came from a real bakery, and people happily pay bakery prices for bakery bread.

This module makes your table look like a small, proud bakery. You'll pick a name, print a label, tie a tag, set out a price sign and a menu card. All of it costs about $0.35 per loaf and takes one evening to set up. After that, it's just print and stick.



My Saturday porch table: bagged loaves, a little price sign, and the menu card propped against the basket.

Step 1 · Choose Your Bakery Name

Your name goes on every label, every tag, every post, and every text message. People will say it out loud ("I got this from Rosewood Bread") so pick something easy to say and easy to spell.

The name formula

Use one of these three patterns. Each one works, and you can decide in ten minutes.

1. **Your name + bread word** · Sarah's Loaves, Kate's Kitchen Bread, The Miller Family Bakehouse

2. **Your street or neighborhood + bread word** · Maple Lane Sourdough, Hillcrest Bread Co., Northpark Loaf Club
3. **A warm word + bread word** · Golden Crumb, Rise & Shine Bread, Honest Loaf

Bread words to mix and match: Bakehouse, Bread Co., Loaves, Sourdough, Bakery, Bread Club, Kitchen, Crumb, Loaf, Ovenworks.

> *Sarah's tip: say the name out loud three times as if you were telling a friend at school pickup. If it rolls off your tongue, it's the one. Mine is simply «Whitfield Sourdough», and my neighbors shortened it to «Sarah's bread», which I love.*

30 name ideas to get you started

Your name	Your street or town	A warm word
Sarah's Loaves	Maple Lane Sourdough	Golden Crumb
Kate's Kitchen Bread	Hillcrest Bread Co.	Rise & Shine Bread
The Miller Bakehouse	Oak Street Loaves	Honest Loaf
Mama Jo's Sourdough	Cedar Hill Bakehouse	Saturday Crust
Little Ruth's Bread	Brookside Bread Club	Porch Loaf Co.
Anna's Ovenworks	Willow Creek Sourdough	Wild Yeast Kitchen
The Rivera Loaf	Northpark Bread Co.	Slow Rise Bakehouse
Grandma Lou's Bread	Seaside Sourdough	Warm Crumb Bakery
Nell's Sourdough	Pine Hollow Loaves	Golden Hour Bread
The Patel Kitchen Bakery	Riverbend Bakehouse	Hearth & Home Loaves

Before you decide, do a quick check: search the name on Facebook and Instagram and in your state's business name lookup. If nobody local uses it, it's yours. Grab the matching Instagram handle the same day, even if you won't post yet.

Step 2 · Bag Label vs Bag Tag

New bakers mix these up, so here's the simple split. The **label** is the sticker that stays on the bag and carries the required information. The **tag** is the pretty kraft card tied with twine that makes the loaf feel like a gift.

What goes on the bag label (the sticker)

This is the information side. Keep it clean and readable.

- Your bakery name
- The bread name (for example, «Classic Country Boule»)
- Ingredients, in order by weight (for the Master Loaf: bread flour, water, sourdough starter (flour, water), salt)
- Allergens in plain words (for example, «Contains: wheat» or «Contains: wheat, milk, tree nuts (walnuts)»)
- The home-kitchen statement for your state or country, copied word for word from the selling-from-home-legally module
- Net weight (a Classic loaf is about 1.6 lb / 725 g baked; weigh one of yours and round down)
- Your city and state, plus a phone or email
- Baked on date

Here's how a finished Classic label reads, top to bottom:

> ***Whitfield Sourdough** · Classic Country Boule · Ingredients: bread flour (wheat flour, malted barley flour), water, sourdough starter (wheat flour, water), salt. Contains: wheat. Made in a home kitchen that is not inspected by the state or local health department. Net wt. 1.5 lb (680 g). San Diego, CA · hello@whitfieldsourdough.com · Baked on: ____*

That's it. Use the exact statement your local rules ask for, and you're done.

What goes on the bag tag (the kraft card)

This is the friendly side. It's where people fall a little in love.

- Your bakery name, bigger
- The bread name
- One short line in your voice: «Baked this morning with love» or «Toast it, share it, enjoy it»
- Storage tip: «Keep cut side down on the board. Best in 3 days. Slices freeze beautifully.»
- A gentle invitation: «Want one every Saturday? Ask about the Friday list.»

That last line is the most valuable thing on the whole tag. It quietly turns a one-time buyer into a weekly regular.



Label on the front for the facts, kraft tag on the twine for the warm part.

Step 3 · The Price Sign

Your price sign answers the first question everyone has before they even say hello. One look and they know what to choose. Keep it to the three-step ladder:

Loaf	Price
Plain (sandwich, simple white or whole wheat)	$9
Classic (country boule, batard, seeded)	$11
Specialty (cheese, olives, fruit & nuts, chocolate)	$14

Selling in another market? Use clean local numbers: £7 / £9 / £11 in the UK, CA$12 / CA$15 / CA$18 in Canada, A$13 / A$16 / A$20 in Australia. Round, simple prices feel confident.

