

# *Rustica Sourdough Bakery & Café - Media Kit*



Rustica Sourdough Bakery and Cafe

402 Brunswick St, Fitzroy VIC

[www.rusticasourdough.com.au](http://www.rusticasourdough.com.au)

## About Rustica Sourdough

Rustica Sourdough is the new kid on the block in Brunswick St.

Brenton Lang established the bakery café in April 2012, with the aim of delivering artisan breads baked using traditional sourdough techniques.

Our beautiful range of artisan breads are sold in store and delivered fresh daily to a growing number of wholesale clients, including cafés such as Pope Joan, Wide Open Road and John Gorilla.

Rustica Sourdough is also a thriving café, with great coffee and a wide range of breakfast and lunch menu options, including sourdough sandwiches, pies and sweet treats prepared every morning in the Brunswick St bakery. Everything on our menu is prepared, baked or cooked onsite, from the chilli jam to the meat pies.



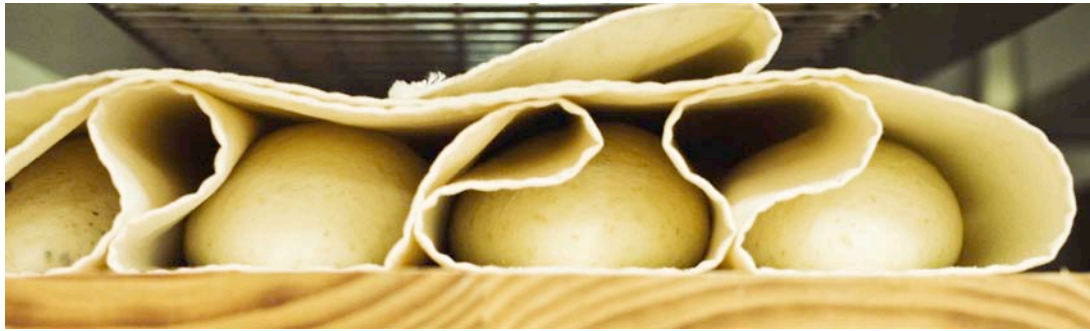
## About Brenton Lang

Brenton Lang is the Head Baker and Founder of Rustica Sourdough. He believes in slow cooking, taking his time to nurture dough and bake bread using time-honoured techniques, with the occasional contemporary flair.



He has been baking for almost 15 years, serving his apprenticeship in Bendigo. After which time, he rose quickly to the role of Head Baker at Baker's Delights, where he learnt the discipline and commitment required to succeed as a baker. Brenton got his first taste for artisan bread working for Phillipa's, which became a fully-fledged passion during his time as Head Baker at The Good Loaf in Bendigo.

Brenton is now dedicated to continuing the art of sourdough and slowly crafted food from his own bakery at Rustica Sourdough. It's a very family affair, with his sister, Nicole Cook, running the front-of-house and his father looking after the books.



## The Art of Sourdough

Traditional sourdough is made from wild yeast. The wild yeast acts as a natural starter or leavening agent to rise and soften the bread, instead of processed baker's yeast.

The results are less consistent, less uniform. Some say they can taste the subtle differences in the bread depending on the wild yeast used. That is the natural beauty of sourdough bread.

The art of sourdough lies in nurturing "the mother", the name given to the wild yeast that becomes a starter for each loaf. A sourdough baker creates "the mother" by mixing flour and water, then exposing it to bacteria in the air, which brings the mother to life.

Over the days and weeks to follow, the mother is fed and cared for; with different amounts of water and flour, depending on her needs. She is also transferred in and out of refrigeration, according to the weather conditions.

Pieces of the mother are cut away to become the natural starter for loaves, buns, or whatever is to be baked. The baker adds flour, water and salt to the starter, plus any other desired ingredients, to create a dough that is kneaded, moulded and rested for a day. The result is delicious tasting bread with a depth of flavour and soft, silky texture that beats the mass produced, fast food breads often found on supermarket shelves.

### *A word about Rustica Sourdough*

Rustica Sourdough practices the time-honoured techniques of authentic and traditional sourdough baking. We take our time to craft the best flavour and texture in every loaf.

In Spring 2011, Brenton started the wild yeast culture (or leaven) that provides the flavour base for all of the breads currently baked in the Rustica Sourdough bakery. Spring is the perfect time to create a yeast culture, when the air is rich with flavoursome bacteria from new plant and flower growth.

With over ten years experience, Brenton instinctively knows exactly what the mother needs by the way it feels.

