



2023 Bread and Viennoiserie Training Series

Our intensive program, with a high level of hands-on, fully prepares students for a professional baking career

Overview

Our Bread and Viennoiserie Training Series prepare students that are passionate about baking to advance in their career, take the next steps into opening a bakery or work in the baking industry.

San Francisco Baking Institute (SFBI) recognizes that not every student has the time and the budget available for 12-18 months of training. At the same time, students want to be sure they receive the very best education to ensure success in the future.

We designed our progressive program to meet these specific needs, developing a highly concentrated focused curriculum with an exceptional level of hands-on practice and deliberately small classes. Our state-of-the-art facility, just a short drive from downtown San Francisco, offers spacious classrooms and technologically advanced equipment, giving students the rare opportunity to train in a production environment very similar to most modern baking facilities.

Since 1996, SFBI has trained thousands of professional and aspiring bakers from all over the world. We have acted as the unofficial training site for several award-winning Baking USA Teams and hosted a variety of international groups, from countries including Russia, China and Japan, interested in bringing artisan baking back to their homelands.

SFBI is recognized as a place where artisan baking and pastry are respected, appreciated and celebrated.



Our passion of sharing our knowledge and enthusiasm in an effort to raise the level of the craft is well-known throughout the baking community. As the only school in the U.S. dedicated exclusively to artisan baking and pastry, the San Francisco Baking Institute is the place where better baking begins.

“My training at SFBI gave me a professional foundation of growing and succeeding in the baking industry.”

- David Schmidt -



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Why SFBI?

There are many choices as you consider your options for training. SFBI's program offers several unique features.

- **Hands-on Training:** Our curriculum includes an unusually high level of hands-on practice.
- **Individuals Attention:** We commit to small class sizes with a maximum of 16 students
- **Intensive Learning:** During SFBI's program, you will train for full days, rather than the half days at many other schools. In total, the training hours are almost identical, while the overall time commitment is less.
- **Advanced Equipment:** SFBI's technologically advanced equipment and spacious bakery classrooms are similar to those found in a typical modern bakery.
- **Real World Scale:** Because of the scale of our facility, SFBI students bake a high volume of bread and pastries, developing valuable production skills.
- **Location:** Our state-of-the-art facility is just a short drive from downtown San Francisco, where students can unwind and explore during off hours.



“This program has been one of the best experiences of my life. I have really loved being at SFBI and have been inspired to work in the baking industry.”

-Josh Grunig-




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Objectives

During the Bread and Viennoiserie Training Series at SFBI, we teach you everything you need to know to perform, with excellence and success, in the baking industry.

Training Series Objectives

- Understand the history of baking and pastry.
 - Discover how to select, purchase and evaluate ingredients.
 - See how ingredients function in baking and pastry.
 - Use baker's math with confidence.
 - Learn how to identify and operate equipment.
 - Understand how to use the professional terminology of the industry.
 - Practice mixing techniques for all styles of bread.
 - Comprehend and perform the bread baking process from start to finish.
 - Understand the complexities of sourdough.
 - Design and produce new formulas.
 - Learn new techniques for baking and the latest styles of bread.
 - Understand yeasted pastries and lamination techniques.
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- Develop production-oriented work habits and scheduling skills.
 - Learn about the latest industry trends and how to interpret them in your baking.



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Benefits

Our program helps you develop life-long skills in a profession that offers security, flexibility and creativity.

You will train in a state-of-the-art environment with a curriculum that balances theory with hands-on learning, ably preparing you for the real world of baking today.

Aspiring Bakers

Changing careers or opening a bakery? Taking the complete series gives you the skills and knowledge you need to get started.

Working Bakers

Enhance your career and your salary with cutting-edge skills and a deeper understanding of the baking arts.

Bakery Owners or Managers

Grow your business with the employees you send to train at SBFI. Benefit from the enthusiasm and loyalty that a good education brings to young people with an interest in their work. Give back to the baking community and help contribute to its continued growth by helping to build the next generation of artisan bakers.



