

ESTTA Tracking number: **ESTTA665072**

Filing date: **04/06/2015**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

**Petition for Cancellation**

Notice is hereby given that the following parties request to cancel indicated registration.

**Petitioner Information**

Name	Chad Robertson		
Entity	Individual	Citizenship	UNITED STATES
Address	600 Guerrero Street San Francisco, CA 94110 UNITED STATES		

Name	Elisabeth Prueitt		
Entity	Individual	Citizenship	UNITED STATES
Address	600 Guerrero Street San Francisco, CA 94110 UNITED STATES		

Name	Tartine, L.P.		
Entity	Partnership	Citizenship	California
Composed Of:	Ponponette, Inc.		
Address	600 Guerrero Street San Francisco, CA 94110 UNITED STATES		

Attorney information	Eugene M. Pak Wendel Rosen Black & Dean LLP 1111 Broadway, 24th Floor Oakland, CA 94607 UNITED STATES tmdocket@wendel.com Phone:510-834-6600		
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**Registration Subject to Cancellation**

Registration No	3815810	Registration date	07/06/2010
Registrant	SPREAD NYC, LLC 209 Mulberry Street New York, NY 10012 UNITED STATES		

**Goods/Services Subject to Cancellation**

Class 043. First Use: 2010/03/15 First Use In Commerce: 2010/03/15 All goods and services in the class are cancelled, namely: Services for providing food and drinks, namely, cafes, restaurants, bars, cafeterias, canteen services, cocktail lounges, tea rooms, salad bars; catering services; carry-out restaurant services
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**Grounds for Cancellation**

Priority and likelihood of confusion	Trademark Act section 2(d)
The mark is merely descriptive	Trademark Act section 2(e)(1)

### Marks Cited by Petitioner as Basis for Cancellation

U.S. Application No.	86225122	Application Date	03/18/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	TARTINE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 030. First use: First Use: 2002/03/01 First Use In Commerce: 2002/03/01 Bakery goods		

U.S. Application No.	86225129	Application Date	03/18/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	TARTINE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2002/03/01 First Use In Commerce: 2002/03/01 retail bakery shops Class 043. First use: First Use: 2002/03/01 First Use In Commerce: 2002/03/01 Restaurant and caf� services		

U.S. Application No.	86225119	Application Date	03/18/2014
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Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	TARTINE BAKERY & CAFE		
Design Mark	<p style="text-align: center;"><b>TARTINE BAKERY &amp; CAFE</b></p>		
Description of Mark	NONE		
Goods/Services	Class 030. First use: First Use: 2002/03/01 First Use In Commerce: 2002/03/01 Bakery goods		

U.S. Application No.	86225138	Application Date	03/18/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	TARTINE BAKERY & CAFE		
Design Mark	<p style="text-align: center;"><b>TARTINE BAKERY &amp; CAFE</b></p>		
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2002/03/01 First Use In Commerce: 2002/03/01 retail bakery shops Class 043. First use: First Use: 2002/03/01 First Use In Commerce: 2002/03/01 restaurant and café services		

U.S. Registration No.	4620859	Application Date	03/18/2014
Registration Date	10/14/2014	Foreign Priority Date	NONE
Word Mark	TARTINE		

Design Mark	<h1>TARTINE</h1>
Description of Mark	NONE
Goods/Services	Class 016. First use: First Use: 2006/08/24 First Use In Commerce: 2006/08/24 Cook books

Attachments	86225122#TMSN.png( bytes ) 86225129#TMSN.png( bytes ) 86225119#TMSN.png( bytes ) 86225138#TMSN.png( bytes ) 86225115#TMSN.png( bytes ) Petition to Cancel TARTINERY.pdf(185862 bytes ) Exhibit A (Final).pdf(580095 bytes ) Exhibit B (Final).pdf(326055 bytes ) Exhibit C (Final).pdf(117754 bytes ) Exhibits D and E (Final).pdf(1632642 bytes ) Exhibit F (Final).pdf(1462804 bytes ) Exhibit G (Final).pdf(328724 bytes ) Exhibit H (Final).pdf(56602 bytes )
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### Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Eugene M. Pak/
Name	Eugene M. Pak
Date	04/06/2015

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
TRADEMARK TRIAL AND APPEAL BOARD**

