



# *Baking* **ARTISAN BREAD**

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**BAKERguide Vol. 3-2**





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# INTRODUCTION

Bread remains the most widely consumed bakery product globally, serving as a staple in meals across many cultures, particularly in the Western Hemisphere. This enduring popularity stems from its versatility, affordability, and ability to complement various cuisines. However, the bread market has evolved in recent years, influenced by shifting consumer preferences and a growing demand for healthier, more artisanal options. One of the most notable trends reshaping the industry is the rise of artisan bread.

Artisan bread represents a revival of traditional bread-making practices, emphasizing long fermentation times with deep aromas. Unlike white bread, artisan bread is known to be crafted using natural, wholesome ingredients. Bakers focus on organic and minimally processed elements to create a product that is not only flavorful but also healthier with less sugar and fat.

The artisan bread market was valued at around 5.34 billion USD and is expected to grow at a compound annual rate (CAGR) of 4.8%. Bread and buns make the most significant contribution to the market. This trend is mostly driven by consumers' concerted efforts to consume healthier, wholesome products made with high-quality whole ingredients.



## Artisan Bread Market Opportunities

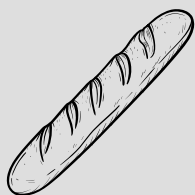
- ▶ The current market is valued at USD 5.34 billion as of 2024.
- ▶ The Artisan Bread market is expected to grow at a compound annual rate (CAGR) of 4.8% from 2024 to 2032. This is higher than regular sliced pan bread.
- ▶ The most significant driver of the market growth is the expanding consumer need and desire for delicious, clean-label, and high-quality ingredients.
- ▶ This trend is surging due to consumers' interest in healthier, wholesome baked goods.

# WHAT IS ARTISAN BREAD?

Artisan bread is characterized by its rustic appearance, and superior texture, achieved through traditional techniques and long fermentation processes. Commonly made with a simple combination of flour, water, salt, and natural leavening agents, artisan bread showcases the skill and creativity of the baker. The process celebrates a return to mindful food preparation, where the focus is on quality, authenticity, and sustainability. As a result, artisan bread has become a symbol of the modern desire for authentic and thoughtfully crafted foods.

The term artisan bread refers to hand-crafted bread made on the hearth. Some common examples of artisan breads include:

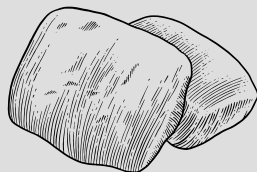
## ARTISAN BREAD COMMON TYPES



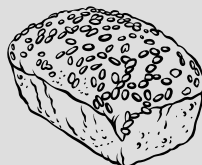
**BAGUETTE**



**BATARD**



**CIABATTA**



**NATURALLY LEAVENED  
MULTIGRAIN**



**FOCACCIA**



**SOURDOUGH  
BOULES**

Artisan breads are usually baked in hearth-style ovens (with radiant heat as the main source of heat transfer), and ovens that are designed to inject/exhaust steam into/from the baking chamber. This type of bakery product is usually crusty, with a large and open cell structure. They also have a rustic look, ornate scoring, and flour dusting on top.

# INGREDIENTS

Bread, in its most basic form, is a baked dough of essential ingredients: flour, water, salt, and yeast. However, to provide a variety of flavors, other ingredients like eggs and butter are usually used. Each ingredient provides a specific function.

## Flour

Flour is the cornerstone of breadmaking, acting as the primary structure builder and as a key contributor to texture. Wheat flour proteins, notably glutenin, and gliadin, combine to form gluten, which gives dough its viscoelastic properties, enabling it to entrap gases like carbon dioxide produced during fermentation. Starch, the main component of flour, also supports the bread's structure, texture, and yeast activity. Additionally, flour influences the final loaf's color through its role in the Maillard reaction.

Selecting the right type of flour is essential in artisan breadmaking. Hard red winter or hard red spring wheat with higher protein (over 10% protein) produces dough with greater elasticity and strength, resulting in a loaf with a well-formed crumb with large holes. Soft wheat with lower-protein flours (under 10% protein) is less desirable, as it yields weaker gluten networks, leading to denser bread with a compact or gummy crumb.