What Industry Leaders have to say?

“Michel Suas (SFBI Founder) has been a mentor of mine ever since I met him, I have the utmost respect and admiration for his willingness to give and share his knowledge.”

- George Erasmus, Los Angeles, CA

“I have sent key production managers to various bread and pastry courses at SFBI. They have returned energized and feeling more confident with their abilities to take the quality of our products even higher: able to identify and correct problems with our processes and strengthen the knowledge of our crews, making them more productive.”

- JT, Semifreddi's Bakery, Emeryville, CA

“Having SFBI as a reference I can count on now and in the future gives me confidence that my baking career will be successful.”

-Sharman Kobayashi -



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Curriculum

Training Series Descriptions

Series I: Fundamentals of Baking

In the first week of our hands-on series, you will learn all aspects applicable to bread baking. This will become a very important foundation for you to understand advanced levels of artisan baking. You will be familiarized with important steps of baking, including mixing, dividing, pre-shaping, shaping and baking. You will also learn how to operate baking equipment such as spiral mixers and oven loaders.

During the first half of this series, baguettes are used as a medium to experiment with different mixing techniques, and with different types of flour. Functionalities of basic ingredients – flour, water, salt and yeast – are explained in detail, as well as how mixing and fermentation are closely related to each other.



Another important topic covered in this series is preferments, including poolish, sponge and pre-fermented dough. You will learn how preferments have various effects on dough properties, and in the final products.

During the second half of this series, you will work with different types of flours such as whole wheat and rye flour, as well as enriched doughs like challah and egg bread. You will practice on various shaping techniques, starting from boules and batards to intricate braids and French regional shapes. Basic concept of sourdough is explained at the end of this series. You will learn different styles of sourdough, and the impact they have on the final products.

The last day of this series is the practical exam. You will be working as a group to review important concepts and formulas. The instructor will give production assignments to each group, and the products are evaluated at the end of the day.



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Series II: Sourdough, Whole Grain and Alternative Grains

In this series, the selection of breads becomes more diverse. Different styles of sourdough are incorporated into daily production. You will learn how sourdough starters are elaborated from scratch and how to maintain them on day to day basis. Factors affecting starter characteristics are explained, such as hydration, fermentation temperature and feeding schedules. Understanding these topics will help you create your own sourdough bread with desired characteristics.

The retarding technique is introduced in this series as a new concept. This is a very important concept to know when you are in a bakery production. You will learn the pros and cons of different styles of retarding, using both yeasted and naturally leavened doughs. The first half of this week includes hands-on production of country bread, olive bread, raisin walnut bread, ciabatta with poolish, and many other favorites.

The next topic covered this week is baking with whole grain flour, primarily focusing on whole wheat flour. Breads made with different percentages of whole wheat flour are compared, and the discussion covers how to apply whole grain flours in natural and yeasted preferments and in final formulas. You will be producing multigrain, 100% whole wheat sourdoughs, among others.



The second half of this series focuses on working with specialty flours, including alternative grains such as Kamut® and spelt, gluten-free grains such as buckwheat, millet and teff. A variety of breads will be baked every day, including Kamut® baguette, pear-buckwheat bread, and teff with sunflower seeds. You will also work with a selection of German style rye breads with different percentages of rye flour, including two castle rye and volkornbrot.

The last day of this series is the practical exam to review what you have learned in the bread series.



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Series III: Viennoiserie

The first half of this series covers fundamentals of viennoiserie production. You will be introduced to our pastry lab and new equipment such as planetary mixers and reversible sheeters. The focus is to learn mixing and handling of both laminated and non-laminated viennoiserie.

Products made this week include a variety of enriched dough, such as brioche and sticky buns. Using croissant dough, you will practice different shaping and assembly processes for traditional chocolate, and almond croissants. A wide range of shaping techniques will be introduced using Danish dough. Different lamination techniques, as well as several types of retarding methods are practiced. A selection of creams and fillings are made in this series to finish Danish and puff pastries. Using puff pastry dough as a base, a variety of products will be produced, including turnovers and palmiers.