Tartine, L.P., Chad Robertson, and Elisabeth Prueitt	)	Cancellation No. _____
	)	
Petitioners,	)	Mark: TARTINERY
	)	
v.	)	Reg. No. 3815810
	)	
Spread NYC, LLC	)	
	)	
Registrant.	)	
	)	

**PETITION TO CANCEL**

Pursuant to Section 14 of the Trademark Act, 15 U.S.C. § 1064, Tartine, L.P, a California limited partnership with an address of 600 Guerrero Street, San Francisco, California 94110, and its founders Chad Robertson and Elisabeth Prueitt, and each of them (collectively “Petitioners” or “Tartine”) hereby petition to cancel trademark Registration No. 3815810 for the mark TARTINERY in Class 43 for “services for providing food and drinks, namely, cafes, restaurants, bars, cafeterias, canteen services, cocktail lounges, tea rooms, salad bars; catering services; carry-out restaurant services” (the “TARTINERY Registration”) because Tartine believes it has been and will continue to be damaged by the TARTINERY Registration.

According to U.S. Patent & Trademark Office (“USPTO”) records, the TARTINERY Registration is owned by Spread NYC, LLC, a New York limited liability company, located at 209 Mulberry Street, New York, New York 10012 (“Respondent” or “Tartinery”).

1. Petitioners or their predecessors in interest have used the trademarks TARTINE and/or TARTINE BAKERY & CAFE and variations thereof (the “TARTINE Marks”) beginning at least as early as March 2002 in connection with bakery goods, restaurant, café and bakery

services and retail bakery shop services, and cook books. Printouts of pages from Tartine's website at [www.tartinebakery.com](http://www.tartinebakery.com) showing use of the TARTINE Marks are attached hereto as Exhibit A.

2. Through the use of the TARTINE Marks since 2002 and the widespread publicity that Tartine and its TARTINE Marks have received, Tartine has acquired common law trademark and service mark rights in the TARTINE Marks. The TARTINE Marks have become valuable assets of Tartine and symbols of Tartine's goodwill. The trade and relevant public have come to recognize the TARTINE Marks as signifying Tartine and as identifying Tartine as the source of Tartine's goods and services.

3. Petitioners Chad Robertson and Elisabeth Prueitt, released their first cookbook TARTINE in 2006. The book was chosen to appear in *The New York Times* list of top ten cookbooks of 2006. The TARTINE book was also nominated for a James Beard Foundation award for its photography. The initial TARTINE cookbook was followed by the books TARTINE BREAD in 2010 and TARTINE BOOK NO. 3 in 2013. Mr. Robertson and Ms. Prueitt own a federal registration for the mark TARTINE for cook books (Reg. No. 4620859). A true and correct copy of Registration No. 4620859 and the TEAS and TSDR printouts for the registration are attached hereto as Exhibit B. True and correct copies of the book covers for the books TARTINE, TARTINE BREAD, and TARTINE BOOK NO. 3 are attached hereto as Exhibit C.

4. The James Beard Foundation is based in New York and is a national professional non-profit organization that serves to promote the culinary arts by honoring chefs, wine professionals, journalists, and cookbook authors at an annual award ceremonies held in New

York, and providing scholarships and educational opportunities. The James Beard Foundation Award is considered the Oscars of the food industry.

5. Mr. Chad Robertson and Ms. Prueitt were nominated for the prestigious James Beard Foundation Award as Outstanding Pastry Chef for their work in connection with Tartine Bakery & Café. They were nominated again in 2007 and 2008, and received the award in 2008.

6. On January 28, 2007 in *The New York Times*, the acclaimed food journalist and columnist Mark Bittman reviewed Tartine Bakery & Café and stated that it was “one of the best French-style bakeries.” A copy of Mark Bittman’s January 28, 2007 review from *The New York Times* is attached hereto as Exhibit D.

7. Similarly, in 2009 Tartine was featured in national publications such as *GQ*, *Vanity Fair*, *The New York Times*, *Men’s Journal*, and other publications. Copies of these articles are attached hereto as Exhibit E.

8. In 2010, Petitioner was featured in *O*, *The Oprah Magazine*, *The New York Times Style Magazine*, *San Francisco Magazine*, *Food & Wine*, *Goop* (a popular online newsletter by Academy Award winning actress, Gwyneth Paltrow), and other publications. Notably, *Goop* described Tartine as “one of the most well-known and well-loved bakeries in America.” Copies of these articles are attached hereto as Exhibit F.

