

GRAIN

BY AND FOR BREAD LOVERS



SUMMER 2021

BREAD AROUND THE WORLD

“Bread is basically
what your culture
says it is”

What is bread?

What is bread? You likely don't have to think for long, and whether you're hungry for a slice of sourdough or craving some tortillas, what you imagine says a lot about where you're from.

But if bread is easy to picture, it's hard to define.

Bread historian William Rubel argues that creating a strict definition of bread is unnecessary, even counterproductive. "Bread is basically what your culture says it is," says Rubel, the author of "Bread: A Global History." "It doesn't need to be made with any particular kind of flour."

Instead, he likes to focus on what bread does: It turns staple grains such as wheat, rye or corn into durable foods that can be carried into the fields, used to feed an army or stored for winter.

Even before the first agricultural societies formed around 10,000 B.C., hunter-gatherers in Jordan's Black

Desert made bread with tubers and domesticated grain.

Today, the descendants of those early breads showcase the remarkable breadth of our world's food traditions.

In the rugged mountains of Germany's Westphalia region, bakers steam loaves of dense rye for up to 24 hours, while a round of Armenian lavash made from wheat turns blistered and brown after 30 seconds inside a tandoor oven.

Ethiopian cooks ferment injera's ground-teff batter into a tart, bubbling brew, while the corn dough for Venezuelan arepas is patted straight onto a sizzling griddle.

This [publication] reflects that diversity. Along with memorable flavor, these breads are chosen for their unique ingredients, iconic status and the sheer, homey pleasure of eating them.

