

# bakers<sup>2017</sup> DOZEN



THE CANELÉ QUEEN



THE INTERNATIONAL FOOD STAR



THE PIZZA PIONEER



THE ICON



THE BAGEL BUFF



THE MAKER



THE ECO-INNOVATOR



THE BOUNDARY PUSHER



THE HEALER



THE MILLING MASTER



THE EXPAT BLOGGER



THE TRAILBLAZER



THE COMMUNITY-SUPPORTED BAKER

IN OUR ANNUAL BAKER'S DOZEN, WE BRING YOU TODAY'S TRAILBLAZERS WHO ARE CHANGING THE FUTURE OF BAKING FOR THE BETTER. FROM MILLERS AND MAKERS TO PHILANTHROPISTS AND PASTRY CHEFS, THESE ARE THE 13 NAMES YOU NEED TO KNOW.

BY SOPHIA JONES AND KYLE GRACE MILLS  
ILLUSTRATIONS BY LARISSA TOMLIN

- AS SEEN IN -  
BAKE FROM SCRATCH  
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## The Maker ARON FISCHER

Facture Goods | Columbia, Missouri  
facturegoods.com

From jam spreaders to café au lait bowls, Facture Goods owner and artist Aron Fischer brings an artist's eye to utilitarian kitchen tools. Using just his own two hands, he creates small batch kitchen wares and utensils with hardwoods, clay, and metal. Here, Aron gives us the scoop on what makes his products come to life.

### EBONIZED BRASS & WOOD MEASURING SPOONS

*My goods are primitive modern. The hammered brass bowl can be looked at as more clean and modern, while the wood handle is more primitive and rustically carved.*

**THE BRASS:** *I like the juxtaposition of different aesthetics, like brass and wood. Brass is awesome because it looks so Mid-Century modern when it's paired with wood in certain tones.*

**THE HANDLES:** *The handles are sealed with oil and beeswax. Wooden spoons were the first kitchen utensil I started crafting by hand. I've been working with wood my entire life, and spoons are particularly important to me because they are universal objects used in almost every culture around the world.*



## The Trailblazer SARAH JONES GARIBALDI

Miss Jones Baking Co. | San Francisco, California  
missjones.co

Sarah Jones Garibaldi, the founder and CEO of Miss Jones Baking Co., is a new kind of entrepreneur, bringing both science and a love for baking to the inventing process. She's your health-conscious, modern-day Betty Crocker. With organic ready-to-use frosting and baking mixes, Miss Jones Baking Co. is crushing all things conventional and revolutionizing your baking aisle with products home bakers can feel good about using. More importantly, Sarah is getting the world excited about baking. Customers go crazy for the company's playful baking swag that includes everything from colorful offset spatulas and temporary dessert tattoos to apparel with catchy baking-related phrases, which helped the company gain even more exposure when Martha Stewart and Snoop Dogg wore the "Bakers Gonna Bake" sweatshirt in a Super Bowl 2017 T-Mobile commercial. Sarah launched the company in October 2016, and in less than a year, 2,500 stores are already carrying the line.

Confetti Pop Mini Cake  
made with Miss Jones  
Organic Vanilla Cake Mix  
and Miss Jones Organic  
Confetti Pop Frosting



## The Community-Supported Baker DON GUERRA

Barrio Bread | Tucson, Arizona  
barriobread.com



The only thing that Tucson locals love more than Don Guerra's dark-crusted, artisanal bread is the baker himself. Don's initial garage operation bloomed into a cult hit due to the devotion of what he calls a "tribe of bread lovers." His commitment to locally sourced wheat and flour goes beyond a desire for taste and quality. Don wants to inspire local pride and economic growth in the community that has so richly supported him. And while many other bakers around the country are moving in this positive direction, few have refined it in the way that Don has. He recently became the first recipient of a USDA Local Food Promotion grant, a \$100,000 government-funded affirmation that what Don is doing goes above and beyond the local grain movement. "I want to make bread that offers a sort of terroir for Tucson, a real taste of what our land can yield. When you make bread like that, it becomes something we can all share. It becomes a taste of our city," Don says. Members of his devoted tribe agree—their city tastes great.