9. In addition to its common law rights, Tartine has filed applications under Section 1(a) of the Lanham Act to register the TARTINE Marks with the USPTO, specifically Serial Nos. 86225122, 86225129, 86225119 and 86225138 which are listed below (the “TARTINE Mark Applications”):

Mark	Serial Number	Class/Goods & Services
TARTINE	Ser. No. 86225122	Class 30: bakery goods

TARTINE	Ser. No. 86225129	Class 35: retail bakery shops Class 43: restaurant and café services
TARTINE BAKERY & CAFE	Ser. No. 86225119	Class 30: bakery goods
TARTINE BAKERY & CAFE	Ser. No. 86225138	Class 35: retail bakery Class 43: restaurant and café services

10. The TARTINE Mark Applications have been refused registration by the USPTO under Section 2(d) of the Lanham Act based on Respondent’s TARTINERY Registration (Reg. No. 3815810).

11. Tartine is informed and believes, and on that basis alleges, that Respondent filed an application to register the TARTINERY Mark on March 6, 2009, several years after Tartine began using the TARTINE Marks. Respondent filed the application to register the TARTINERY Mark on an intent-to-use basis under Section 1(b) of the Lanham Act, and it was assigned Serial Number 77685039. Respondent’s application was originally for: i) jams; preserves in the form of fruit-based spreads; olive oil; vegetable-based spreads; cheese spreads; dairy-based spreads; meat-based spreads; cocoa spreads, in International Class 29, and ii) services for providing food and drinks, namely, cafes, restaurants, bars, cafeterias, canteen services, cocktail lounges, tea rooms, salad bars; catering services; carry-out restaurant services, in International Class 43. The goods “cocoa spreads” were subsequently designated in International Class 30.

12. Tartine is informed and believes, and on that basis alleges, that on May 14, 2010, Respondent filed a request to divide its application to register TARTINERY into two applications such that the class 29 and class 30 goods (jams, spreads, olive oil) and the class 43 services were divided into separate applications.

13. Tartine is informed and believes, and on that basis alleges, that Respondent's request to divide was granted on June 1, 2010. The parent (original) application, Serial No. 77685039 contained the class 29 and 30 goods (jams, spreads, olive oil) while the class 43 services were divided into a new application, Serial No. 77979714. As to the class 43 services, Respondent had filed a Statement of Use on May 14, 2010 claiming a first use date in commerce of March 15, 2010. As to the parent application for jams, spreads and olive oil, the application was eventually abandoned by Respondent.

14. Tartine is informed and believes, and on that basis alleges, that Respondent did not use the TARTINERY Mark until after it filed its application on March 6, 2009. As such, Respondent's constructive priority date for the TARTINERY Mark registration is the March 6, 2009 filing date. Tartine had begun using the TARTINE Mark at least as early as March 2002, about seven years prior to the March 6, 2009 filing date for Respondent's TARTINERY registration. Tartine's TARTINE Marks had acquired secondary meaning prior to the March 6, 2009 filing date and prior to the date Respondent claims as its first use date in commerce, March 15, 2010.

15. Respondent's TARTINERY mark is confusingly similar to Tartine's TARTINE Marks in sound, appearance and meaning.

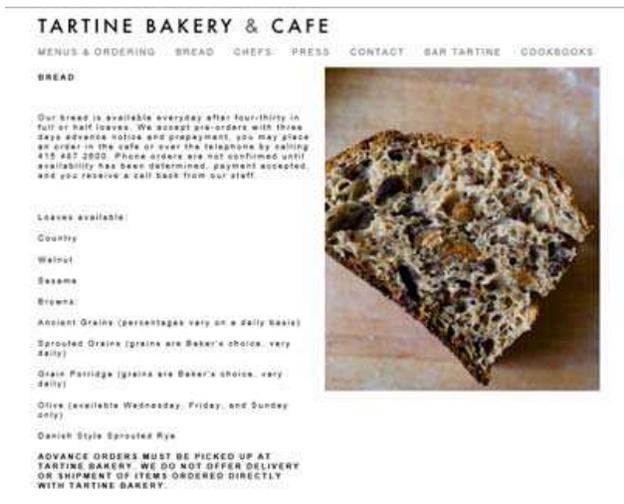
16. Respondent also uses a font, stylization, and color scheme (black and white), with the TARTINERY mark that is similar to that used by Tartine with its TARTINE Marks. And Respondent also emphasizes its bread, while Tartine is particularly well known for its baked bread, as shown below:



