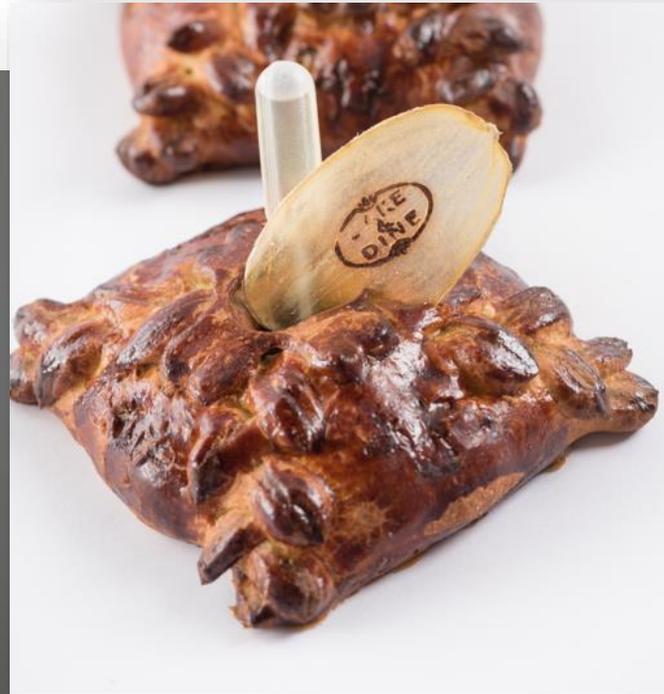




RECIPE

# HOME STYLE HOTPOT



GOURMET BAKING  
Challenge Bake & Dine

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Have a goal  
& just do it!

# “Bake and Dine” Challenge (1)

## The “Viennese pastry dessert”

### Name of the dish

HOME STYLE HOTPOT

### Description

### Explanation

The dough is made with the use of whole grain flour grinding. Powder of sublimated beet is added in a part of the dough, to give the original appearance and additional nutritional value. The emphasis of the product lies in the filling. Which is prepared from selected beef, potatoes and onions. An additional flavor of the filling is given by zira, coriander and black pepper. After baking, the product shall be served with broth (through a pipette to take out or together with a pot (+ heated with a candle), if meal is served where it is cooked). Traditional, simple village food in creative design and filing.



### Nutritional interest

### Nutrition claims

PFC 6/16/33, energy value: 304 Kcal

The product has a high caloric content and provides a large supply of energy. Great for take away. Better alternative to other formats of fast food in Russia as it contains broth (soup - a traditional food for the citizens of the Russian Federation), it helps to improve the digestive system.

# “Bake and Dine” Challenge (2)

## The “Viennese pastry dessert”

### The viennese pastry

Ingredients / recipe	Quantity	%	Production method
Dough 1			Mixing dough 1 - 4+6
Wheat flour T55	400	90	Mixing dough 2 - 2
Milk 3,5%fat	250	50	Fermentation dough 1 - 30min
Melted butter	180	36	Fermentation dough 2 - 16h +5C
Wholegrain millstone wheat flour	100	10	Lamination separately :
Sugar	55	11	dough1, dough2. Put dough1 on dough2, cut at 8 rectangulars
Egg	25	5	Put dough1 on dough2, cut at 8 rectangulars
Yeast	20	4	Shaping: put filling on each rectangular, form "pyramide"
Salt	9	1,8	Proofing: 32C 75% humidity 50-60min
Dried beet	9	1,8	Decoration: cut extremities with scissors
Total dough	1048		Baking 200C 13min
Dough 2			Decoration after baking: put potato chips and pipett
Dough 1	300		with beef broth on the top of "pyramide"
Dried beet	9		Weight - 140g

### The other components of the dish

Ingredients / recipe	Quantity	%	Production method
Filling			Decoration 2: cut 1 potato on slices.
Beef meet	300		Stamp, dry in the oven 2h/90 min
Potato	150		
Onion	150		Decoration 3 (pipette with beef broth):
Zira	1,5		beef broth preparation - 40min in pressure cooker
Salt	1,5		
Coriander	1		
Decoration1			1 piece
Egg yolk	80		Dough - 90g
Sour cream	20		Filling - 50g
Decoration2			Decoration1 - 2g
Potato chips	15		Decoration2 - 1g
Beef broth			Decoration3 - 22g
water	800		
beef bones and meet	400		
carrot	100		
onion	100		
Salt	3		
black pepper	2		

# “Bake and Dine” Challenge (3)

## The “Viennese pastry dessert”

### Argument

#### Physical and flavour characteristics

pronounced aroma and taste of beef with potatoes, with refined notes of zira and coriander, which enhance the effect of taste buds. The dough has a short cut and does not compete with the filling, it is balanced in its completeness.

#### Product assessment indicators

An excellent combination of dough, gastronomic filling and broth, which gives the juiciness of the dish, highlighting it among many others. It is possible to prepare vegetarian fillings (it is also necessary to replace butter and milk with olive oil when making the dough).

#### Source of inspiration

in Russia, soup is a must during lunch. It is proved that unusual food (dry) negatively affects the gastrointestinal tract. The younger generation increasingly chooses a snack on the “go”. The idea of inspiration is to give the consumer a traditional product (a full dish, close to a soup), but at the same time to realize a format convenient for “having meal on the move”

#### Conditions of integration of the viennese pastry in the dish

the second course, soup, muffin, everything fit perfectly in one product, nicely complementing each other. Preservation of traditions taking into account the modern world (the need for take & go)

#### The role of the viennese pastry in the dish

in the Russian Federation, sandwich market is actively developing, traditional cuisine is taking second place. With this product you can satisfy the market of “fast food”, without giving up traditions, proper nutrition. It turns out a dish (soup in a glass), which can be used mobile (on the move).



# “Bake and Dine” Challenge (4)

## The “Viennese pastry dessert”

### Marketing interest

#### Targeted market

more than 35% of the market of public catering in the Russian Federation is fast food. According to statistics, more than 10% (more than 14 million) of all Russians eat fast food once a week. The market is growing + 2-3% per year. This can be a national alternative to “unhealthy formats”.

#### Evaluation of the market size

728 million visits by Russians a year to companies that offer average check of fast food of 6 euros. Market capacity: 4.3 billion Euro. When setting up your own network, you can focus on 0.5% of the market 21.5 million Euros. With GM 20% this will give 4.3 million gross profit. Start entering the market with large cities. Format (small establishments, 60 thousand euros investment in one enterprise, turnover of 500 thousand euros/year). It is necessary to invest 1.8 million Euros in the opening of 30 points of sale. Payback period of the project is 8 years.

#### Potential sales price

Product cost potential on the shelf: 2-2.5 Euro/unit

The average cost of a hamburger in the Russian Federation is 1.5-2 Euro.

Prime cost of raw material is 0.36 Euro.