## The Healer NADEZHDA SAVOVA-GRIGOROVA

Bread Houses Network | Gabrovo, Bulgaria  
[breadhousesnetwork.org](http://breadhousesnetwork.org)

For Dr. Nadezhda Savova-Grigorova, there's no greater healing process than kneading, shaping, and baking a loaf of bread. The therapeutic quality of bread making lies at the core of her global Bread Houses Network, a group of community centers that offer people of different backgrounds a common goal: to bake and break bread together. Nadezhda opened the first Bread House in her great-grandmother's home in Bulgaria in 2009. Today, there are physical Bread Houses in eight Bulgarian cities, and programs led by trained bakers in more than 15 countries. So why is bread making such effective therapy? Nadezhda claims it lies in its universality. "It inspires in people associations with the most valuable and, at the same time, most basic things in life," Nadezhda says. "I have led hundreds of community baking events around the globe. In all of these experiences I have seen people literally change in just an hour or two. Everyone leaves with a deeper understanding of our shared humanity."



## The Milling Master JENNIFER LAPIDUS

Carolina Ground | Asheville, North Carolina  
[carolinaground.com](http://carolinaground.com)



A leader in today's local milling movement, Jennifer Lapidus brings the artisan treatment to grains. As the owner and operator of Carolina Ground, Jennifer is devoted to cold stone milling regional grains grown in the South, and in doing so, has facilitated lasting relationships between Southern farmers and bakers. Here, a few of Jennifer's favorite flours:

### WHOLE WRENS ABRUZZI RYE FLOUR

*Rye is such an interesting vibrant grain. When rye is roller milled industrially, it loses its body. Our mill was built in Austria, and I think there is a connection there between the large amount of rye Austrians eat and how well our mill grinds it. This rye is a Southern heritage variety that produces a bit darker and spicier results than other rye varieties grown in the North.*

### CREMA PASTRY FLOUR

*This is our most refined flour. Cream colored with a tender, silky texture, it's best for making cakes, tortes, piecrusts, and flaky biscuits. We did a baking project where we made two pastries with the same recipe using industrial roller-milled flour on one pastry and our stone-milled flour on the other. Comparing the pastries side by side was like looking at a windowless room and a sunny day.*

### TRINITY BLEND

*This one was born from a happy accident in the mill room. One day, I looked inside the hopper to see this beautiful blend of rye and soft wheat (pastry flour) and hard wheat (bread flour). We milled it. It turned out to be what I consider the perfect all-purpose flour. It delivers fuller flavor to cake and piecrust, and even pasta."*



## The Canelé Queen MIKIKO YUI

miki | State Bird Provisions | San Francisco, California  
[statebirdsf.com](http://statebirdsf.com) | Instagram: [miki.sf](https://www.instagram.com/miki.sf)



Petite, delicately garnished, and imbued in a rich golden crust, Mikiko Yui's canelés are the harbingers of our new pastry obsession. She's not the only pastry chef baking canelés, but the magic of her canelé pop-up, miki, featured at San Francisco's Pinhole Coffee, resides in her signature playfulness. Filled, garnished, and even served upside down, her canelés represent a master's tongue-in-cheek interpretation of a classic. Take her Matcha Canelé. Infused with the popular green tea, filled with cherry blossom cream cheese, and topped with California strawberries, this custard offers a unique blend of French technique, American produce, and Japanese flavors. She uses the traditional French pastry as a vessel to merge her two cultures: her childhood in rural Ehime, Japan, and her adult career in San Francisco as head pastry chef at Michelin-starred State Bird Provisions. We like to think of it as the American Dream, in one decadent bite.



## The Boundary Pusher ALI IMDAD

Cocoa | Birmingham, United Kingdom  
[cocoapatisserie.co.uk](http://cocoapatisserie.co.uk)

Contrary to expectations, or rather in spite of them, Ali Imdad is a baker. Of the 14,000 people who applied for Season 4 of *The Great British Bake Off*, Ali, a British-Pakistani amateur baker from a conservative family, might have been the only contestant who tried out just to embarrass his brothers. Competing on Britain's most popular baking show is considered a high achievement by many, but was a point of mockery within Ali's home. "There's this assumption, particularly amongst Asian men, that baking is a feminine pastime," he says. Since his *GBBO* stint in 2013, Ali continues to challenge restrictive perceptions within the British mainstream and his own community of exactly who can be a baker—a man, a Muslim, anyone. For Ali, the best way to change the status quo is to lead the pack. Last winter he launched Cocoa, a chocolate-centric pâtisserie that's already the toast of Birmingham, England.