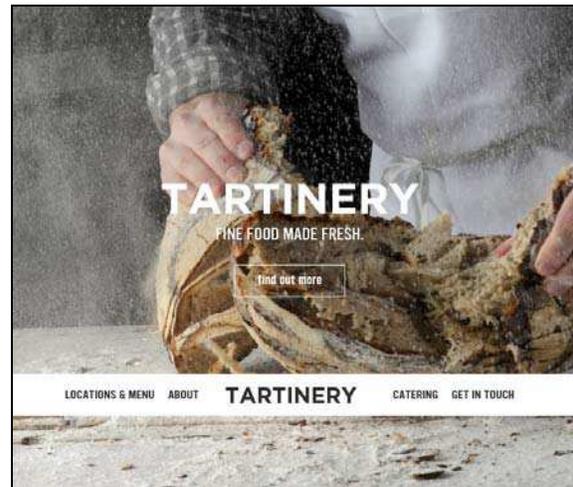
Tartine’s website: “Chefs” page



Respondent’s website “About Us” page



Tartine’s website: “Bread” page



Respondent’s website homepage

True and correct copies of screen shots from Tartine’s and Respondent’s websites, shown above, are attached hereto as Exhibit G.

17. The services covered in Respondent’s TARTINERY Registration are the same or closely related to the goods or services offered by Tartine in connection with the TARTINE Marks and covered by the TARTINE Mark Applications.

18. Respondent’s use and continued registration of the TARTINERY Mark for the services identified in Respondent’s TARTINERY Registration is likely to deceive or cause

confusion or mistake among members of the public and others as to source, sponsorship, affiliation or endorsement by Tartine. Such confusion does and will damage Tartine and injure its reputation.

19. As such, Respondent's TARTINERY Registration should be cancelled pursuant to 15 U.S.C. § 1052(d) due to such likelihood of confusion, mistake or deception.

20. In addition, Respondent's TARTINERY Registration should also be cancelled pursuant to 15 U.S.C. § 1052(e) on the grounds that it is a merely descriptive term. Tartine is informed and believes, and on that basis alleges, that Respondent's TARTINERY mark has not acquired secondary meaning.

21. Terms similar to "tartinery," such as "beanery," "soupery" and "eatery" have been deemed to be merely descriptive by the USPTO, and terms such as "winery," "brewery" and "bakery" are descriptive or even generic. The term "tartinery" is descriptive of an eating establishment, like a bar or restaurant, that serves or sells tartines.

22. Respondent serves or sells tartines. On its website at [www.tartinery.com](http://www.tartinery.com), Respondent had previously stated: "Tartinery is the modern version of the traditional French bistro. Healthy and trendy, the concept is a '**tartine bar**' offering fancy toasted open-faced sandwiches in a retro-contemporary atmosphere." (Emphasis added). Respondent's current website states: "We've condensed our attitude into a signature meal: **the tartine**." (See Exhibit G) (Emphasis added). A true and correct copy of printout of Respondent's website page from September 29, 2009 (before Respondent began offering services) from Archive.org is attached hereto as Exhibit H.

WHEREFORE, Petitioners pray that Registration No. 3815810 be cancelled pursuant to 15 U.S.C. § 1052(d) and (e), and that this Petition to Cancel be sustained in favor of Petitioners.

Dated: April 6, 2015

WENDEL, ROSEN, BLACK & DEAN LLP

By:           /Eugene M. Pak/            
Eugene M. Pak, Esq.