Design rules for the sign:

- Big, dark text on a cream or kraft background. Someone should read it from six feet away.
- Three lines only. If you add the Friday list, add one small line at the bottom: «Weekly loaf? Join the Friday list.»
- Payment methods in small text: «Venmo · Zelle · PayPal · cash».
- Print it at 5×7 in or 8×10 in, slip it into a cheap photo frame or a clear acrylic stand, and it looks like a café sign.

Step 4 · The Menu Card

The menu card shows what's baking this week. It changes every week, and that's exactly why people love it: «What's on the menu this Saturday?» becomes something they look forward to.

Keep it short. Four to six breads is perfect:

- **Classic Country Boule** · $11
- **Soft Sandwich Loaf** · $9
- **Jalapeño Cheddar** · $14
- **Cranberry Walnut** · $14
- **Discard Crackers (bag)** · $8

Add one line at the top with the pickup details: «Saturday porch pickup, 10 am to 12 pm», and one at the bottom: «Order by Thursday night.» The same menu, as a photo, becomes your weekly post and your Friday text.



This week's menu card, printed at home and propped on a little easel next to the basket.

Step 5 · Paper and Printing at Home

You don't need a print shop. A regular home inkjet or laser printer does all of this beautifully.

Labels (stickers)

Avery sheets are sold everywhere (Target, Walmart, Staples, Amazon) and the sizes are standard, so templates line up perfectly.

What	Avery size	Per sheet	Best for
Round kraft label	2 in round (22817 / 94509 kraft)	12	Front «seal» with your bakery name
Rectangle label	2 × 4 in (5163 / 8163)	10	Full ingredient label, the workhorse
Rectangle label	3⅓ × 4 in (5164 / 8164)	6	Larger label with more room for wording
Small rectangle	1 × 2⅝ in (5160 / 8160)	30	«Baked on» date stickers

In the UK and Australia, look for A4 label sheets of a similar size (for example, 99.1 × 67.7 mm, 8 per sheet). Canada uses the same Avery letter-size sheets as the US.

Tags

- **Kraft hang tags**, about 2 × 3.5 in, pre-punched, come in packs of 100 for $6 to $8. Print on them with a simple template, or buy blank and use a stamp.
- **Or** print on kraft cardstock (65 to 110 lb) and cut with a paper trimmer, then punch a hole. Four or eight tags fit on one letter-size sheet.

Home printer settings

These four settings make the difference between «homemade» and «real bakery»:

1. **Paper type:** set to «Labels» or «Heavy / cardstock». The printer slows down and the ink sits nicely.
2. **Scale:** «Actual size» or «100 %». Never «Fit to page», or your text will drift off the labels.
3. **Quality:** «High» or «Best». It uses a little more ink and looks far crisper.
4. **Test sheet first:** print on plain paper, hold it over a label sheet against the window, and check that everything lines up. Then print the real thing.

> *Sarah's tip: on a kraft label, dark brown or black ink looks best. Light colors disappear on brown paper.*

Step 6 · How to Bag and Tie

Bread must be completely cool before it goes into any bag, at least 2 hours after it comes out of the oven. Warm bread in a bag steams and the crust goes soft. Cool bread in a bag stays crusty and smells amazing when it's opened.

Which bag

- **Paper bread bags with a window** (about 8 × 4 × 16 in for a batard, or a 10 × 12 in flat-bottom bag for a boule): the classic bakery look. Packs of 50 for about $10.
- **Clear cellophane or bio bags:** great for sandwich loaves and focaccia slabs, because people like to see the crumb.

- **Small kraft bags with a window** for discard crackers.

The bagging routine (2 minutes per loaf)

1. Slide the cooled loaf in, bottom first.
2. Fold the top of the bag over twice, neatly, like a lunch bag.
3. Stick the ingredient label on the front, centered, about one-third down.
4. Add the round seal label across the fold, if you use one, to close it.
5. Wrap twine twice around the fold, thread the kraft tag on, and tie a bow.
6. Write the «Baked on» date with a fine marker.



Fold twice, label in the middle, twine around the fold, tag on the bow.

Baker's twine (the red-and-white or natural kind) comes in 100-yard spools for about $5 and lasts months. One loaf uses about 20 inches.

Your packaging costs, per loaf, land right around **$0.35**: bag about $0.20, label about $0.05, tag about $0.06, twine about $0.04. On an $11 Classic, that tiny bit of spending is what makes it look like an $11 loaf.



A row of bagged and tied loaves ready for porch pickup. This is the photo that sells the next batch.

