



# “LE PAIN” *in words*



# SOUND

Crispy and crunchy to varying degrees, the sound bread makes is a very important factor that tells us about the bread's freshness.



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## Shared experiences

« I think that the texture of bread is a very important notion. I would describe it as the balance between the texture of the crumb and that of the crust. Crispy and crunchy are terms often used to describe the crust, but they are not easy to define or understand precisely.

Consumers describe it in a more intuitive way by talking about bread that is either easy or difficult to eat.

A consumer's assessment is conditioned by his use of bread (e.g. in sandwich form, or as an accompaniment to a meal). Differences between generations are also seen (thicker crust is less popular with children).

**Consumers are either looking for bread with a thin, crispy crust, or a more rustic looking loaf with a thick crust. In both cases, they want their bread to keep well and remain crunchy.**

To answer this market demand, Marketing and R&D work hand-in-hand. We closely track consumer trends and develop breads by choosing specific ingredients and by adjusting manufacturing processes to obtain optimum taste and desired crispiness. »



# Sound / Touching the crust



**Expert**  
vocabulary

## • Crispiness

Assess the crispiness and noise made by a baguette when briefly squeezing it between the fingers and thumb.

.....  
No noise Strong, crackling sound



**Consumer**  
vocabulary

• Soft, rubbery, moist/crispy, crunchy, dry, crackers

# Sound / Eating the crust



**Expert**  
vocabulary

## • Crunchiness in mouth

Take a small piece of baguette (crust and crumb). Place it between the upper and lower molars and bite into it several times. Assess the number and noise level of the crunching sounds heard.

.....  
No crunching sounds Several crunching sounds...  
e.g. straight process baguette,  
3% yeast, baked in fan oven



**Consumer**  
vocabulary

• Crunchy, crispy, crumbly

# Illustration

Sound

## baguettresse

### Formula

Type 65 flour	900 g	90.0 %
Type 80 flour	100 g	10.0 %
<b>TOTAL flour</b>	<b>1 000 g</b>	<b>100.0 %</b>
<b>Water</b>	<b>620 g</b>	<b>62.0 %</b>
<b>Living liquid sourdough</b>	<b>60 g</b>	<b>6.0 %</b>
<b>Compressed yeast</b>	<b>15 g</b>	<b>1.5 %</b>
<b>Improver</b>	<b>5 g</b>	<b>0.5 %</b>
<b>Salt</b>	<b>20 g</b>	<b>2.0 %</b>
<b>TOTAL DOUGH</b>	<b>1 720 g</b>	

### Process

Type of mixer	Spiral	Oblique axis
Mixing	5 min slow speed + 2 min fast speed	6 min slow speed + 3 min fast speed
Bulk fermentation	70 min	
Scaling weight	350 g	
Rounding		
Waiting time	20 min	
Shaping	Baguette + braid on 1/3 length	
Final proofing	45 mins at 28°C	
Storage at 4°C	12 – 18 h	
Baking	20 mins at 235°C	



Crispy Crunchy  
Crunchy Crispy  
**Crispy Crunchy**  
Crispy Crunchy  
Crispy