Attorneys for Petitioners

**CERTIFICATE OF SERVICE**

I hereby certify that a true and correct copy of the foregoing PETITION TO CANCEL has been served on Respondent Spread NYC, LLC by mailing said copy on April 6, 2015 via First Class Mail, postage prepaid to counsel for Respondent who is identified in USPTO records as the correspondent of record for Registration No. 3815810:

Atossa Kia, Esq.  
Kia Law Firm, LLC  
149 Madison Avenue, Suite 1105  
New York, NY 10016  
atossakia@kialawfirm.com

/Carol A. Bagshawe/  
Carol A. Bagshawe

# EXHIBIT A

# TARTINE BAKERY & CAFE

MENUS & ORDERING  
COOKBOOKS

BREAD

CHEFS

PRESS

CONTACT

BAR TARTINE



600 Guerrero Street San Francisco, CA 94110 (MAP) t. 415 487 2600

Monday 8-7 | Tuesday & Wednesday 730-7 | Thursday & Friday 730-8 | Saturday 8-8 | Sunday 9-8



*James Beard Award for Outstanding Pastry Chef, National 2008  
Elisabeth Prueitt & Chad Robertson (Co-owners/proprietors of Tartine)  
Nominees 2006 and 2007*

# TARTINE BAKERY & CAFE

MENUS & ORDERING BREAD CHEFS PRESS  
COOKBOOKS

CONTACT BAR TARTINE

## MENUS & ORDERING

CAFE MENU

WINE AND BEER

BREAD – Advanced orders are accepted with 3 days notice.

SPECIAL ORDERS – 5 days notice required.

**SAN FRANCISCO BAY AREA ONLY – BREAD  
MAY ALSO BE ORDERED THROUGH GOOD  
EGGS.**



# TARTINE BAKERY & CAFE

MENUS & ORDERING  
COOKBOOKS

BREAD

CHEFS

PRESS

CONTACT

BAR TARTINE

## BREAD

Our bread is available everyday after four-thirty in full or half loaves. We accept pre-orders with three days advance notice and prepayment, you may place an order in the cafe or over the telephone by calling 415 487 2600. Phone orders are not confirmed until availability has been determined, payment accepted, and you receive a call back from our staff.

Loaves available:

Country

Walnut

Sesame

Browns:

Ancient Grains (percentages vary on a daily basis)

Sprouted Grains (grains are Baker's choice, vary daily)

Grain Porridge (grains are Baker's choice, vary daily)

Olive (available Wednesday, Friday, and Sunday only)

Danish Style Sprouted Rye

**ADVANCE ORDERS MUST BE PICKED UP AT TARTINE BAKERY. WE DO NOT OFFER DELIVERY OR SHIPMENT OF ITEMS ORDERED DIRECTLY WITH TARTINE BAKERY.**

Fresh bread for dinner..toast for breakfast.

Visit [www.tartinebread.com](http://www.tartinebread.com) to learn more about TARTINE BREAD by Chad Robertson.

**SAN FRANCISCO BAY AREA ONLY – BREAD MAY ALSO BE ORDERED, FOR DELIVERY, THROUGH GOOD EGGS.**

Watch the TARTINE BREAD VIDEO

Also watch: BREAKING BREAD WITH CHAD ROBERTSON



The New Yorker: NEW BREADS, ANCIENT GRAINS

# TARTINE BAKERY & CAFE

MENUS & ORDERING

BREAD

CHEFS

PRESS

CONTACT

BAR TARTINE

COOKBOOKS



Pastry chef **ELISABETH PRUEITT** and her husband, renowned baker **CHAD ROBERTSON**, are the co-owners of Tartine Bakery and Bar Tartine in San Francisco. They both trained at the Culinary Institute of America in New York. Elisabeth and Chad traveled, trained, and cooked in France and upon their return, opened Bay Village Bakery in Point Reyes Station, California. Using a wood fired brick oven, they baked bread and created rustic, elegant pastries using many of the techniques they had learned abroad. Chad's bread garnered the attention of Alain Ducasse, who wrote about the couple in his book, *Harvesting Excellence*. After 6 years of baking in the countryside, they relocated to San Francisco to open Tartine Bakery in 2002. Elisabeth was named Pastry Chef of the Year in San Francisco Magazine. Tartine Bakery is continually rated in the Zagat Survey as Best Bakery and Best Breakfast in San Francisco. Elisabeth and Chad were nominated for James Beard Award for Outstanding Pastry Chefs in 2006 and 2007, and won the award in 2008. Their first book, 'Tartine', published by Chronicle Books, was chosen by Corby Kummer of the Atlantic Monthly in the New York Times list of selected top ten cookbooks of 2006. It was also nominated for a James Beard award for the photography of France Ruffenach. *Tartine Bread*, Chad's second book, published by Chronicle Books is in current release: Fall 2010.