Later in this series teaches more advanced theory and techniques in viennoiserie. You will make a variety of pastries from both laminated and non-laminated doughs. Products made during this week include regional specialties and holiday breads, such as panettone with levain, pan d'Oro, stollen, gibassier and pithivier. The lecture includes how to work with Italian levain, which is used in several classic Italian holiday breads. Selections of laminated products include kouign amann, laminated brioche and inverted puff pastry.

The last day of this week is the practical exam to review the viennoiserie series.



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Series IV: Bakery Business Essentials

Have you ever considered opening your own bakery? We will discuss essential concepts to start a small bakery operation in this class, such as how to select equipment, manage food and labor cost, and how to design a bakery.

We will visit two bakeries with different business models, and/or have a conversation with bakery owners in the first half of this series. This is a great opportunity to learn the ins and outs of opening up and operating a bakery.



One important topic explained in this series is how to create a production schedule for yeasted bread, sourdough and viennoiserie items. This is a crucial concept to understand in order to minimize food and labor costs, and to achieve an efficient bakery operation. Students will work in groups during the hands-on production time to construct their own production schedule depending on the product types and quantities. The production schedule will be based on essential items at bakeries such as country bread, baguettes, ciabatta, croissants, cookies, scones, and muffins. Students will produce the above items as if to operate an actual bakery production on the last two days of this series.

Pre-requisite for Series IV class: Artisan I and Artisan II and Viennoiserie I or Series I and Series III. This course is also open to trained bakers who have work experience in the field.

Please send your resume to: customerservice@sfbi.com to register for the class. If you are taking all the series before you do not need to send a resume.



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Testimonials:

Why do you recommend SFBI Training Series?

“(SFBI Training Series) helps jump start you into your baking career as opposed to spending several years in a traditional culinary school environment.”

- **Shari Call** ~ Los Angeles, California. 2007 graduate. Previously a professional hairdresser, currently an owner of Simple Loaf Bakehouse in New York

“SFBI instructors are extremely talented, knowledgeable, patient individuals who are passionate about their profession, and equally passionate about seeing their students succeed.”

- **Warren J. Burton** ~ New Zealand. 2013 graduate. Previously working in the wine industry, currently an owner of Burton NZ Bakery in Windsor, California

“It is highly hands on with excellent teachers, learning in an up-to-date lab.”

- **Modesto Arostegui** ~ Dominican Republic. 2010 graduate. Owner of La Campagna.

“SFBI really focuses on hands on learning, which was perfect for me.”

- **Paulina Herrera** ~ Hermosillo, Mexico. 2013 graduate. Head baker of Honoré Panadería.



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Words for who are considering SFBI Training Series.

“(SFBI Training Series) is a must if you want to take your baking career forward, not only because the owner is Michel Suas, a legend among bakers, but it has the most talented teachers and is a complete bakery with top of the market equipments. More importantly, you will see the highest quality product that you can imagine being made.”

- **Eduardo Freire Feliz** ~ Brazil, 2016 graduate. Currently head baker at Lucca Cafés Especiais

“What I learnt in 6 months at SFBI, would have taken me years and years to learn staging.”

- **Katrina VandenBerg** ~ Ontario, Canada. Graduated from Professional Program in 2012.

“I would recommend SFBI to anybody who is thinking to improve as a baker or pastry chef”

- **Alberto Miragoli** ~ Madrid, Spain. 2013 professional program graduate. Previously in the film industry, and now owner/head baker of Ciento Treinta Grados.

Why choose the Training Series over a weeklong workshop?

“(SFBI Training Series) provides me with a solid foundation on the knowledge I need with the least amount of time spent.”

- **Catherina Wong** ~ Toronto, Canada. 2014 professional program graduate.



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Bread and Viennoiserie Training Series Starts August 14^h, 2023

This course is limited to sixteen students. Admissions are made on a rolling basis. Apply early!