Good quality artisan bread flour is usually obtained from aged flour, or flours that are not freshly milled. Aged flours in bags have the opportunity to 'breathe' or properly oxidize over a period of time. This allows the gluten portion to mellow, and strengthen. This is the reason why rail car flour is often better than truck flour, which is milled and used within 48 hours. Even if both these flours were from hard red wheats, with similar protein quantity, the aged flour will always have a higher hydration and better dough rheological properties. If you have the opportunity to obtain aged flour, do so, as it requires fewer dough conditioners, less use of gluten, and a higher yield.



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# Water

Water plays multiple roles in breadmaking. It hydrates the flour, enabling gluten formation and supporting yeast fermentation. Proper hydration is critical for shaping the dough, forming the crumb, and developing the crust during baking. Water also serves as a medium for enzymatic and microbial activity, directly influencing the bread's shelf life.

The amount of water added depends on flour type, desired bread texture, and environmental conditions. While hydration is crucial for dough development, water evaporation during baking is key to achieving the final bread structure.

Water quality is crucial for breadmaking, as the second most important ingredient. One of the most important water quality parameters is hardness. Water hardness is defined as the concentration of calcium and magnesium ions dissolved in water. This parameter affects dough strength, fermentation rate, stickiness, and other dough qualities, and thus it's important to understand its influence and ideal conditions.

According to its calcium and magnesium content water can be classified as

## Hard Water

High mineral content **above 100 ppm**. It strengthens the dough and increases the fermentation rate.

## Medium -Hard Water

Medium mineral content between **50-100 ppm**. Best suited for baking.

## Soft Water

Low mineral content **less than 50ppm**. It produces sticky, soft, and slack dough and decreases the fermentation rate. Yeast-leavened products may require the addition of nutrients to improve fermentation

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# Yeast

Yeast is the main leavening agent in breadmaking, producing carbon dioxide that is trapped by the gluten matrix and providing the bread its rise and light texture. Yeasts that are more tolerant and resilient are selected for high-stress processes. The availability of yeasts specifically selected for their ability to survive subzero temperatures has revolutionized the frozen and parbaked sectors

During fermentation, yeast metabolizes carbohydrates, releasing acids and aromatic compounds that enhances flavor, and aroma. A wide variety of these compounds also contribute to or enhance browning reactions, that provide bread crust its characteristic color. Yeast also activates enzymes that break down flour proteins, improving gluten development and contributing to the bread's final structure, and texture.

Yeast is also an important contributor to the final product's nutritional profile by providing vitamins and minerals, especially B vitamins, and proteins. Artisan breads are recognized for having better nutritional profiles than conventional breads.

Another contribution of yeast to artisan bread production is that of inactivated yeast. Inactivated yeast are yeast cells that have been deactivated to stop their metabolic activity, meaning they can no longer ferment sugars or produce carbon dioxide. However, they retain beneficial components such as proteins, vitamins (especially B vitamins), and enzymes that can improve dough properties such as dough relaxation, and extensibility. It can also act as a reducing agent, reducing mixing times and improving overall dough quality.

A wide variety of yeast types exist depending on the production process and the final product desired. Most commonly found yeast are discussed in Table 1.



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Form	Water content (%)	Solids content* (%)	Handling and application
Compressed	70	30	<p><b>Shelf-life:</b> 2–3 weeks at refrigeration temperature can be added directly to the mixer.</p> <p><b>Application:</b> small and medium-sized bakeries.</p> <p><b>Activity:</b> high although lower than cream yeast.</p>
Cream	85	15	<p><b>Shelf-life:</b> 2–3 weeks under refrigeration Requires storage in agitated tanks. It can be pumped directly to the mixer by a bulk ingredient handling system.</p> <p><b>Application:</b> high-speed bakeries, easiest and most accurate scaling.</p> <p><b>Activity:</b> highest, less prone to variations in performance.</p>
Active dry (ADY)	5	95	<p><b>Shelf-life:</b> 1 year under vacuum (oxygen-free) packaging, must be activated in warm water for 5–10 minutes before adding to the dough.</p> <p><b>Application:</b> retail bake shops, in-store bakeries.</p> <p><b>Activity:</b> lowest</p>
Instant dry (IDY)	5	95	<p><b>Shelf-life:</b> 1 year at vacuum packaging, can be added directly to the mixer without activation.</p> <p><b>Application:</b> retail bake shops, medium-sized bakeries.</p> <p><b>Activity:</b> higher than ADY but lower than compressed.</p>
Wild Yeast	-	-	<p><b>Shelf-life:</b> depends on the starter maintenance; typically requires regular feeding and care. It can be cultivated from the environment or existing sourdough cultures.</p> <p><b>Application:</b> artisan bakeries, craft bakers with sourdough starters.</p> <p><b>Activity:</b> Varies widely, has a slower fermentation process but develops complex flavors.</p>