# Tasting Notes



## *Traditional Sourdough*

The following breads are prepared using a traditional sourdough process. On the first day, the natural starter (or leaven) is left to ferment; on the second day, ingredients are added to form a dough that is kneaded, moulded and rested; then, on the morning of third day, the bread is baked fresh for sale or use in the Rustica cafe.

### Organic White

A light and airy bread, with delicate sourdough flavour. This bread is versatile and loved by all, suited to everything from soups to sandwiches. Organic White is made from a white sourdough starter, organic wheat flour and sea salt.

### Organic Wholewheat

A dense bread, with a smooth wheat flavour. This bread is a healthier alternative, with more fibre, vitamins and minerals. Organic Wholewheat is made from a white sourdough starter, organic wheat flour and sea salt.

### Seedy Wholewheat

A smooth, dense bread, with the sweetness of honey to balance the wholewheat flavour. Seeds enhance the flavour and texture, and add a naturally delicious source of protein. Organic Wholewheat is made from a white sourdough starter, organic wheat flour and sea salt, with added honey, sesame seeds, linseed, sunflower kernels and pumpkin seed.

### French Dark Rye

A rich and heavy bread, prepared in the traditional French style. This bread displays the strong flavour and dense texture typical of dark rye sourdough. French Dark Rye is made from a rye sourdough starter, organic rye flour, small amount of organic wheat flour and sea salt.

### Spelt

A dense and smooth bread, with a delicious nutty flavour. Made from ancient grain, spelt flour is less refined and easier to digest. Spelt is made from a rye sourdough starter, white spelt flour and sea salt.



## *Speciality Sourdough*

The following breads incorporate fruits, herbs and other fresh ingredients, which are added to our natural starters to create a range of classic and contemporary sourdough breads.

### Olive with Fresh Basil

Freshly-picked basil adds a tangy sweetness to balance the saltiness of the local olives. Enjoy with charcuterie meat and cheeses. The bread is made from a white sourdough starter, organic wheat flour, sea salt, with added Mount Zero olives and fresh basil.

### Fruit Tin and Fruit Bun

With a special blend of fruit and spices, our version of this old-favourite is sweet and dense, best served with butter for breakfast. The bread is made from a white sourdough starter, organic wheat flour, sea salt, with added Australian sultanas, raisins and currants, cardamom, ginger, mixed spice and unsalted butter.

### Raisin and Hazelnut

Raisins and hazelnut make the perfect match in this lighter, more versatile fruit bread. A delicious way to start the day. The bread is made from a white sourdough starter, organic wheat flour, sea salt, with added hazelnuts, cinnamon and Australian raisins.

### Fig and Fennel

Caramelised figs combine with aromatic fennel to create a beautifully balanced bread. Enjoy for lunch served with soft cheeses or salad. The bread is made from our white sourdough starter, organic wheat flour, sea salt, with added Turkish figs and fennel seeds.

### Vine Fruit and Rosemary

The robust flavor of rosemary adds a depth and complexity to balance the sweetness of vine fruit. A beautiful bread to present with a cheese platter. The bread is made from our white sourdough starter, organic wheat flour, sea salt, with added sultanas, linseed, sunflower seeds, sesame seeds and rosemary.





## *Semi Sourdough*

The following breads are not prepared with the traditional sourdough process. Rustica Sourdough prefers a slow fermentation process to allow for the full development of flavours and texture, with minimal use of baker's yeast.

### Parisian Baguette

A light and versatile bread, prepared using traditional French techniques. The slow 12 hour pre-fermentation process provides a fuller flavour, while maintaining the softer texture characteristic to baguettes. Parisian Baguette is made from wheat flour, corn flour and Pink Lake natural salt.

### Ciabatta

A soft and fluffy bread with chewy crust. Rustica Sourdough uses a slow 12 hour pre-fermentation process for a delicious full flavour. Ciabatta is made from a white sourdough starter, wheat flour, local Mount Zero Extra Virgin olive oil and Pink Lake natural salt.

### Corn

A light and versatile bread, suited to everything from soups to sandwiches. Polenta adds to the soft and spongy texture and creates a wonderful crusty when toasted. Corn is made from a white sourdough starter, wheat flour, polenta, raw sugar and sea salt.

### Roast Pumpkin

A beautifully-coloured bread with a sweet and satisfying flavour. The bread is made from Corn dough, giving it a delightfully soft and spongy texture. Roast Pumpkin is made from our white sourdough starter, wheat flour, polenta, raw sugar, sea salt and roasted jap pumpkin.