

In-Store Bakery

Product Knowledge

Course 2: In-Store Bakery Breads & Rolls



A Training Series for Supermarket Bakery Department Associates

In-Store Bakery Product Knowledge

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Course 2: In-Store Bakery Breads & Rolls



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In-store Bakery Product Knowledge

ABOUT THIS SERIES

The *In-store Bakery (ISB) Product Knowledge* series shows you how to delight customers with bakery product information. Customers want to be confident that they've made good decisions. Be an advocate every day for the bakery products you sell. It's one of your most important roles. This training will build your confidence and your bakery expertise.

This bakery series has three courses and a final quiz:

- Course 1: In-store Bakery, Cakes, Icing, & Cookies
- Course 2: Breads & Rolls
- Course 3: Donuts and Sweet Goods
- Final Quiz

Course 1: In-store Bakery, Cakes, Icing, & Cookies

As a retail professional working in a supermarket bakery, this course will give you a better understanding of the department you work in, your roles, and information you'll need to discuss with your customers. This course will cover the following products: cakes, icings, and cookies.

When you finish this course, you'll be able to talk about:

- The importance of the in-store bakery department and new product trends.
- The important role you play on the bakery team.
- Three bakery buying categories: desserts, breads & rolls, and breakfast goods.
- Six bakery production methods: scratch, par-bake, bake-off, thaw and sell, freezer-to-oven, and mix.
- Popular cakes and icings.
- Popular cookies.

What You'll Learn:

- The importance of the in-store bakery department to your store.
- Your important role on the bakery team.
- Bakery production methods: scratch, par-bake, bake-off, thaw and sell, freezer-to-oven, and mix.
- Bread baking basics.
- Popular bakery products: cakes & icing, cookies, breads & rolls, donuts, sweet goods, and Danish.

Course 2: Breads & Rolls

Your bakery sells a collection of sandwich and artisan breads and rolls that brings in almost one-third of all in-store bakery sales. From simple ingredients like flour, water, and a leavening agent, and sometimes sourdough or pre-fermented dough, come products like delicious crusty French baguettes, sourdoughs, dark ryes, healthful grain rolls, and ethnic specialties like ciabatta, tortillas, wraps, and naan flatbreads.

This course will help you focus on some of the most popular ISB breads and rolls so you can help customers make good buying decisions. When you finish this course, you'll be able to talk about popular:

- Artisan hearth and crusty breads.
- Sandwich or pan breads.
- Flatbreads.
- Rolls.

Course 3: Donuts & Sweet Goods

This course is about two top sellers in the breakfast bakery category: donuts and sweet goods. These two baked goods account for about 20% of in-store bakery business. With recipes borrowed from the Dutch and the Danes, today's in-store bakery is a go-to destination for these favorites — morning, noon, and night.

When you finish this course, you'll be able to talk about popular:

- Yeast and cake donuts.
- Sweet and Danish dough products.

In-Store Bakery Product Knowledge includes this series of three courses, a final quiz, a final quiz answer key, and an associate tracking tool.

As you work through this series, you'll find:



Exercises



Links to FREE *IDDBA Job Guides* at IDDBA's Web site



Answer Keys



Links to FREE IDDBA Casts at IDDBA's Web site

How To Get the Best Results

The IDDBA *In-store Bakery Product Knowledge* training course is a workbook series. To get the full instructional benefit, we recommend that you take this series in two sessions: Courses 1 & 2 in one session and Course 3 and the final quiz in a second session. These three courses should take a total of about two hours to complete. However, you or your supervisor can customize this based on your available training time, what works best for you, and the needs of your business.

IDDBA Job Guides for Department Associates

Use our free, downloadable *IDDBA Job Guides* as part of your training experience. Print them from iddba.org/jobguides and use them as helpful guides as you work.

Progress Report

Use this Progress Record to keep track of your course and quiz completion.

Course Name	Completion Date	Job Guides Used	✓
In-Store Bakery, Cakes, Icing, & Cookies		Customer Service: Building Sales	
		Customer Service: Suggestive Selling	
		Customer Service: Building Customer Loyalty	
		Customer Service: A G.R.E.A.T. Way to Sell	
		Food Safety: Understanding Sensitive Ingredients	
		Bakery Operations: Production Methods	
		Food Safety: Sensitive Ingredients — Cross-Contamination	
		Food Safety: Sensitive Ingredients in the Bakery	
		Food Safety: Sensitive Ingredients — Lactose	
		Food Safety: Sensitive Ingredients — Gluten	
		Food Safety: Sensitive Ingredients — Sugar	
		Cakes: Shapes & Servings (English or Metric)	
		Cakes: Specialty Icing	
Cakes: Icing			
In-Store Bakery Breads & Rolls		Bakery Operations: Production Methods	
		Breads & Rolls Food Pairings	
		Breads & Rolls Bread Shapes	
Donuts and Sweet Goods		Donuts: Donut Types	
		Donuts: Donut Shapes	