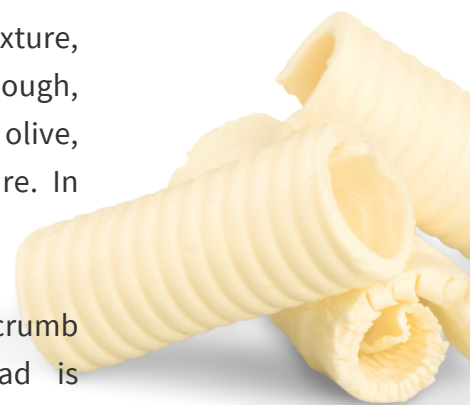
Table 1: Types of Yeasts

\* Solids include protein, carbohydrates, cell lipids, minerals and vitamins

## Fats (oil and butter)

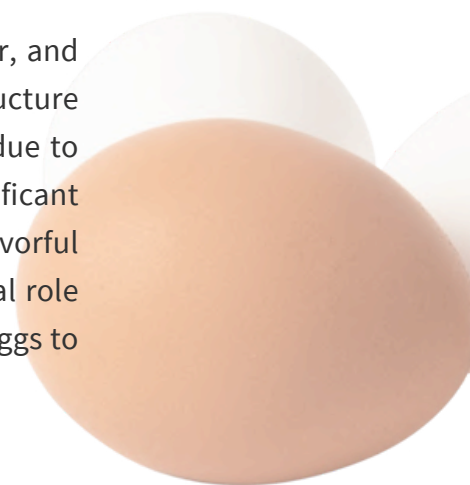
Although typically used in small amounts, fats significantly impact flavor, texture, and shelf life. By interfering with gluten formation, fats tenderize the dough, resulting in softer, less crumbly bread. Common fat sources include butter, olive, or canola oil, which can enhance richness and provide a luxurious texture. In Brioche, butter provides that yellowish-rich color and aroma.

Fats also slow staling, prolonging freshness, and can improve the bread's crumb structure, yielding a softer and more delicate texture. Artisan bread is characterized by a lean formulation, meaning a lower fat and sugar content as compared to sliced pan bread.



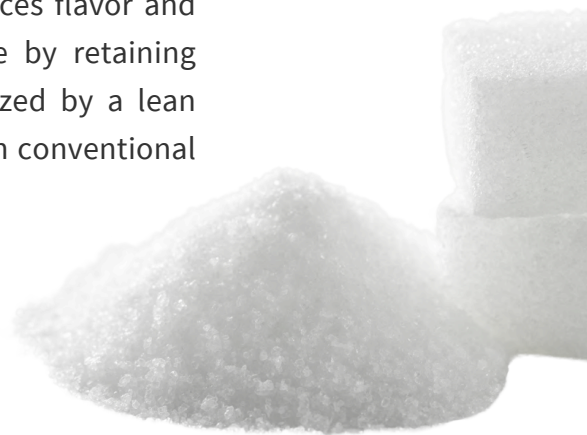
## Eggs (brioche)

Eggs are essential in brioche and artisan bread for enhancing texture, flavor, and crust quality. They add richness and tenderness and also contribute to structure and chewiness. Egg proteins improve crust color and flavor during baking due to their reaction in Maillard browning. Classic formulas often include a significant percentage of eggs to achieve desired qualities. Eggs lead to softer, more flavorful breads compared to those made without them. Overall, their multifunctional role makes eggs a key ingredient in enriched doughs like brioche, which rely on eggs to provide their characteristic richness and flavor.