## The Expat Blogger

FRANK BARRON

Cake Boy in Paris | Paris, France  
cakeboyparis.com

When he moved from San Francisco to France in 2012, Frank Barron began baking the cake recipes of his childhood, simple cinnamon Bundts and hummingbird cakes, and blogging as a way to find comfort in a foreign place. Now, with these American-style classics, he has become one of the most in-demand cake bakers in Paris, the pastry capital of world, where it is difficult to find these cakes unless you make them yourself, Frank explains. He narrates his baking and Parisian adventures on his blog, which also provides a dual service as a travel site. Here are Frank's top tips on blogging and finding your groove in a foreign place.

**ON BUILDING A SUCCESSFUL BAKING BLOG**  
*Write about what you love to bake. That honesty always shines through. Although I live in France, I still love baking a classic vanilla layer cake with buttercream frosting most.*

**ON NAVIGATING THE PARIS PASTRY SCENE**  
*Embrace the 'gourmand' lifestyle and eat your way through Paris. Some of the most amazing friends I've made since moving came from striking up conversations at cafes and pastry shops. You have to put yourself out there.*

**ON THE EVOLUTION OF CAKE BOY**  
*Listen to what people tell you that you are good at, and go with it! When I first moved to Paris five years ago, I didn't know a single person here. As I started to make new connections in the city, I began hosting afternoon cake parties as a way to bond with newfound friends. The rest was history.*



## The Pizza Pioneer

ANDRIS LAGSDIN

Baking Steel | Cohasset, Massachusetts  
bakingsteel.com



Andris Lagsdin's revolutionary product, the Baking Steel, is a pre-seasoned 15-pound, 16x14-inch slab of recycled steel that gives pizza and bread exceptionally crisp, perfectly charred crust. It's a game changer for home pizza cooks. Here, Andris shares pizza memories that guided his obsession for the perfect crust.

**MY FIRST MIND-BLOWING PIZZA MOMENT** *occurred when I was 10 years old at this little hole-in-the-wall restaurant called Mario's somewhere between New Hampshire and Boston. Mario was a first-generation Italian, and it was a red-sauce-on-everything kind of place. The pizza had a super-thick crust (I had to cut it with a fork and knife) and was loaded with sauce with just enough garlic and sweetness. I was hooked.*

**I FELL IN LOVE WITH NEAPOLITAN PIZZA** *in Boston 15 or 20 years ago when I was cooking for Todd English at Figs restaurant, where he used a lot of water in his dough to make it incredibly thin and crispy. It was awe-inspiring to master the craft of the Neapolitan pie. You could sense the power in this pizza from the smiles on the customers' faces when we'd serve it to them.*

**THE BAKING STEEL WAS BORN** *when I first baked amazing crust on a piece of scrap steel I brought home from the steel company where I work. I read an article on Nathan Myhrvold, the author of Modernist Cuisine. When asked how to create Neopolitan-style pizza at home, he said "Google your local steel shop." It was like someone took a baseball bat to my head. I thought you needed a wood-fired oven to make great pizza at home, but when I used a piece of steel, I had this unbelievably crispy bottom in less time than with any stone I'd used. I knew this was a product I needed to bring to life.*



## The Bagel Buff

DIANNA DAOHEUNG

Black Seed Bagels | New York, New York  
blackseedbagels.com

New Yorkers line the block at Brooklyn's Black Seed Bagels waiting hours for a taste of Dianna Daoheung's signature Montreal-New York hybrid bagel. New York's best bagel? We wouldn't want to start any riots. But no one can deny that Dianna's revolutionary approach to bagels is changing the game. Here, she shares her formula for the bagel holy grail with us:

- 3 PARTS MONTREAL**
- Shaped small (*a conservative 13-inch circumference*) with a larger hole (*2 inches at its widest*)
  - Boiled in honey water
  - Baked in a wood-fired oven
- + 2 PARTS NEW YORK**
- Higher salt content
  - No eggs in the batter