JEN ROSE SMITH | CNN 2019

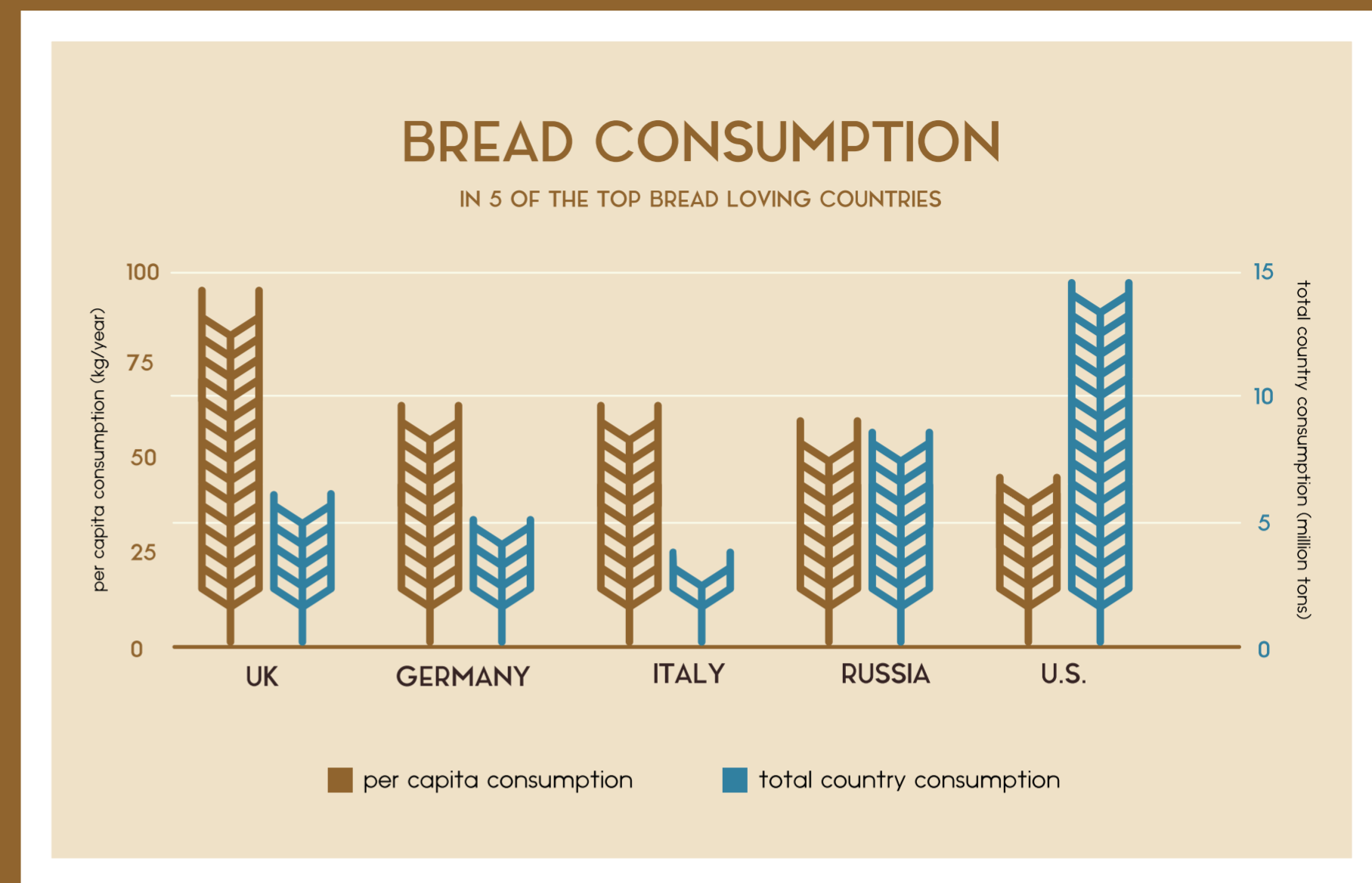
BREAD AROUND THE WORLD



Don't get lost in translation

Afrikaans	brood	Greek	ψωμί (psomí)	Latvian	maize
Bengali	রুটি (Ruti)	Indonesian	roti	Swahili	mkate
English	bread	Hawaiian	berena	Spanish	pan
Finnish	leipää	Japanese	パン (Pan)	Vietnamese	bánh mỳ
German	Brot	Kurdish	nan	Zulu	isinkwa

GLOBAL STATISTICS



Global Imports
**10,921,000
TONS**
=
**\$30,382
MILLION**

**130
MILLION
TONS**
Bread & Bakery Product
Production

Global Exports
**11,248,000
TONS**
=
**\$31,120
MILLION**

A Plethora of Pan in the Modern Japanese Bakery

If the phrase “Japanese food” doesn’t conjure images of soft, gooey loaves of white bread, or crusty baguettes with perfectly pinched tips, perhaps it should.

Cities like Kyoto, Tokyo and Kobe teem with popular artisanal and chain bakeries that draw lines around the block on Sunday mornings. Bread has been a part of the Japanese diet since the early 1800s, when European merchants, navies and missionaries came ashore in droves. In modern-day Japan, bread is at once a mainstay and a novelty.

The country’s ubiquitous convenience stores sell a range of breads, from 7-Eleven’s “Premium gold” white bread to Family Mart’s famous melon pan, a bun with a layer of cookie dough baked onto its surface.

Artisanal bakeries carry European breads like baguettes and pain de campagne, as

well as softer, sweeter Japanese breads that were created to suit the local palate, including shokupan, a pillowy adaptation of pan-baked white bread, and kashipan, a category of snack breads filled with various pastes and sweet creams.

Shokupan, which literally translates to “eating bread,” has become the king of loaves in Japan. Slices of varying thickness are used for fruit sandos, sandwiches filled with colorful diced fruit arranged in artful geometric patterns held together with cream; tomago sandos piled high with velvety scrambled eggs; and thick toasts topped with pooling butter, cheese or anko (sweet adzuki bean paste).

Japanese Bread Adaptations

When bread first arrived in Japan with the Portuguese in the 1500s, it was unpopular with local people who found the loaves hard and bland, but pan, the Japanese rendition of pão, Portuguese for bread, remained. English and French breads were soon met with familiar distaste. In 1874, Yasubei Kimura, an ex-samurai who opened a bakery, Kimuraya, in Tokyo’s upscale Ginza district, tried his hand at adapting bread to pre-existing Japanese tastes.

Kimura created anpan, a soft, chewy wheat flour bun filled with anko. It was inspired by manju, a popular Japanese confection made with rice flour and

adzuki bean that dates back to the 1300s and was originally a variation of Chinese mantou. Anpan was a hit. Even Emperor Meiji (1867-1912), the forefather of modern Japan, endorsed the deliciousness of Kimura’s new baked good.

In the years that followed, other bakers adapted bread to Japanese tastes, creating iconic breads like shokupan, kashipan, and oblong sweet rolls known as koppepan, which became a favorite for sandwiches.

While the use of sakadane (rice starter) contributes to the soft chewiness of anpan and kashipan, shokupan gets its pillowness from a water-roux technique and called yukone: A mixture of hot water and flour sets before it’s added to the remaining flour, milk, sugar, egg, salt and yeast to gelatinize the starches in the dough, making for an exceptionally fluffy texture.