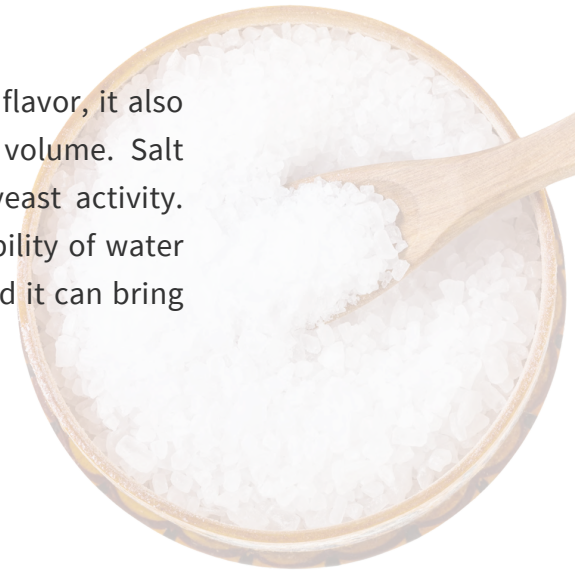
## Sugar

Sugar supports yeast fermentation by providing an energy source for carbon dioxide production, directly influencing loaf volume. It also enhances flavor and color through the Maillard reaction and contributes to shelf life by retaining moisture and reducing water activity. Artisan bread is characterized by a lean formulation, meaning a low or no sugar content in comparison with conventional mass-produced bread.



# Salt

Salt performs several functions in breadmaking. Besides enhancing flavor, it also strengthens the gluten network, improving dough elasticity and volume. Salt contributes to the regulation of the fermentation, by regulating yeast activity. Finally, salt may also contribute to shelf-life by reducing the availability of water for microbial growth. Sea salt is commonly used in artisan bread and it can bring certain complimentary flavors to the bread as well.



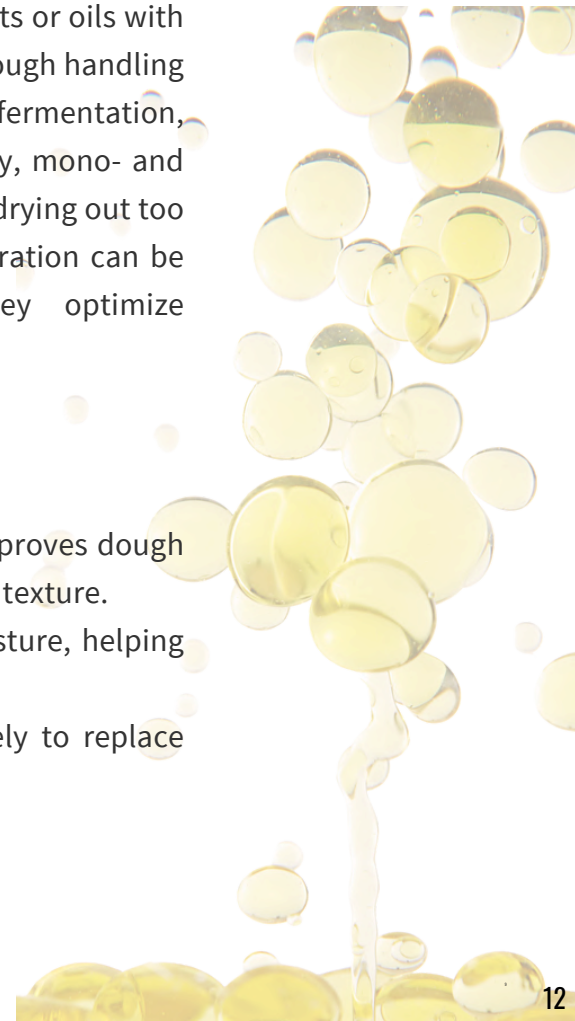
# Emulsifiers

Emulsifiers play a significant role in artisan bread production, enhancing dough stability, texture, and shelf life. They help to create stable emulsions, which improve moisture retention and prevent the separation of ingredients. This is particularly important for maintaining the quality of bread during storage and extending its freshness.

Among the most commonly used emulsifiers in breadmaking are mono- and diglycerides. These emulsifiers are derived from the esterification of fats or oils with glycerol. They are effective emulsifiers in baking, promoting better dough handling and stability. These compounds enhance gas retention during fermentation, leading to increased loaf volume and improved texture. Additionally, mono- and diglycerides help maintain moisture in the bread, preventing it from drying out too quickly and contributing to a softer crumb structure. Their incorporation can be particularly beneficial in high-hydration doughs, where they optimize machinability and overall product quality.