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Course 2: In-Store Bakery Breads & Rolls

Breads & Rolls

Your bakery sells an assortment of sandwich and artisan breads and rolls that bring in about 29% of total in-store bakery (ISB) sales. From simple basic ingredients like flour, water, and a leavening agent, and sometimes a sour starter, come products like delicious crusty French baguettes, sourdoughs, dark ryes, healthful grain rolls, and ethnic specialties like ciabatta, tortillas, and naan.

This course will teach you about some of the most popular ISB breads and rolls so you can help customers make good buying decisions.

Breads

Getting to Know — Bread

Bread has been part of the human diet for at least 30,000 years. Ancient breads had no leavening to make them rise. All over the world, bread has evolved from the staple grains and cereals of specific regions. Breads & rolls make up approximately 29% of ISB business.

- **How It's Made** — The basic ingredients in bread are flour, water, and usually a leavening agent like yeast to make it rise. Some breads have the added ingredients like butter, milk, eggs, salt, and sugar (or molasses or malt syrup). Some traditional European breads use starters (sours) and no additional yeast.

This is how a simple scratch bread is typically made:

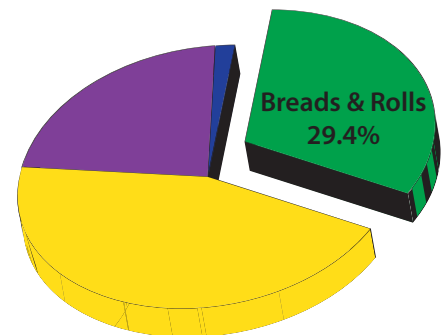
- Yeast or another leavening agent is mixed with water. Then wheat flour (or other grain flour) is stirred into the liquid mixture until it is the consistency is a thick batter or dough. The yeast “consumes” the flour’s sugar and releases carbon dioxide gas stretching the dough open and creating tiny air pockets in the bread. Kneading (or pressing and stretching) the dough helps the formation of gluten, a protein that improves dough elasticity. This allows the bread to expand resulting in a springy, airy crumb texture.
- For most bread, if the dough isn’t kneaded properly it cannot hold the small air pocket structure and the bread will collapse when it’s baked. Some breads, however, are not kneaded.

What You’ll Learn:

When you finish with this course you’ll be able to talk about:

- Bread baking basics and terminology
- Popular breads & rolls

In-Store Bakery Sales





- Depending on the bread recipe, the dough is left to rise for a specified amount of time. Usually the dough is punched down and kneaded again to redistribute the gases and reinvigorate the yeast so the bread develops a more even texture. The dough is then shaped or put into a pan and glazed. The surface is sometimes slashed with a knife to allow carbon dioxide gas to escape during baking without breaking the crust. (See “Venting Bread” later in this course.) After that, the bread is baked, cooled, and packaged for sale.

Gluten

“Gluten” is not present in flour. Glutenin and gliadin are present in the flour proteins. When you add water and mix the dough, gluten forms. Gluten helps retain the gasses made by the yeast which gives the bread its volume.

Science of Bread Baking

Baking bread is one of the oldest science experiments. As a bakery employee it may be helpful and interesting to have a little bread science knowledge so you know why ingredients behave as they do and how this affects bread quality. Product consistency is a key reason why shoppers choose one bakery over another. If you’re involved in any steps in the bread and roll preparation process, you should follow exact manufacturer or store production procedures to ensure that they come out right every time and that customers get what they expect.

Let’s cover some basic ingredient terminology and bread making procedures that influence bread quality in your supermarket bakery.

Flour bleaching

Freshly milled flour does not function well in most bakery products without some type of bleaching and/or oxidation. A flour is “unbleached” if no chemicals are used to whiten it. Unbleached flour has a creamy color due to *carotenoid*, a yellowish pigment present in the flour.

Some bread flours, and most cake flours, use a chemical, like *benzoyl peroxide*, to bleach and whiten the flour.

Oxidation

A natural way to oxidize flour (called normal oxidation) requires exposing it to air for several weeks to a few months while in storage. Oxidizing gives the bread dough good handling characteristics. Oxidizers can also be added either during milling or directly to the bread dough. If you find you’re working with a dough that’s sticky, soft, and weak, it is likely under oxidized and results in breads and rolls that have weak crusts, poor volume, and uneven grains. An over oxidized dough is usually dry, firm, and difficult to make up.