Keisuke Nakagawa, owner of Nakagawa Komugiten, a sought-after bakery in Kyoto, says he set out to make shokupan his specialty because “it is the bread people eat every day.”

“I wanted to do something that was ishokuju, a saying that means clothing, food and housing—the three things you really need for living. I wanted to be useful,” he says.

While breads like shokupan and kashipan are firmly implanted in the Japanese food psyche, authentic European breads are finally finding their audience in 21st century Japan. Long

undesired, hard-crustured sourdough loaves and baguettes are the last frontier of foreign allure of bread.

Third-generation Kyoto baker Masamichi Nakagawa dually pursues shokupan and levain as his specialties. After growing up around his grandfather’s anpan, karepan (fried curry rolls) and kashipan, like many Japanese bakers of his generation, Masamichi was interested in pursuing the crust and crumb of more traditional European breads.

Masamichi trained at a French bakery in Osaka before returning to his hometown to open Kurs, a quaint bakery in Kyoto’s upscale Nakagyo ward. Despite opening just three months before Japan closed its borders to foreigners to prevent the spread of Covid-19, Kurs has been such a hit with locals that Masamichi’s fluffy shokupan, hearty levain loaves and flakey croissants completely sell out most days.

His grandfather’s koppepan sandos and anpan were soft all the way through and generously sweetened, but at Kurs, Masamichi and his wife Sachiko assemble sandwiches on oblong rolls with a crunchy crust and make anpan with dough that more closely resembles French country bread.

Rise in the Popularity of Bread

Author and Japanese bread expert Mari Ako says that though domestic inventions like shokupan and anpan still reign supreme in Japan, appetites for European breads have steadily grown since the early 2000s, when a handful of bakeries making authentic French bread, including Kyoto’s famous Le Petit Mec, made their way into media like ultra-popular women’s magazine Hanako.

Media has a long-standing acute influence on the popularity of foods throughout Japan. Shokupan frequents the pages of Japanese pop-culture lifestyle magazines like Casa Brutus and Premium, with rankings, critiques and unexpected finds, while more niche enthusiast books like the Kyoto Bread Guide reveal the science behind the art with diagrams of slice thickness, filling to bread ratios, and cutting and assembling techniques.

Ako says that a number of media campaigns by major domestic bakeries like Pasco and Andersen, along with post-World War II American flour imports, catapulted bread consumption in Japan. National household expenditures on bread have overtaken that of rice since



MARUKI SEIPANJO HAS SPECIALIZED IN KOPPEPAN SANDOS AND OTHER SNACK BREADS SINCE 1947.



2013 according to surveys by Japan’s Ministry of Internal Affairs and Communication.

However, Ako says that though Japanese consumers are willing to splurge on bread, “it is a supplement to rice, not a replacement—you cannot have Japanese food without rice.”

Japan is an ever-changing foodscape where new trends work their way into a rich history of culinary traditions. Fusion is not a trendy word grab, it is at the core of Japanese food, starting with the introduction of rice from China in 300BC, all the way down to more recent favorites like uni spaghetti.

If there is space at the Japanese table for both rice and bread, growing affinity for the baguette does not likely mean French breads will replace shokupan and koppepan in Japan’s culinary heart anytime soon. But today, the phenomenally flaky, buttery croissants at Kurs and Nakagawa Komugiten might be giving anpan a run for its money.

PHOTOS AND ARTICLE BY VIOLA GASKELL
WHETSTONE MAGAZINE, 2020



SHOKUPAN, WHICH TRANSLATES TO “EATING BREAD,” HAS BECOME THE KING OF LOAVES.

RUSSIA

KARAVAI



Karavay [karavai] is a traditional round Russian yeast sweetbread usually baked for weddings (and more rarely - for funerals or birthdays). It is always richly decorated with a pastry wheat-ear-shaped wreath symbolizing prosperity and - when for marriage - with two interlaced rings - as a symbol of spousal faithfulness. Karavay is also often adorned with arrow-wood twigs, which in pagan times were believed to possess magic powers and could help a young woman become pregnant.

Karavay is seen as a symbol of happiness and affluence. The puffier the karavay - the happier and richer the newlyweds will be once they taste it.