Other important emulsifiers in artisan bread production are:

- **Lecithin:** Derived from soybeans or sunflower seeds, lecithin improves dough machinability and moisture retention while enhancing flavor and texture.
- **Hydrocolloids:** Ingredients like agar or gum acacia attract moisture, helping to maintain freshness and softness in bread.
- **Newer clean-label** enzyme solutions have been used effectively to replace emulsifiers in bread.



# Specialty Ingredients

Salt performs several functions in breadmaking. Besides enhancing flavor, it also strengthens the gluten network, improving dough elasticity and volume. Salt contributes to the regulation of the fermentation, by regulating yeast activity. Finally, salt may also contribute to shelf-life by reducing the availability of water for microbial growth. Sea salt is commonly used in artisan bread and it can bring certain complimentary flavors to the bread as well.

## WHEAT PROTEINS

**Vital Wheat Gluten:** Added to strengthen dough, vital wheat gluten improves elasticity, machinability, and volume while helping retain moisture. Overuse can result in overly tough bread, so balance is key.

## MALT

- **Diastatic Malt:** rich in enzymes, this ingredient boosts amylase activity, creating fermentable sugars that enhance fermentation rates and improve dough handling.
- **Non-Diastatic Malt:** lacking vital enzymes, this malt is primarily used to enrich bread's aroma and crust, such as providing a glossy sheen to bagels.

Each ingredient plays a unique role in crafting artisan bread, ensuring a balance of flavor, texture, and shelf life while allowing for customization to achieve the perfect loaf.



# ARTISAN BREAD PROCESSING

Dough processing consists of several steps that are required to obtain a final product with high quality and appropriate organoleptic properties

# 1

## Ingredient Preparation

High-quality ingredients including flour, water, salt, and yeast are gathered. For some formulas, pre-ferments like biga or poolish may be prepared in advance to enhance flavor and texture. Pre-ferments are especially used in artisan bread because it accounts for that deep aroma that is characteristic of artisanal loafs

# 2

## Mixing

The ingredients are combined in a large mixer. This step ensures that all components are evenly hydrated and begins the development of the gluten structure. Mixing times may vary based on the desired dough consistency.

# 3

## Autolyse

Flour and water are mixed and rested for a period of time (typically 20 minutes to an hour). This resting phase helps with gluten hydration and improves the dough's extensibility, making it easier to shape later.

# 4

## Bulk Fermentation

The dough is allowed to rise in a controlled environment for several hours. This fermentation allows yeast activity to produce carbon dioxide, which leavens the bread and develops flavor, and aroma



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# 5

## Dividing and Pre-shaping

Once fermentation is complete, the dough is divided into portions and pre-shaped into its desired form. This step helps to create structure before final shaping.

# 6

## Bench-Rest

The pre-shaped dough is allowed to rest for about 20-30 minutes. This relaxation period makes it easier to shape the loaves without tearing

# 7

## Final Shaping

Each piece of dough is shaped into its final form (e.g., baguette, round loaf). Proper shaping is crucial for achieving good oven spring and crust development.

# 8

## Proofing

The shaped loaves are placed in a proofing environment to rise again until they have expanded adequately. The duration and conditions (temperature and humidity) are critical for optimal results. The typical dough temperature should be around 24 - 27 °C (75-80 °F), while proofing temperatures should be around 35 - 38 °C (90-95 °F). Relative humidity should be 95%. This processing step can last around 60-120 minutes. Certain style artisan bread experiences an overnight proof to further deepen their aroma.

# 9

## Scoring

Just before baking, the surface of each loaf is scored with a sharp blade. This allows controlled expansion during baking, influences final volume and crust, and adds visual appeal.



# 10

## Baking

The loaves are usually baked in a high-temperature steam-induced oven to enhance a glossy crust formation. The baking time and temperature depend on the type of bread being baked. If tunnel ovens are used, thermal profiling of the bread is recommended to determine the temperature control for each zone. If rotational ovens are used, try a 2-step temperature profile, with a higher upfront temperature, and a lower end-zone temperature for coloration of the bread. The core temperature should reach 92-95°C (198-203°F), with a moisture bake-out of 9-15%.

Bread type	Size	Baking time
Baguette	12 oz	18-25 min
Ciabatta	12 oz	20-28 min
Batard	16 oz	22-28 min
Boules	16 oz	24-30 min

# 11

## Cooling

The bread is allowed to cool on racks. Cooling is essential for setting the crumb structure and enhancing flavor before slicing. Cool to an internal temperature of 35 - 38°C (95 - 100°F) before slicing and packaging.