Dough Temperature/Handling

Dough temperature is critical for consistent bread results. Ideal dough should range from 78 – 82°F (26 – 28°C). During mixing, the correct water temperature (sometimes ice) is used to control the dough temperature. Also, always follow the correct guidelines for fermentation time and floor time; it is critical to the dough’s flavor and handling.

Dough Mixing

Mixing bread dough is done in four stages:

- Wetting — adding water wets all of the ingredients.
- Pickup — mixed ingredients start to pull away from the sides of the bowl.
- Clean-up — dough completely pulls away from the sides of the bowl.
- Development — dough becomes smooth and can be shaped for rising.



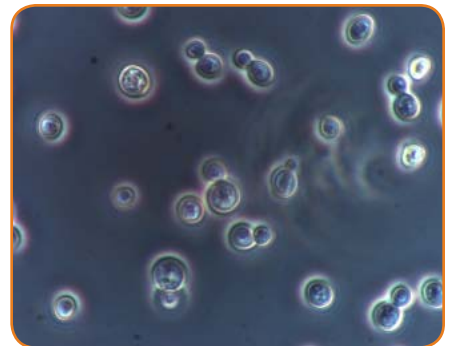
Yeast & Proofing

Yeast is an edible fungus; a living organism. Yeast starts to break down the starch in flour to sugars it can eat. As it does, it releases carbon dioxide gas stretching the dough open and creating the tiny air pocket texture of bread. Yeast thrives at 78 – 82°F (26 – 28°C). Its growth stops below 40°F (4°C), it starts dying at 120°F (49°C), and is dead at 140°F (60°C).

A proof box is the equipment bakeries use to create an ideal temperature environment to promote yeast growth. Ideal proofing takes place in the 100 – 105°F (38 – 41°C) temperature range with enough humidity to prevent crusting of the dough skin. Some products, like croissants, will be proofed at a lower temperature due to the butter ingredient. When properly proofed, a product generally doubles in size. This is usually called “full proof.”

As a bakery associate, it’s critical that you follow proper proof box use, such as:

- Never set the box temperature too high. At 120°F (49°C) or higher, yeast fermentation begins to slow down or stop, resulting in poor-quality breads or rolls.
- Never put frozen dough in the box, which can also result in poor-quality baked goods.
- Wait until products have reached room temperature before placing them in the proofer.



- Control the humidity based on the manufacturer’s recommendations. Too much moisture can result in streaks on the dough.
- After proofing, let items set at room temperature for a few minutes. This will ensure they bake properly.

Oven Temperature



Oven temperature is another critical part of making consistent breads and rolls. Always follow your manufacturer’s or ISB’s guidelines regarding baking temperatures. Baking on too high of a temperature will result in a product browned too fast and not fully baked inside. However, if the oven temperature is too low, the product can dry out before the correct crust color is achieved.

Most breads fully bake when their internal temperature is between 207 and 210°F (97 and 99°C). Generally, an 18-ounce loaf of bread will bake in approximately 23 to 28 minutes, depending on the type. Also, a rule of thumb: the richer the dough, the lower the baking temperature; the leaner the dough, the higher the temperature.

Steam in modern ovens is a great tool for creating a product’s proper crust and appealing appearance. Steam is usually used on items where you want a harder, crispier crust. Longer steam time with a closed oven damper will develop a harder crust. Steam also allows the outer crust to expand before it cracks somewhere (see venting below).

Par-baked breads are actually “fully” baked; they are just baked at a lower temperature so that the crust doesn’t brown. Par-baked bread must be baked a second time at store level to brown the crust. Some manufacturers prefer their par-baked products be baked frozen, while others recommend their products be thawed. For consistency, always follow the manufacturer directions.

Venting Bread



Most breads, and in a few cases rolls, are cut or slashed on top with a knife before baking. Some think this is only for appearance, but there is a technical reason for doing so. When a yeast product is placed in an oven, the high temperature will cause an extreme acceleration of gases being produced as well as the expansion of gas cells in the structure. There must be an “escape valve” for these gasses, hence the cuts. Bread will break along the weakest crust area. That is why the seam of a loaf of bread must be on the bottom of the loaf, to hide that break.

If bread is slashed correctly it will enhance its appearance. Generally, cuts are made with the knife laid down at an angle, so the cut can be deep enough in the bread, but it does not cause a deep vertical cavity. It is also important to understand that the cut must be made after the product comes out of the proof box and before it goes in the oven. If a product is cut before the proof box, the cut will “seal up” with the moisture of the proof box and not allow the gasses

to vent from the bread. If you ever notice breads cracking on the bottom where it meets the pan or hearth, there may not have been sufficient venting.