RUSSIAPIEDIA.RT.COM; PHOTO: @RUSSIA TWITTER

RUSSIA

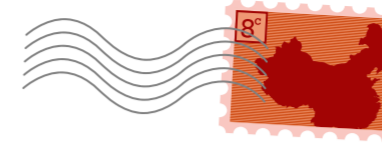


хлеб пекарь

Sovkhoznaya 10

St. Petersburg 194358, Russia

CHINA



Mántóu, also known as Mò, refers to plain steamed buns which originated from China. They are usually made of white wheat flour, but other ingredients, such as corn flour, sweet potato, pumpkin, are sometimes added to the dough. As a popular staple, Mantou has a firm position on Chinese families' dinner table.

In regions of northern China, Mantou is also a festive food prepared for the New Year. For this occasion, apart from regular round ones, they are made into all kinds of shapes, such as flowers, butterflies, animals, etc., and decorated with dried Chinese dates (Jujube).

WEI GUO, RED HOUSE SPICE, 2021

Miànbāo shǐfù

1375 Xiongmao Ave

Chenghua Qu, Chengdu Shi

Sichuan Sheng, China

CHINA

MANTOU



NAVAJO NATION

FRY BREAD

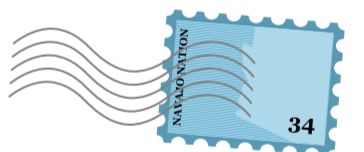


Golden, crisp rounds of fry bread are a taste of home for many in the Navajo Nation, as well as a reminder of a tragic history. When Navajo people were forced out of their Arizona lands by the US government in 1864, they resettled in New Mexican landscapes where growing traditional crops of beans and vegetables proved difficult.

To survive, they used government-provided stores of white flour, lard and sugar, creating fry bread out of stark necessity. Now, fry bread is a symbol of perseverance and tradition, and a favorite treat everywhere from powwows to family gatherings.

JEN ROSE SMITH | CNN 2019; PHOTO: SARAH RAMSEY | WIDE OPEN EATS 2020

NAVAJO NATION



Bááh íít'íní

Blue Canyon Rd Bldg 40,

Fort Defiance, AZ 86504

Irish Soda Bread

Ingredients

- 1 3/4 cup (420 ml) buttermilk
- 1 large egg (optional)
- 4 and 1/4 cups (531g) all-purpose flour (spoon & leveled), plus more for your hands and counter
- 3 Tablespoons (38g) granulated sugar
- 1 teaspoon baking soda
- 1 teaspoon salt
- 5 Tablespoons (70g) unsalted butter, cold and cubed*
- optional: 1 cup (150g) raisins

Directions

1. Preheat oven to 400°F (204°C).
2. Whisk the buttermilk and egg together. Set aside. Whisk the flour, granulated sugar, baking soda, and salt together in a large bowl. Cut in the butter using a pastry cutter, a fork, or your fingers. Mixture is very heavy on the flour, but do your best to cut in the butter until the butter is pea-sized crumbs. Stir in the raisins. Pour in the buttermilk/egg mixture. Gently fold the dough together until dough is too stiff to stir. Pour crumbly dough onto a lightly floured work surface. With floured hands, work the dough into a ball as best you can, then knead for about 30 seconds or until all the flour is moistened. If the dough is too sticky, add a little more flour.
3. Transfer the dough to the prepared skillet/pan. Using a very sharp knife, score an X into the top. Bake until the bread is golden brown and center appears cooked through, about 45 minutes. Loosely cover the bread with aluminum foil if you notice heavy browning on top. I usually place foil on top halfway through bake time.
4. Remove from the oven and allow bread to cool for 10 minutes, then transfer to a wire rack. Serve warm, at room temperature, or toasted with desired toppings/spreads.
5. Cover and store leftover bread at room temperature for up to 2 days or in the refrigerator for up to 1 week. We usually wrap it tightly in aluminum foil for storing.

RECIPE FROM SALLY'S BAKING ADDICTION



Pao de Queijo

Pão de queijo is a typical Brazilian snack, originally from the states Minas, Gerais, and Goiás. We don't know exactly where and when it originated, but it is suspected that it was around the 18th century, during the slavery period, in the "fazendas mineiras" (farms located in Minas Gerais).

It was customary to serve the masters bread and coffee in the afternoon (hence our "afternoon coffee" instead of "afternoon tea"). However, in Brazil, wheat products just started being largely produced in the 20s, so the cooks had to use manioc products. Those were widely available since they were used long before colonization. So to make the breads, they had to use tapioca flour (or manioc starch), and then, by mixing it with cheese, they created the first pães de queijo from Minas.