## Is Bulk Fermentation Beneficial?

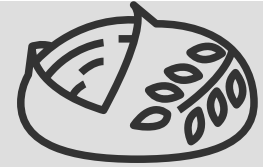
### PROS

- Higher hydration
- Less yeast
- Shorter mixing times
- Lesser added gluten and improvers
- Better texture
- Better aroma

### CONS

- Heavy capital upfront
- Need a talented labor pool
- More sanitation required
- Order insertions are unlikely. Can't secure last-minute orders.
- Costly when line breaks

# Sourdough Technology



Sourdough bread is mainly produced by the fermentation of flour using naturally occurring bacteria and yeast. These microorganisms are usually present in flour, water, and air or added by the baker. The preparation of freshly started sourdough begins with a starter composed of flour and water. It then goes through various steps by creating the optimum growth and feeding conditions for yeast and lactic acid bacteria (Lactobacilli) development.

Yeast contributes to the rise and flavor of the bread, and thus it's an important ingredient for the overall final product quality. Lactic acid bacteria contribute to the production of organic acids like lactic acid, and acetic acid providing the bread with a tangy flavor and also aiding in the preservation of the product.

The sourdough develops different microorganisms in each step. Initially, it starts with an undesirable bacteria called Enterobacteria. Later, it produces homofermentative lactobacilli which produces lactic acid. The maturation finishes with acid-tolerant heterofermentative lactobacillus yielding lactic acid, acetic acid, and carbon dioxide.

Carbon dioxide produced by wild bacteria raises the bread volume and extends the bread shelf life by delaying the staling process. Alcohol and organic acid production alter the aroma created by a good mix of flavors. Last but not least, it improves the elasticity, extensibility, and tenacity of the dough.<sup>11</sup>



# Types of Sourdough

Sourdoughs, based on the applied technology, can be classified into three groups:

## Type I

This sourdough is manufactured with traditional methods and distinguished by continuous, periodic refreshments to keep the microorganisms in an active state.

## Type II

This sourdough is frequently utilized as a dough-souring supplement during bread preparation. It is identified by lengthy fermentation duration (2-5 days) and higher fermentation temperature (>30 °C or 86 °F) to advance the process.

## Type III

This sourdough is a dried preparation containing Lactic acid bacteria resistant to the drying process. Unlike type I sourdoughs, type II and type III doughs require the addition of baker's yeast (*Saccharomyces cerevisiae*) as a leavening agent.



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## Artisan Bread Trend



Artisan bread is taking the baking world by storm, capturing both bakers and consumers alike. This trend emphasizes the creation of bread using clean-label, simple ingredients, steering clear of chemical additives and preservatives. At the center of this trend lies sourdough, a natural leavening agent that not only elevates the flavor profile but also offers a myriad of benefits over conventional baker's yeast. With its complex taste and enhanced texture, sourdough is redefining what consumers expect from bread, making each loaf a delightful experience.

# ARTISAN BREAD FORMULATION

## Artisan Bread



Ingredients	Baker's %
<b>Bread Flour</b>	100
<b>Whole Wheat Flour</b>	Any level/100 for whole wheat bread
<b>Rye Flour</b>	20-40
<b>Semolina flour</b>	Any level (depending on particle size)
<b>Cracked whole grains</b>	Any level (depending on particle size)
<b>Water</b>	50.0–85.0
<b>Compressed yeast</b>	0.1–3.0
<b>Biga/poolish/sponge</b>	15.0–50.0
<b>Sourdough</b>	15.0–50.0
<b>Virgin olive oil</b>	1.0–2.0
<b>Non-diastatic malt</b>	1.5–2.0
<b>Sugar</b>	0.5–1.0
<b>Salt</b>	1.5–2.0

Table 2: Artisan Bread Formulation for Bâtards and Boules

# Baguette



Ingredients	Baker's %
Bread flour	100
Water	65-75
Instant active dry yeast	0.8-1.0
Salt	2
Malt syrup	0.5
Poolish (optional)	Varies

Table 3: Baguette Formulation



# Focaccia



## Sponge Formulation

Ingredients	Baker's %
<b>Patent (bread) flour</b>	30
<b>Water (68°F/20°C)</b>	20.0 (67.0*)
<b>Compressed yeast</b>	1.5**