Admission Process

1. Complete the “Admission Application” and submit to SFBI via mail or e-mail.
2. You will be notified by SFBI once accepted to the program.
3. Within 3 weeks of acceptance to the program, a deposit of 50% of all series enrolled is required to secure your spot. Please submit the “Financial Agreement” and “Refund and Cancellation Policy” at the same time.
4. Payment can be made by check, money transfer or credit card.
5. The remaining balance is due on the first day of class.
6. Be sure to review the refund and cancellation policies.

Checklist for Application and Admission

Be sure to complete the following for admission to the Bread and Viennoiserie Training Series.

Application Package

Admission Application

Admitted Student Package

50% deposit on all series enrolled within 3 weeks of application

Financial Agreement

Refund and Cancellation Policy



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Admission Application

Date ____/____/____ (mm/dd/yy)

Please enter your name as it appears on government documents, e.g., passport, driver's license.

Legal Name _____ Male ____ Female
Last First Middle Suffix (Jr., Sr., etc)

Preferred Name _____ Previous Last Name(s) if any _____

Date of Birth ____/____/____
(mm/dd/yy)

Permanent Address

Street address _____ Apt. # _____

City/Town _____ State/Province _____ Country _____ Zip/Postal Code _____

Home Phone (____) _____ Business Phone (____) _____ Mobile (____) _____

Email _____

Please give your current address for all admissions correspondence, if different from above.

Current Mailing Address

Street address _____ Apt. # _____

City/Town _____ State/Province _____ Country _____ Zip/Postal Code _____

Current Mailing Address Phone (____) _____ Current Mailing Address, Valid from _____ to _____
Begin with country or area code (mm/dd/yy) (mm/dd/yy)

Please select the series you want to sign up for.

- Series I: Fundamentals of Baking** (August 14th – August 25th - \$2,495)
- Series II: Sourdough, Whole Grains, and Alternative Grains** (August 28th – September 8th- \$2,495)
- Series III: Viennoiserie** (September 11th – September 22nd- \$2,495)
- Series IV: Bakery Business Essentials** (September 25th to 29th - \$1,495)



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Financial Agreement

Authorization to Charge

Visa MasterCard Discover American Express

Credit Card Number _____

Authorization Code ____ Exp. Date ____ / ____ Zip Code: _____

I authorize the San Francisco Baking Institute to charge my credit card for the amount of:
\$ _____

Cardholder Name: _____

Signature: _____

Secondary Credit Card (optional):

Visa MasterCard Discover American Express

Credit Card Number _____

Authorization Code ____ Exp. Date ____ / ____ Zip Code: _____

I authorize the San Francisco Baking Institute to charge my credit card for the amount of:
\$ _____

Cardholder Name: _____

Signature: _____

Yes No

I authorize the San Francisco Baking Institute to store my credit card information.

I have read and fully understand the information listed above. All of my questions have been answered to my satisfaction.

Student Signature _____

Date ____ / ____ / ____

Student Name (please print) _____

Date ____ / ____ / ____



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Refund and Cancellation Policy

- More than 10 weeks prior to the series start date, cancellations will be reimbursed in full, minus a \$50 per series cancellation fee. Transfers to any workshops or future series will be made at no charge; transferred deposits are non-refundable.
- Less than 10 weeks prior to the course start date, cancellations are non-refundable, and there is a \$150 transfer fee per series; transferred deposits are non-refundable.
- The balance paid on the series is non-refundable.
- Any notice of cancellation or transfer must be made in writing.

Student/Payer Agreement to the Refund and Cancellation Policy

1. I understand that if I do not provide written notice of cancellation at least 12 weeks before the program start date, I will not receive a refund on my 50% deposit payment.

Initial here _____

2. I understand that the balance of the tuition payment is non-refundable.

Initial here _____

3. I understand that I must provide written notice of cancellation.

Initial here _____

Please sign after reading the above.

I have read and understand all of the information listed above. All my questions have been answered to my satisfaction.

Student Signature _____

Date ____/____/____

Student Name (please print)