# TARTINE BAKERY & CAFE

MENUS & ORDERING  
COOKBOOKS

BREAD

CHEFS

PRESS

CONTACT

BAR TARTINE

## PRESS

7x7 (1/2015)

SF Gate/Inside Scoop (7/2014)

New York Times (4/2014)

New York Times (4/2014)

New York Times (12/2013)

USA Today (12/2013)

Wall St Journal (11/2013)

SF Weekly (11/2013)

Vogue Magazine (7/2013)

Warby Parker (5/2013)

Wine Enthusiast (2/2013)

Saveur (5/2012)

Food Arts (4/2012)

Bon Appétit (3/2012)

Wall St. Journal (9/2011)

7x7 (3/2011)

Wall St. Journal (3/2011)

The Selby (1/2011)

San Francisco Magazine (10/2010)

Oprah Magazine (5/2010)

Travel and Leisure (9/2009)

New York Times (1/2007)

San Francisco Magazine (8/2006)

San Francisco Magazine (7/2006)

Shogakukan (9/2006)

7x7 (2/2006)

Bon Appetit (9/2004)

San Francisco Magazine (12/2003)

San Francisco Magazine (8/2003)

7x7 (6/2003)





# TARTINE BAKERY & CAFE

MENUS & ORDERING  
COOKBOOKS

BREAD

CHEFS

PRESS

CONTACT

BAR TARTINE

## CONTACT

600 Guerrero Street San Francisco, CA 94110  
(MAP)  
t. 415 487 2600 / f. 415 487 2605

Hours: Monday 8-7 | Tuesday, Wednesday 730-7 |  
Thursday, Friday 730-8 | Saturday 8-8 | Sunday 9-8

General Inquiries [info@tartinebakery.com](mailto:info@tartinebakery.com)

General Manager:  
Suzanne Yacovetti

For press inquiries, please contact:

Olga Katsnelson of Postcard  
Communications [olga@postcardcomm.com](mailto:olga@postcardcomm.com)

For inquiries regarding Tartine Bakery in  
Daikanyama, Tokyo, please  
contact: [contact@tartinebakery.jp](mailto:contact@tartinebakery.jp)

Photography: Chad Robertson  
Web Design: The Launch Party



# BAR TARTINE

MENUS RESERVATIONS GIFT CARDS EVENTS CHEF PRESS CONTACT TARTINE BAKERY  
COOKBOOKS



561 Valencia Street San Francisco California 94110 (MAP) t. 415 487 1600

Dinner Monday – Thursday, Sunday 5:30p -10p | Friday, Saturday 5:30p – 10:30p

Brunch Saturday, Sunday 11a – 2p

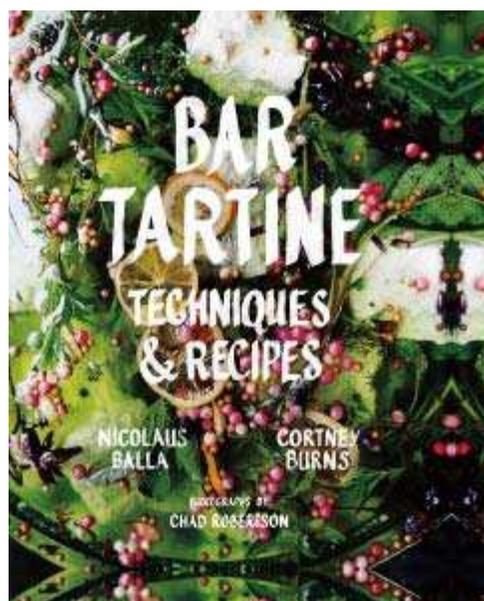


*James Beard Award for Outstanding Pastry Chef, National 2008  
Elisabeth Prueitt & Chad Robertson (Co-owners/proprietors of Tartine)  
Nominees 2006 and 2007*

# BAR TARTINE

[MENUS](#) [RESERVATIONS](#) [GIFT CARDS](#) [EVENTS](#) [CHEF](#) [PRESS](#) [CONTACT](#) [TARTINE BAKERY](#)  
[COOKBOOKS](#)