The pães de queijo baked in wood burning stoves and were prepared with ingredients produced in their own farms.

Fast forward to the 50's when the recipe became popular all over the country and then again until nowadays when it's popular all over the world.

RECIPE FROM OLIVIA CUISINE

Ingredients

- 4 cups tapioca flour
- 1 1/4 cups milk
- 1/2 cup water
- 6 tablespoons oil
- 1 1/2 cups grated parmesan cheese
- 1 cups shredded Mozzarella cheese
- 2 large eggs
- 2 teaspoons salt

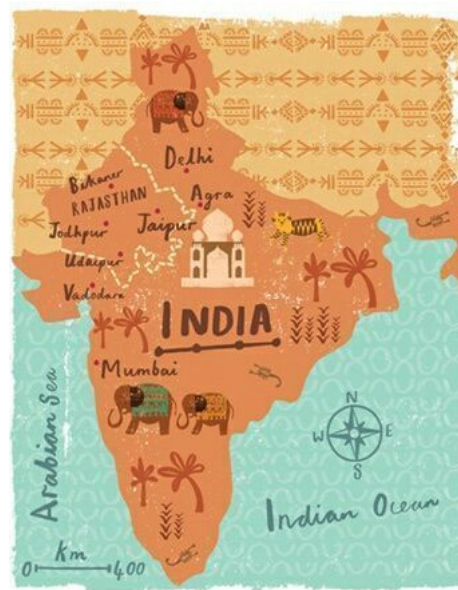
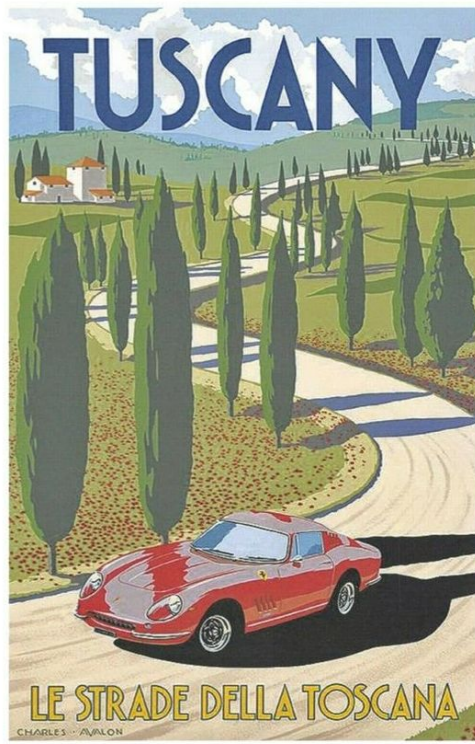
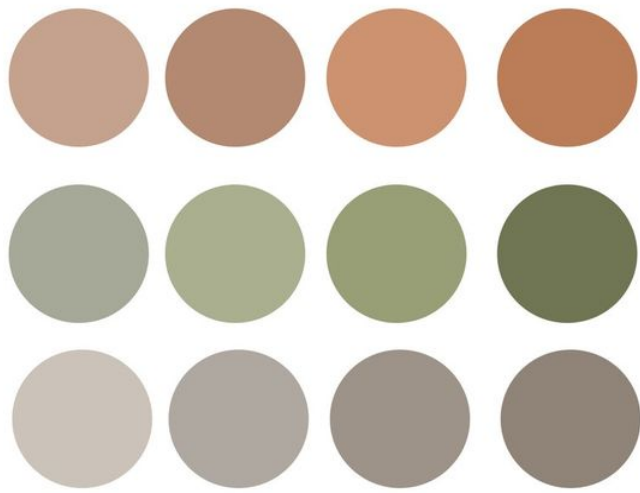
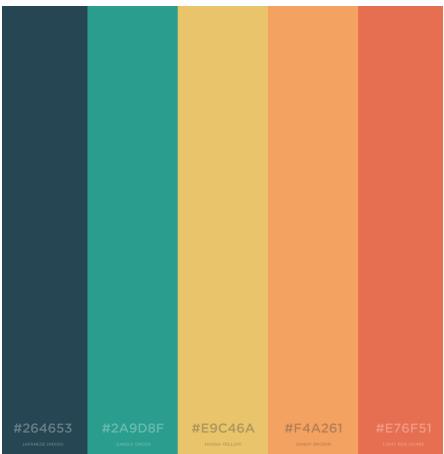
Instructions

1. Preheat oven to 400F degrees with a rack in the middle.
2. Combine the milk, water, oil and salt in a saucepan and bring to a boil over medium high heat.
3. Add the tapioca flour to the bowl of a stand mixer and, once the milk mixture boils, pour it over the flour. Turn the mixer on and mix it well. The texture will be fondant-like, really white and sticky.
4. With the mixer still on, add the eggs, one at a time. You will think they won't mix, since the tapioca flour

mixture is so sticky, but hang in there cause they will.