Cooling Time

Bread usually requires one to two hours to properly cool. Most items should be cooled to an internal temperature of at least 95°F (35°C). If a product is packaged too warm, it can become moldy. Breads packaged in paper or perforated bags can be packaged while still warm because the perforations allow venting.

On the other hand, baked products should not be allowed to sit too long before they are packaged or the saleable product will lose a full day's shelf life. Follow the directions you're given.

Shelf Life

At home, bread and rolls should be stored at either room temperature or frozen. Refrigerating bread products will result in poor quality. The worst staling temperature range is somewhere between 38 and 45°F (3 and 7°C). Most home refrigerators cool in the 40–41°F (4–5°C) range — which are prime staling temperatures. At these temperatures, the bread will not mold as quickly, but it will stale more rapidly. Staling bread is not due to moisture loss but a process called “retrogradation,” which is when the starch molecules start to crystallize. This process can be reversed if bread is reheated.



Six Bakery Production Methods

Bread and rolls reach the ISB in many forms — scratch, mix, frozen dough, freezer-to-oven, retarder-to-oven, par-baked, and thaw and sell. Many of the factors that make great breads or rolls share many of the same handling procedures. For instance, frozen dough is simply scratch dough that is usually made by a manufacturer. Product variations from store to store can be greatly reduced with frozen, par-baked and fully baked or thaw-and-sell products. Manufacturers regularly test the flour and ingredients that they use for optimal results. Formulation, mixing times, proper proofing, and baking are also extremely consistent with these products, resulting in lower instances of errors at store level.

Par-baked and fully baked products can also offer the ability to have a wider variety of breads or rolls in an ISB. It is difficult to mix many different bread varieties in the time constraints of most stores. The time from freezer to sales floor could be as little as an hour with these varieties, where mixing to sales floor could be at least three to four hours.

Refer to Course 1 for more information about six of these bakery product production methods.



Artisan, Sandwich, and Specialty Breads

Artisan Breads

Getting to Know — Artisan Bread



Artisan breads are very popular. These products typically feature old-world recipes, special ingredients or special production techniques like hand-shaping. They're typically called *hearth* and *crusty breads*. Manufacturers produce many artisan-style breads and provide them in various forms to in-store bakeries. Sometimes they are made from scratch in ISBs. Every day, many of these loaves are sold as just-baked, fresh, hot bread.

Artisan *hearth breads* bake directly on the bottom of the oven (or hearth), or on a sheet or perforated pan. Cornmeal dusted on baking surfaces prevents the bread from sticking. Sometimes, bakers shape loaves by hand to give them their characteristic shape. Hearth breads have a harder crust than pan breads because they bake on the hearth in a humid oven.

Artisan *crusty breads* fall into two product types: French/Italian and European breads. French and Italian breads have thin, crispy crusts and lighter inside textures. Bakers don't make different dough for these two bread types. Italian bread is distinguished by its shapes, slashed crusts, and baking procedures.

European breads have much thicker crusts and denser, chewier textures.

Common varieties of crusty breads include Italian, French, sourdough, and Cuban bread.



Bread	Texture & Shape	Crust	Flavor	Unique Features & Varieties
French	<ul style="list-style-type: none"> • Soft, light crumb. 	<ul style="list-style-type: none"> • Crisp, thin, chewy. 	<ul style="list-style-type: none"> • Typically wheat flavored; may also contain rye, whole wheat or other grains. 	<ul style="list-style-type: none"> • Crusty bread available in many shapes. • Baguette (bag het): long stick/loaf. • Batard (ba tard): thicker shorter loaf. • Boule (bool): round loaf. • Mini Boule: small, round loaf. • Uses: Dipping bread, soup, salad, sandwiches, and meal sides.
Italian Ciabatta	<ul style="list-style-type: none"> • Soft, open, holey crumb. • Slightly chewy and moist. • Oval, flatter loaf shape. • Origin of name – looks like a flattened slipper. 	<ul style="list-style-type: none"> • Crisp, chewy. 	<ul style="list-style-type: none"> • Olive oils give it a unique sweet/sour flavor. • Taste varies due to added ingredients like olives, cheese, herbs, sun-dried tomatoes or walnuts. 	<ul style="list-style-type: none"> • Italian bread noted for its shape. • Uses: Dipping bread, soup, salad and meal sides, and sandwiches.
Grain Artisan	<ul style="list-style-type: none"> • Denser crumb than French/Italian breads. 	<ul style="list-style-type: none"> • Chewy. 	<ul style="list-style-type: none"> • Depends on grain flavor. 	<ul style="list-style-type: none"> • Varieties: 9-grain, 12-grain, Oat, Spelt, and Aramant. • Uses: soup, salad and meal sides, sandwiches, and breakfast toast.
Sourdough	<ul style="list-style-type: none"> • Light, more porous crumb. • Moister than French breads. 	<ul style="list-style-type: none"> • Very hard, chewy. 	<ul style="list-style-type: none"> • Starter culture and yeast imparts a pleasant tangy, sharp sour-like taste like yogurt. 	<ul style="list-style-type: none"> • Available in many shapes. • Varieties: Plain, Cinnamon raisin, Chocolate raisin, Jalapeno Cheddar, Walnut, and Kalamata olive. • Uses: Dipping bread, soup, salad, and meal sides, sandwiches, and breakfast toast.