Your Templates Are Ready in the Label Studio

You don't have to design any of this from scratch. In your members area, open the **Label Studio**. Inside you'll find ready-to-edit templates for everything in this module:

- Ingredient labels sized for Avery 2 × 4 in and 3⅓ × 4 in sheets
- Round 2 in seal labels
- Kraft hang tags (front and back)
- The three-line price sign (5×7 and 8×10)
- The weekly menu card
- «Baked on» date stickers

Type your bakery name once, choose your breads, and press print. The Label Studio fills your name across every template so they all match. Then print a test sheet on plain paper, check the alignment, and print the real ones.

Checklist · Your Bakery Look in One Evening

- [ ] ☐ Choose your bakery name and check it's free locally
- [ ] ☐ Grab the matching Instagram handle
- [ ] ☐ Buy label sheets, kraft tags, bread bags, and twine (about $35 for 50 loaves)
- [ ] ☐ Open the Label Studio and type your bakery name
- [ ] ☐ Add your exact home-kitchen statement to the label
- [ ] ☐ Print a test sheet, then your first labels and tags
- [ ] ☐ Print and frame your price sign
- [ ] ☐ Print this week's menu card
- [ ] ☐ Bag and tie one loaf and take a photo of it

When that last box is checked, you have a bakery. Not a hobby, not «my bread thing». A bakery with a name, a sign, and a menu. Next Saturday, your table is going to look the part.



THE SOURDOUGH FORMULA

What Happens Next

Dear baker,

You made it to the last page, and I want you to know how happy that makes me.

When I tucked my first little loaf into a breakfast basket, I had no idea it would turn into a Saturday bakery on my porch. I just knew that bread made people smile, and that a neighbor asking «could I just get the bread?» was the nicest question I'd heard in a long time. You're standing right where I stood. The only difference is that you have the whole map in your hands.

Here's what I know for sure: you don't need to be a professional, you don't need a fancy kitchen, and you don't need a big following. You need a happy starter, one loaf you can bake well, a fair price, and a short list of people who'd love fresh bread on a Saturday. You have all four now.

So let's walk the path one more time, together.

Your Path, Start to Saturday

Days 1 to 14 · Raise your starter

- [ ] □ Day 1: mix your starter (1:1:1, 50/50 bread flour and whole wheat) and give it a name
- [ ] □ Days 2 to 7: feed once a day, 5 minutes, and watch the first bubbles show up
- [ ] □ Days 8 to 14: switch to bread flour, feed on schedule, and watch it start doubling in 4 to 8 hours
- [ ] □ Day 14: it's domed, doubled, and smells like yogurt and apples (float test as a bonus)
- [ ] □ Meanwhile, follow the 7-Day Quick Start: your 15-name list, your bakery name, your labels

Day 15 · Bake your first Master Loaf

- [ ] □ Feed your starter in the morning
- [ ] □ Mix, fold, bulk, shape, and into the fridge overnight
- [ ] □ Bake in the Dutch oven, check 205 to 210 °F (96 to 99 °C) inside
- [ ] □ Cool 2 hours, cut it open, and take a picture of that crumb
- [ ] □ If anything looks flat, dense, or gummy, open the troubleshooting tree and adjust one thing

Your first Saturday · Sell it

- [ ] □ Choose your price from the ladder: Plain $9, Classic $11, Specialty $14
- [ ] □ Post your launch post and send your texts to the 15 names
- [ ] □ Bake your first batch (start with 4 to 6 loaves, grow to 12)
- [ ] □ Bag, label, tie, and set out your price sign and menu card
- [ ] □ Hand over your first loaf and say «thank you, see you next Saturday?»
- [ ] □ Start your Friday list with everyone who says yes

After that first Saturday, you simply repeat. Twelve Classic loaves is $132 a Saturday, and once a week that's about $500 a month from one home oven. The Friday list makes it calm and predictable, and the subscription scripts help your regulars pay on the 1st.

How to Reach Me

If you get stuck anywhere along the way, write to our support email (it's at the top of your members area and in your purchase confirmation). Tell me three things and I can help you fast:

1. Which day or which module you're on
2. What you did (flour, water, times, your kitchen temperature)
3. A photo, if it's about your starter or your loaf

My team and I read every message, and we answer within one to two business days. There's no silly question here. Every one of us started with a jar of flour and water and a lot of curiosity.

Send Me Your First Sold Loaf

This is my favorite part, and I mean it.

When you sell your very first loaf, take a photo of it. In the bag, on the porch, in your neighbor's hands, whatever it looks like. Then email it to us with your bakery name and one line about how it felt.

I keep a folder of these photos, and on slow Friday nights while my dough is resting, I open it. Bakers from San Diego to Manchester to Melbourne, each one holding a loaf they made

and someone was happy to pay for. Yours belongs in there.

Now go feed your starter. Your neighbors are going to be so glad you did.

With flour on my hands and a full heart,

Sarah Whitfield

San Diego, California

P.S. Dolly says hi. She's bubbling on my counter as I write this, already dreaming about your first Saturday.