5. Once the eggs are incorporated, add the cheese, a little at a time, until fully incorporated.
6. The dough is supposed to be soft and sticky. However, if you're worried it's too liquidy, add some more tapioca flour. Just don't over do it or your cheese bread will be tough and not too gooey.
7. To shape the balls, wet your hands with cold water and, using a spoon, scoop some of the dough to shape balls that are a little smaller than golf-sized.
8. Place the balls on a baking sheet covered with parchment paper and bring it to the preheat oven. Bake for 15-20 minutes or until they are golden and puffed.
9. Serve them warm! :)





NOIR
TYPEFACE

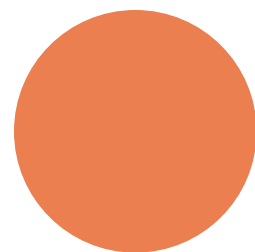


MOOD BOARD



SHELF-COOKING.COM

COLOR SCHEME

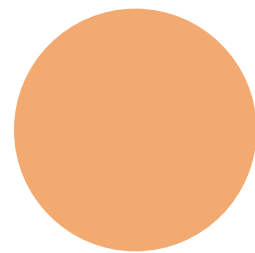


TROPICAL ORANGE

RGB: 235, 127, 80

HEX: #EB7F50

USE
visual elements

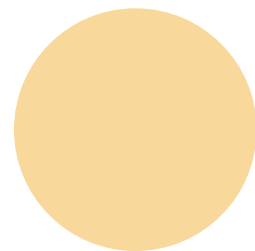


CREAMSICLE

RGB: 243, 170, 113

HEX: #F3AA71

USE
visual elements, backgrounds,
and overlays

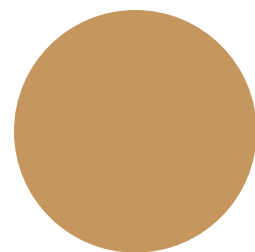


CREAMED BUTTER

RGB: 248, 216, 156

HEX: #F9D89C

USE
visual elements, postcards, and
backgrounds

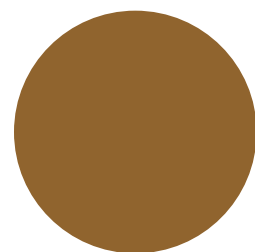


NEW PUPPY

RGB: 197, 151, 95

HEX: #C5975F

USE
visual elements, postcards,
overlays, outlines, and
backgrounds

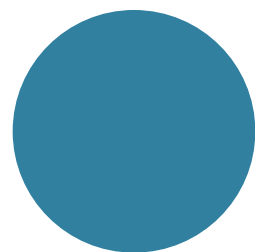


LIGHT ROAST

RGB: 144, 100, 46

HEX: #90642E

USE
visual elements, titles, and
backgrounds

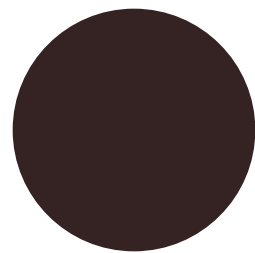


ATLANTIC OCEAN

RGB: 49, 128, 260

HEX: #3180A0

USE
titles and backgrounds



BURNT CRUST

RGB: 53, 35, 35

HEX: #352323

USE
titles and body text



BLEACHED FLOUR

RGB: 250, 251, 235

HEX: #FFFFFF

USE
outlines, text and backgrounds

TYPE HIERARCHY

H1 NOIR MEDIUM 60pt

H2 Noir Medium 40pt

H3 Noir Medium 24pt

Subheading Bitter Medium 14pt

Body copy Bitter Regular 12pt

Handwriting Patrick Hand 14 pt

CAPTION / BYLINE NOIR REGULAR 10pt

IMAGES