Baguette



Ciabatta



Grain Artisan



Sourdough Boule

Artisan Rye Bread*	Texture	Flavor	Unique Features & Varieties
Light Rye	<ul style="list-style-type: none"> • Finer crumb than other ryes. • Hard, chewy crust. 	<ul style="list-style-type: none"> • Mild rye flour flavor. 	<ul style="list-style-type: none"> • Off-white or beige color bread crumb from use of both rye and wheat flours. • May have caraway seed. • Uses: breakfast toast, sandwiches and meal sides.
Medium Rye	<ul style="list-style-type: none"> • Crumb similar to light rye. • Hard chewy crust. 	<ul style="list-style-type: none"> • Typical rye flavor. 	<ul style="list-style-type: none"> • Uses: breakfast toast, sandwiches and meal sides.
Dark Rye	<ul style="list-style-type: none"> • Coarser crumb. • Hard chewy crust. 	<ul style="list-style-type: none"> • Slightly sweet rye flavor. 	<ul style="list-style-type: none"> • Dark brown bread crumb. • Uses: soup, salad and sandwiches.
Pumpernickel	<ul style="list-style-type: none"> • Coarsest crumb, densest texture. • Hard chewy crust. 	<ul style="list-style-type: none"> • Deepest rye flavor, slightly sweet. 	<ul style="list-style-type: none"> • Made with pumpernickel flour (a coarse rye meal). • Darkest rye bread crumb. • Uses: soup, salad and sandwiches.

*Some ryes are also sandwich breads with softer crusts.



Light Rye



Medium Rye



Dark Rye



Pumpernickel

Sandwich Breads

Getting to Know — Sandwich Bread

Sandwich, or pan, breads get their name from the fact they're baked in a pan. These breads are very popular for making sandwiches. Wheat and white breads are the most popular. Some wheat flours are whole-grain flours, and give us breads such as whole wheat, honey wheat, and cracked wheat. For more whole-grain information, go to the *Important to Know* section.

All sandwich breads rise from yeast and bake in a dry oven. Most have soft crusts, making them very easy to slice. Some grain and whole-grain breads offer consumers a way to get their daily grain needs.



White



Wheat



Multi-Grain Sandwich



Pan Pumpernickel

Bread	Interior/Texture	Crust	Flavor	Unique Features & Varieties
White	<ul style="list-style-type: none"> • White interior from white flour. • Softest bite of all breads. 	<ul style="list-style-type: none"> • Pale golden crust. 	<ul style="list-style-type: none"> • Extremely mild nutty taste. 	<ul style="list-style-type: none"> • Uses: slices easily for sandwiches and meal side. • Varieties: Plain, Raisin, Cinnamon, English muffin, and split-top breads.
Wheat	<ul style="list-style-type: none"> • Darker interior from wheat flour. • Coarser texture than white bread. 	<ul style="list-style-type: none"> • Medium color; darker than white bread. 	<ul style="list-style-type: none"> • Flavorful nutty taste; intensity varies by grain. 	<ul style="list-style-type: none"> • Uses: slices easily for sandwiches and meal side. • Enriched wheat flour or whole-grain flours. • Varieties: wheat, whole-wheat, cracked wheat and honey-wheat breads.
Multi-Grain Sandwich	<ul style="list-style-type: none"> • Crumb varies depending on grain. 	<ul style="list-style-type: none"> • Medium crust. 	<ul style="list-style-type: none"> • Nutty taste; varies by grains. 	<ul style="list-style-type: none"> • Uses: slices easily for sandwiches and meal side. • Varieties: 9-grain, 12-grain, or whole-grain bread containing seeds or unmilled grains.
Pan Pumpernickel	<ul style="list-style-type: none"> • Dark rye coarse crumb. • Dense texture. 	<ul style="list-style-type: none"> • Hard crust. 	<ul style="list-style-type: none"> • Strong, nutty taste. • Molasses gives it a sweet flavor. • Sometimes caraway seeds, add to sharp flavor. 	<ul style="list-style-type: none"> • Uses: slices easily for sandwiches; meal side. • Available in artisan and pan breads.