Table 4a: Focaccia Sponge Formulation

\*Hydration level, based on the weight of flour used in the sponge

\*\*Yeast amount for a 16-hour sponge fermentation under refrigeration conditions

## Dough Formulation (67% total hydration):

Ingredients	Baker's %
<b>Patent (bread) flour</b>	70
<b>Water (3°C/38°F)</b>	47
<b>Salt</b>	2
<b>Granulated sugar</b>	1
<b>Olive oil</b>	10
<b>Cheese (grated)</b>	4
<b>Sponge</b>	51.5
<b>Tomato slices (topping)</b>	Any amount

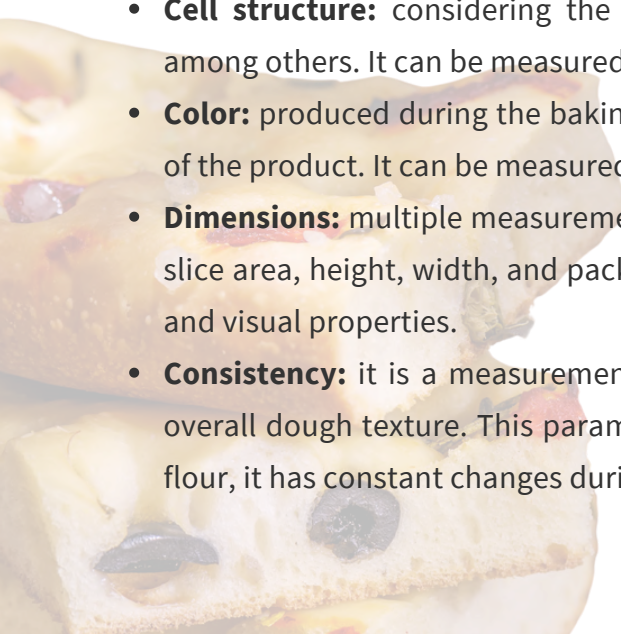
Table 4b: Focaccia Dough Formulation

# QUALITY OF ARTISAN BREAD

## Typical Bread Quality Parameters

While similar quality parameters apply to most baked goods, bread has specific markers. Key items to track include:

- **pH:** influences the rate of fermentation. Yeast activity peaks in acid environments of pH levels around 4-6. Texture and gluten behavior are also influenced by dough pH. A higher pH tends to favor the browning Maillard reaction, while lower pH values favor the production of flavor and aroma compounds that contribute to a more complex aroma profile. The final pH affects the microbial stability of the product (e.g., mold growth). The typical pH of bread lies between 5.3- 5.8, and around 3.8-4.6 for sourdough bread.
- **Moisture content:** moisture content affects the total bake-out and weight of the finished products. Only water activity is crucial to the microbial and textural shelf life. Moisture content is commonly measured by a direct method of evaporation (e.g., convection oven, vacuum, microwave ovens) or by indirect methods (e.g., spectroscopy or thermogravimetry).
- **Water activity:** it determines the product's microbial and chemical stability and impacts the bread's microbial shelf life.
- **Texture:** a wide variety of sub-parameters define bread texture; among the most relevant are hardness, cohesiveness, springiness, and resilience. Texture can be measured with a trained sensory panel or by instrumental methods like texture profile analysis (TPA).
- **Loaf volume:** associated with the lightness and fluffiness of the loaf. It can be measured through instrumental methods.
- **Cell structure:** considering the number of cells, cell diameters, cell volume, cell elongations, among others. It can be measured through instrumental methods.
- **Color:** produced during the baking process due to the browning reactions affects the acceptability of the product. It can be measured through instrumental methods or by trained sensory panels.
- **Dimensions:** multiple measurements of the basic dimensional characteristics of the bread, such as slice area, height, width, and packaging. It aids in the understanding of the final product's physical and visual properties.
- **Consistency:** it is a measurement of the hardness or firmness of the dough, it characterizes the overall dough texture. This parameter is highly influenced by the water absorption capacity of the flour, it has constant changes during mixing due to gluten development.



- **Extensibility:** it is the dough's capacity to be stretched without tearing. The protein network highly influences this property, and it shows the capacity of the dough to hold gas in and thus its desired shape.
- **Elasticity:** the dough tends to return to its original shape when stretched. It is an important processing parameter, given that it determines the machinability of the dough.

