



Asheville Artisan Bread Bakers Festival - 2010

## FESTIVAL SCHEDULE MARCH 20, 2010

### GREENLIFE GROCERY (70 Merrimon Ave)

**10am – 2pm:** **Bakers' showcase.** Taste bread from 15 local, artisan bakeries. Meet the bakers. Taste cheese from two local dairies. Buy a loaf of bread and get a ticket to any workshop.

### GREENLIFE GROCERY – teaching kitchen (70 Merrimon Ave)

**1:00 – 2:30pm:** **EMILY BUELHER – baker, author**

**Hand Kneading for Beginners** Learn to knead a basic loaf of bread! We'll make a simple recipe, and talk about the chemistry of the dough, ways to make kneading easier, and how to tell when the dough is "done." Then we'll discuss how to bake your dough when you get it home!

**3:00 – 4:30pm:** **JEN LAPIDUS – baker, project coordinator of the North Carolina Organic Bread Flour Project, an initiative of the Carolina Farm Stewardship Association**

**Linking the Farmer, the Miller, and the Baker: A North Carolina Local Bread Wheat Endeavor** As a project of Carolina Farm Stewardship Association, the North Carolina Organic Bread Flour Project has received a two-year grant from the NC Tobacco Trust and Santa Fe Tobacco to lay the groundwork for the cleaning, storing, and milling of North Carolina organic hard and soft wheat, and other small grain in western North Carolina.

**1pm – 4:30pm:** **MARK ROSENSTEIN – chef, author**

#### **Wood-fired Brick Oven Workshop**

Chef Rosenstein, who just sold his restaurant after three decades of providing Asheville with his ground-breaking approach to local food, will demonstrate the use of a back-yard wood-fired brick oven. (Directions to the workshop will be available at the festival.)

**1pm – 4:30pm:** **DAVE BAUER – baker, owner Farm & Sparrow Bakery**

#### **Wood-fired Brick Oven Workshop**

Farm & Sparrow Bakery has just christened its new 6' by 10' wood-fired brick oven. Dave will demonstrate the workings of this unique oven – an triple-wide door system with semi-automatic opening, advanced flue technology, etc. (Directions to the workshop will be available at the festival.)

## **A-B TECH MAGNOLIA BUILDING – demonstration auditorium**

**2:30 - 4pm: PETER REINHART – author, baker – Johnson&Wales University**

**Artisan Breads Every Day** In this demonstration class, we will examine some of the recent new methods and books, such as "Artisan Baking in Five Minutes a Day" and "Kneadlessly Simple," also the NY Times/Jim Lahey French Bread method, as well as Reinhart's new book. All of these books challenge standard baking conventions and norms, even those of artisan bakeries, and push into new frontiers and possibilities for making great bread, simply and easily.

## **A-B TECH MAGNOLIA BUILDING – baking kitchen**

**Noon – 2:00: LIONEL VATINET – baker, owner Le Farm (Cary, NC)**

### **Country French Bread**

Lionel Vatinet leads this introductory bread class about the basics and fundamentals of "le pain francais". Learn everything about the essential elements of great French bread including Lionel's signature kneading technique, shaping the dough and how to build the crust in your home oven.

**2:30 – 4:30pm: LIONEL VATINET – baker, owner Le Farm (Cary, NC)**

### **Whole Grain Breads**

Whole Grain is THE buzz word now. Come learn the art & expertise of working with La Farm's master baker on whole grain breads: 100% whole Wheat bread and La Farm's popular Multi-grain bread.

Each workshop has limited space; a separate ticket is required for each session. You can get a workshop ticket for each of loaf of bread you purchase (as long as tickets are available).

### **Driving directions from Greenlife Grocery to the A-B Tech Magnolia Building:**

- \* turn right out of the Greenlife parking lot onto Merrimon Avenue.
- \* go south on Merrimon Ave., under the interstate and through town (the name changes to Biltmore Ave.).
- \* keep going south on Biltmore Ave. for a total distance of about 1.6 miles.
- \* turn right onto Victoria Road towards the A-B Tech campus.
- \* turn right at the sign for the Bread Festival and up the hill to the Magnolia Building.