Exercise 1: Artisan Breads

Directions: Test your knowledge of breads by answering these fill in the blank questions.

- on the bottom of the oven
- hearth
- crusty breads
- French/Italian
- European breads
- slashed crusts
- pumpernickel
- sandwich
- harder crust

1. Artisan breads are very popular and typically called _____ and _____.
2. Artisan hearth breads bake directly _____ (or hearth), or on a sheet or perforated pan.
3. Hearth breads have a _____ than pan breads because they bake on the hearth in a humid oven.
4. Artisan crusty breads fall into two product types: _____ and _____.
5. Since the dough is basically the same, Italian breads' shapes, _____, and baking procedures usually distinguish them from French breads.
6. _____ bread has the coarsest crumb, densest texture, and deepest rye flavor that's slightly sweet.
7. Wheat and white breads are the most popular _____ breads.



Answer Key
page 2.16



Exercise 1: Artisan Breads

1. Artisan breads are very popular and typically called hearth and crusty breads.
2. Artisan hearth breads bake directly on the bottom of the oven (or hearth), or on a sheet or perforated pan.
3. Hearth breads have a harder crust than pan breads because they bake on the hearth in a humid oven.
4. Artisan crusty breads fall into two product types: French/Italian and European breads.
5. Since the dough is the same, Italian breads' shapes, slashed crusts, and baking procedures usually distinguish them from French breads.
6. Pumpernickel bread has the coarsest crumb, densest texture, and deepest rye flavor that's slightly sweet.
7. Wheat and white breads are the most popular sandwich breads.

Specialty Breads

Getting to Know — Specialty Bread

Specialty breads are often ethnic products, like Jewish challah or Italian focaccia breads, and include traditional regional favorites like San Francisco sourdough, now popular throughout the United States.

Flatbread is the catchall name for many simple ethnic specialty breads made with flour, water, salt and some with baking powder or soda. Many flatbreads are unleavened (contain no yeast), though a few, like naan and pita, are made with some yeast to make them rise.

Enjoying Bread

A great way to enjoy bread is in a sandwich. Its many varieties and styles make it one of life's staples, and yet one of life's greatest taste experiments. Bread has a wide appeal to young and older adults. It pairs well with many butter flavors, jams, dips, and spreads. It's often toasted for breakfast or meal accompaniment.

Bread	Style/Texture	Flavor	Unique Features
Challah	<ul style="list-style-type: none"> • Golden yellow color. • Braided loaf shape. 	<ul style="list-style-type: none"> • Rich, slightly sweet, egg bread. • Honey adds to sweetness. 	<ul style="list-style-type: none"> • Origin: Jewish cuisine. • Uses: dinner or breakfast French toast bread.
Focaccia	<ul style="list-style-type: none"> • Thin flatbread resembling cooked pizza dough. • Round shape. 	<ul style="list-style-type: none"> • Flavored with olive oil and herbs, onions, and Parmesan cheese toppings. 	<ul style="list-style-type: none"> • Origin: Italy. • Uses: Pizza-style or as open-faced sandwiches. Often topped or stuffed with meat, cheese, and sauce, and baked.
Pita	<ul style="list-style-type: none"> • Thicker flatbread. • Pocket-shaped or flat round. 	<ul style="list-style-type: none"> • Wheat. 	<ul style="list-style-type: none"> • Origin: Middle East and Mediterranean regions. • Uses: pocket-style holds kebabs or falafel ingredients. • Flat rounds used for gyros sandwiches.
Tortillas	<ul style="list-style-type: none"> • Thin flatbread. • Round shape. 	<ul style="list-style-type: none"> • Corn or flour grain taste; flavor from butter or lard. 	<ul style="list-style-type: none"> • Origin: Mexico. • Made from either corn or flour, and shortening like butter or lard. • Uses: burritos, enchiladas, fajitas, and tacos.
Wraps	<ul style="list-style-type: none"> • Thin flatbread; similar to tortillas. • Round shape. 	<ul style="list-style-type: none"> • Whole-wheat, spinach, or jalapeno flavored, among others. 	<ul style="list-style-type: none"> • Uses: deli sandwiches.
Naan	<ul style="list-style-type: none"> • Thicker flatbread; slightly leavened with yeast or baking powder. • High heat baking causes big bubbles, airy texture. • Round shape. 	<ul style="list-style-type: none"> • Plain, garlic, or whole-grain nutty taste. • Traditionally baked has smoky flavors. • Flavors may also come from butter, seeds, herbs, and spice toppings. 	<ul style="list-style-type: none"> • Origin: India. • Traditionally cooked in a tandoor, or clay oven at extremely high heat. • Uses: bread sides for soup and salads.