**DIANNA DAOHEUNG'S BLACK SEED BAGEL:** a sweeter, smaller bagel than the traditional New York one, but lighter and saltier than the Montreal version





## The International Food Star

### DONAL SKEHAN

Blogger, Author, and TV Personality | Los Angeles, California  
donalskehan.com

Donal Skehan is rapidly becoming one of the most-followed figures in European cooking. With six cookbooks (his most recent is *Eat. Live. Go.*) and new recipes and tutorials on his blog and Youtube channel every week, he's brought Irish baking into the public spotlight and glamorized it. A former pop star, Donal transitioned into food in 2009 and caters to a new generation of professionals who want approachable, efficient recipes that yield high-quality results. Here's a glimpse into the world of this rising food star.

**FAVORITE IRISH BAKED GOOD:** *I have two. The first is more traditional, an Irish Barmbrack. It's similar to a tea cake. My second favorite, the Chocolate Guinness Cake, is more modern with an Irish theme. I make it for every St. Patrick's Day—the Guinness makes the most decadent dark chocolate cake.*

**GO-TO DESSERT FOR ENTERTAINING:** *Chocolate Lava Cake. I make it in a big serving dish, and everyone takes big spoonfuls of this molten chocolate mess and puts it over ice cream.*

**MUST-VISIT DUBLIN BAKERY:** *The Brown Hound Bakery is this beautiful little bakery right outside the city. The cakes are displayed like they are in a natural history museum. Warm spotlights illuminate every magnificent cake, and each rests on a gorgeous stand underneath a glass dome. No stand or cake is alike.*

**BAKING TUNES:** *My go-to lately has been the jazz playlists on Spotify. I like to light a few candles and bring the mood down. João Gilberto is always relaxing.*

**FAVORITE FOOD DESTINATION:** *Vietnam. Hands down. Every street corner is teeming with food, and people talking about and eating it. I remember tasting my first bánh mì sandwich on a rice flour baguette. It was loaded with pâté, spicy pickled vegetables, lots of cilantro, and perfectly crispy pork belly. I dove into it.*

**TOP TIP FOR HOME BAKERS:** *Frosting can usually save the day.*



## The Eco-Innovator

### SARAH KAECK

Bee's Wrap | Bristol, Vermont  
beeswrap.com

Like all good ideas, Sarah Kaeck's Bee's Wrap, a reusable eco-friendly alternative to plastic wrap, started as a solution to a problem. How could she keep her bread fresh, beyond its two-day shelf life? "Paper and bread boxes wouldn't keep it fresh enough, and plastic bags were a waste of resources," Sarah recalls. Inspired by the storage system once used by Egyptians, Sarah's perfected product combines beeswax with organic cotton to create her innovative wrap. In order to meet increasing demand, Sarah moved her home operation to a factory in Bristol, Vermont, and assembled a team of women as savvy as she is to run it. One of our favorite variations is the Baguette Wrap, sheets marked with Sarah's signature honeycomb and bee print and measured to the dimensions of a baguette loaf.



## The Icon

### DOMINIQUE ANSEL

Dominique Ansel Bakery | Worldwide  
dominiqueansel.com

In February, what many have long suspected became official: Dominique Ansel is the World's Best Pastry Chef (according to the critics behind the World's 50 Best Restaurants). But in classic form, this James Beard Award-winning baker and inventor of the revolutionary Cronut® isn't content to rest on his laurels. "I always tell myself and my team, 'Don't let the creation kill the creativity,'" Dominique says. Beyond inventing a new breed of hybrid pastries, Dominique looks to inspire a modern class of pastry chefs. "There's a generation of chefs now who have only ever been taught to replicate," Dominique says. "I push my team to think about food differently, to create and think about how to present something in a different way." Dominique's experimentation has led to a reinvigoration of pastry culture that is rapidly maturing into a full-blown renaissance. Keeping the creative process fresh doesn't just mean changing the menu every six weeks or never repeating a flavor of Cronut®. For Dominique, it means global expansion with new bakeries in Tokyo and London, and a fearless dive into uncharted territory with the announcement for his first restaurant, set to open Fall 2017 in Los Angeles. The future of pastry is in well-qualified—and well-floured—hands. ☑