## Measuring Bread Quality

Artisan bread quality parameters can be measured by instrumental methods or sensory evaluation methods. Instrumental methods are quick and relatively low-cost in the long run, with an initial high investment in equipment. They also cannot replicate the conditions during human mastication. The best approximation to this process is the Texture Profile Analysis (TPA) which intends to repeat the mastication process with a mechanical instrument.

Sensory evaluation methods provide more accurate results in approximating the actual sensations of the textural properties during mastication. However, they have several drawbacks, such as high costs, lengthy test times, and difficulty gathering consistent, repeatable data.



# Instrumental Techniques

Parameter	Evaluation technique
pH	pH meters
Moisture content	<b>Direct methods:</b> evaporation (e.g., convection oven and microwave oven) <b>Indirect methods:</b> spectroscopy or thermogravimetry
Water activity	Resistive Electrolytic Hygrometers (REH) Capacitance Hygrometers Dew Point Hygrometers
Protein	Near Infra-Red (NIR)
Texture	Texture Analyzer
Consistency	Mixolab 2
Extensibility	Alveolab
Elasticity	Alveolab
Volume	Rheo F4 and Mixolab 2
Retrogradation	Mixolab 2SDmatic 2
Loaf volume and cell structure	C – Cell analyzer or Sightline
Color	C-Cell analyzer or Sightline Vision Inspection imaging technology

Table 5: Instrumental Techniques for Artisan Bread Quality Analysis

# TROUBLESHOOTING ARTISAN BREAD



*Can I skip folding dough during the long fermentation times?*

Folding the dough during refrigerated fermentation reinforces the gluten networks, making the dough stronger. This helps prevent gas from escaping the dough during long bulk fermentation, especially when the pH goes down over long periods of fermentation. Passing on this step would create a weak dough. One that will not hold up to high output lines, resulting in a small uniform cell structure, and additional final proofing time. The only way to skip the folding step is to reduce the total time for refrigerated bulk fermentation.



*Is water absorption related to the moisture of the flour?*

Yes, how much water you can add to the dough is dependent on how much water is already in the flour. For example, if the flour's water absorption capacity is 65% and it comes in at 13% moisture, you can add 1% more water to your dough, making it 66%.



*Can wheat flour with high ash content be used for making artisan bread?*

Higher ash content is a result of bran left in white or refined flours. The increase in flour extraction rate results in higher cross-contamination of the non-endosperm. This further results in lower-quality baking properties. The ash content of patent flours is usually lower than clear flours. More about the impact of ash content in baking is available at [BAKERpedia](#). Since artisan bread has an off-white color to its rustic appearance, there is room to increase this ash content, sometimes from 0.5 to 0.6%.



## *How can I make my artisan loaf of bread last for more than 1 day?*

Due to the lean formula, high hydration, and long baking times, most artisan breads do not have a long shelf life. With this in mind, changes have to be made to the formula and process. In addition, amylase enzymes should be used to prevent staling of the crumb, and cultured wheat or encapsulated sorbic acid should be used to delay mold growth. Don't forget to put in a HACCP plan which includes up-to-date sanitation practices that involve cleaning up flour dusts and using gloves. Last but not least, artisan breads should be sliced and packaged properly to broaden their appeal.



# SUMMARY

Artisan bread has emerged as one of the most popular bakery trends in recent years, driven by a growing consumer demand for healthier, more wholesome food options. This trend celebrates traditional bread-making methods, focusing on using high-quality, natural ingredients to create products that are as nutritious as they are delicious. Consumers are increasingly drawn to artisan bread for its ability to deliver complex flavors, rich textures, and a rustic appeal that sets it apart from other bread options.

At its core, artisan bread emphasizes simplicity and authenticity, often made with a few key ingredients like flour, water, salt, and natural leavening agents. The process involves time-honored techniques, including long fermentation, which not only enhances flavor and texture but also improves the bread's nutritional profile. This approach aligns with the growing preference for mindful eating, as consumers seek out foods that are thoughtfully prepared and provide tangible health benefits.

Beyond nutrition, artisan bread evokes a sensory experience, offering a satisfying crust, tender crumb, and robust flavor profile. It reflects a broader shift toward slow food and culinary artistry, where the focus is on quality, craftsmanship, and an appreciation for traditional food preparation methods. This trend highlights the enduring appeal of simple, well-made bread.



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