Challah



Focaccia



Pita



Tortillas



Wrap



Naan

Important to Know

Understanding Whole Grains and Higher-Fiber Foods



Whole Grain Stamps

Whole-grain breads and whole-grain foods contain all the essential parts of the grain seed and all the seed's naturally occurring nutrients, even if the grain has been processed (e.g., cracked, crushed, rolled, extruded, and/or cooked). Whole grains have more fiber compared to refined grains. Fiber from whole grains protects against some types of cancers, is high in antioxidants, B vitamins, and potassium. Whole-grain foods reduce the risk of heart disease and diabetes. The product's fiber keeps you fuller longer and aids digestion.

You may be able to sell more whole-grain products because of their higher perceived value and health benefits. One serving of whole grains is equal to one slice of 100% whole-grain bread, or a very small (1 oz.) 100% whole-grain muffin. Note that "whole-grain" products differ from "whole-wheat" products. Whole-wheat breads are made from whole-wheat flour rather than refined wheat flour. There are several varieties of wheat, including spelt, emmer, faro, einkorn, Kamut®, durum, and forms such as bulgar, cracked wheat, and wheat berries.

The Whole Grains Council recommends three full servings of whole grains each day. Look for the Whole Grain Stamp to be sure the food contains at least 8 grams, or half a serving, of whole grains per serving of the product. One full serving of whole-grain food contains 16 grams of whole grains per serving, or roughly one ounce, according to WGC guidelines.

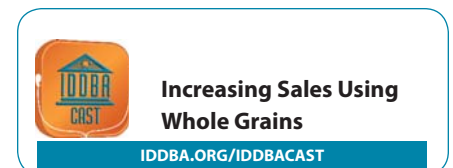
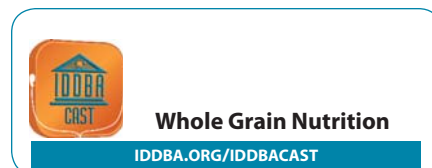
Bread Shelf Life/Freshness



To keep hearth bread crusts crisp, package them in paper or perforated plastic bags. To achieve a softer crust, package them in airtight plastic bags. Breads made fresh in the bakery without preservatives have a shelf life of eight hours if unpackaged or 24 hours if packaged immediately after cooling. Breads made from prepared or frozen dough may have a longer shelf life. Check the manufacturer's guidelines.

You can ensure customers are getting the freshest product by following your store's first-in, first-out (FIFO) product rotation guidelines.

Breads are best eaten the day of purchase. If breads don't have preservatives, they should be frozen if not eaten the same day, especially crusty breads. Avoid storing all breads in the refrigerator because it speeds premature staling.



Bread Serving Tips

Hearth breads are great sliced for sandwiches, toasted for breakfast, or served with a meal. Crusty breads are good for these purposes, too, but they are ideally eaten torn apart by hand and enjoyed with soups and entrees.

Breads with thinner crusts can be wrapped in foil, excluding the top, and placed in the oven for 10 minutes at 325°F (160°C). Dense breads can be misted with water and warmed whole and unwrapped for 8 – 10 minutes at 325°F (160°C). They can be misted again and heated for five minutes longer.

Rolls

Getting to Know — Rolls

Rolls and breads have a similar history, but different uses. Rolls are smaller and are generally a side dish to a meal. However, sliced they are great for sandwiches.

How It's Made — Most rolls are made of flour, water, yeast, salt, and sugar (or substitutes like molasses or malt syrup). Some traditional European rolls use starters (sours) and no yeast. Softer rolls may include eggs, shortening, or oil.

Rolls are made much like bread. Ingredients are mixed to form a soft dough that's left to rise. Next the dough is punched down. Then the dough is shaped it into a form and baked. Some rolls may be allowed to rise a second time before baking.

How To Enjoy

Rolls are often served as dinner rolls. They can also be great for sandwiches.

Important to Know

Rolls Shelf Life/Freshness

Soft rolls are usually packaged in airtight plastic bags after baking.

To keep bread crusts crisp, package hard crusty rolls in paper or perforated plastic bags. The crust turns soft if packaged in airtight plastic bags.

You can ensure customers are getting the freshest product by following your store's first-in, first-out (FIFO) product rotation guidelines.

Fresh-made bakery rolls (without preservatives) have an average 24-hour shelf life if not packaged; 48 hours if packaged immediately after cooling.



The Flatiron Grilled Cheese

Photograph © 2012 Wisconsin Milk Marketing Board



Name	Shape/Texture	Common Varieties	Unique Features
Sandwich or Soft Rolls	<ul style="list-style-type: none"> Made like bread, but shaped as a roll. Crust and interior are both soft. 	<ul style="list-style-type: none"> Varieties: Pan/Dinner Rolls, Wheat Rolls, Sandwich Buns, Butterflake, Cloverleaf. 	<ul style="list-style-type: none"> Uses: sandwiches, meal sides and snack.
Hard Rolls	<ul style="list-style-type: none"> Shaped as rounds or ovals. Harder crust than soft rolls; soft interior. 	<ul style="list-style-type: none"> Varieties: Kaiser Roll, Onion Rolls, Sub/Hoagie Rolls. 	<ul style="list-style-type: none"> Uses: sub sandwiches, warm meal side and snack.
Crusty or Hard Rolls	<ul style="list-style-type: none"> Shaped as rounds or ovals. Crisp crust and a soft interior like French bread. European crusty rolls have firmer texture than French rolls; thicker crust and interior. 	<ul style="list-style-type: none"> Varieties: French rolls, European crusty rolls. 	<ul style="list-style-type: none"> Uses: dinner rolls served with entrees or soups; sandwich rolls.

Rolls Serving Tips

Rolls are best eaten the day of purchase. All rolls without preservatives should be frozen if not eaten that day, especially crusty rolls. Avoid storing rolls in the refrigerator, as it speeds premature staling.

Soft rolls are usually warmed and served with meals, particularly dinner. Cover with foil and warm in the oven for 5 – 10 minutes at 350°F (180°C). Don't rewarm rolls in the microwave, as it changes their texture. Hard, crusty rolls are best warmed by misting with water and warming uncovered for about 10 minutes at 325°F (160°C).

All rolls can be frozen. Thaw at room temperature. For individual rolls, place at room temperature or thaw in the microwave on low for 15 seconds.



Pan Rolls



Kaiser Rolls



Crusty Rolls



**Exercise 2: Specialty Breads**

Directions: Test your knowledge by answering these true or false questions about breads and rolls. See Answer Key for correct answers.

1. True or False. Focaccia is a thin flatbread resembling cooked pizza dough, that's flavored with olive oil and herbs, onions, and parmesan cheese toppings and originates from the Middle East.
2. True or False. Hearth breads are great sliced for sandwiches, toasted for breakfast, and served with a meal.
3. True or False. Avoid storing all breads in the refrigerator because it speeds premature staling.
4. True or False. To keep hearth bread crusts crisp, package them in airtight plastic bags.
5. True or False. Wraps are thicker flatbreads slightly leavened with yeast or baking powder and traditionally cooked in a tandoor or clay oven.
6. True or False. Whole-grain breads and whole-grain foods contain all the essential parts of the grain seed and all the seed's naturally occurring nutrients, even if the grain has been processed (e.g., cracked, crushed, rolled, extruded, and/or cooked).
7. True or False. The Whole Grains Council recommends three full servings of whole grains each day.
8. True or False. Some examples of soft rolls are Kaiser Roll, Onion Rolls, Sub/Hoagie Rolls.
9. True or False. To ensure customers are getting the freshest product follow the store's first-in, first-out (FIFO) product rotation guidelines.



Answer Key
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Exercise 2: Specialty Breads

1. **False.** Focaccia is a thin flatbread resembling cooked pizza dough, that's flavored with olive oil and herbs, onions, and parmesan cheese toppings, and originates from **Italy**.
2. **True.** Hearth breads are great sliced for sandwiches, toasted for breakfast, and served with a meal.
3. **True.** Storing all breads in the refrigerator speeds premature staling.
4. **False.** To keep hearth bread crusts crisp, package them **in paper or perforated plastic bags**.
5. **False.** **Naan** are thicker flatbreads slightly leavened with yeast or baking powder and traditionally cooked in a tandoor or clay oven.
6. **True.** Whole-grain breads and whole-grain foods contain all the essential parts of the grain seed and all the seed's naturally occurring nutrients, even if the grain has been processed (e.g., cracked, crushed, rolled, extruded, and/or cooked).
7. **True.** The Whole Grains Council recommends three full servings of whole grains each day.
8. **False.** Some examples of soft rolls are **pan/dinner rolls, wheat rolls, sandwich buns, butterflake and cloverleaf**. Kaiser roll, onion rolls, sub/hoagie rolls are some examples of hard rolls.
9. **True.** To ensure customers are getting the freshest product follow the store's first-in, first-out (FIFO) product rotation guidelines.