## COOKBOOKS



### BAR TARTINE: TECHNIQUES AND RECIPES

Here's a cookbook destined to be talked-about this season, rich in techniques and recipes epitomizing the way we cook and eat now. Bar Tartine—co-founded by Tartine Bakery's Chad Robertson and Elisabeth Prueitt—is obsessed over by locals and visitors, critics and chefs. It is a restaurant that defies categorization, but not description: Everything is made in-house and layered into extraordinarily flavorful food. Helmed by Nick Balla and Cortney Burns, it draws on time-honored processes (such as fermentation, curing, pickling), and a core that runs through the cuisines of Central Europe, Japan, and Scandinavia to deliver a range of dishes from soups to salads, to shared plates and sweets. With more than 150 photographs, this highly anticipated cookbook is a true original.

[Pre-Order from Chronicle Books](#)

[Pre-order from Amazon](#)

[Pre-Order from Barnes and Noble](#)

[Pre-Order from IndieBound](#)

### TARTINE

Tartine, the first book from Elisabeth Prueitt and Chad Robertson includes all the basic recipes from the renowned Tartine Bakery the couple founded in 2002: breakfast pastries, cakes, tarts, cookies, and savory items as well.

[ORDER Tartine](#)

## TARTINE BREAD

Chad Robertson's Tartine Bread begins with a basic recipe for the acclaimed Tartine Country bread. After the basic recipe is explained, Chad then shows how variations from this master recipe lead to wonderfully diverse breads. Also included are more than 30 sweet and savory recipes using days-old bread to make sandwiches, classic soups, and hearty salads.

VISIT [www.tartinebread.com](http://www.tartinebread.com)

## TARTINE BOOK NO. 3

The third in a series of classic, collectible cookbooks from Tartine Bakery & Cafe, one of the great bakeries, *Tartine Book No. 3* is a revolutionary, and altogether timely, exploration of baking with whole grains. The narrative of Chad Robertson's search for ancient flavors in heirloom grains is interwoven with 85 recipes for whole-grain versions of Tartine favorites. Robertson shares his groundbreaking new methods of bread baking including new techniques for whole-grain loaves, as well as porridge breads and loaves made with sprouted grains. This book also revisits the iconic Tartine Bakery pastry recipes, reformulating them to include whole grains, nut milks, and alternative sweeteners. More than 100 photographs of the journey, the bread, the pastry and the people make this is a must-have reference for the modern baker.

ORDER No. 3

# EXHIBIT B

**United States of America**  
United States Patent and Trademark Office

# TARTINE

**Reg. No. 4,620,859**

**Registered Oct. 14, 2014**

**Int. Cl.: 16**

**TRADEMARK**

**PRINCIPAL REGISTER**

ROBERTSON, CHAD (UNITED STATES INDIVIDUAL)  
600 GUERRERO STREET  
SAN FRANCISCO, CA 94110 AND

PRUEITT, ELISABETH (UNITED STATES INDIVIDUAL)  
600 GUERRERO STREET  
SAN FRANCISCO, CA 94110

FOR: COOK BOOKS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 8-24-2006; IN COMMERCE 8-24-2006.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 86-225,115, FILED 3-18-2014.

DAVID ALESKOW, EXAMINING ATTORNEY



*Michelle K. Lee*

Deputy Director of the United States  
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

***First Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

***Second Filing Deadline:*** You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.\*  
*See* 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

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# TARTINE

<b>Word Mark</b>	TARTINE
<b>Goods and Services</b>	IC 016. US 002 005 022 023 029 037 038 050. G & S: Cook books. FIRST USE: 20060824. FIRST USE IN COMMERCE: 20060824
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	86225115
<b>Filing Date</b>	March 18, 2014
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	July 29, 2014
<b>Registration Number</b>	<b>4620859</b>
<b>Registration Date</b>	October 14, 2014
<b>Owner</b>	(REGISTRANT) Prueitt, Elisabeth INDIVIDUAL UNITED STATES 600 Guerrero Street San Francisco CALIFORNIA 94110  (REGISTRANT) Robertson, Chad INDIVIDUAL UNITED STATES 600 Guerrero Street San Francisco CALIFORNIA 94110
<b>Attorney of Record</b>	Eugene M. Pak
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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# TARTINE

**US Serial Number:** 86225115

**Application Filing Date:** Mar. 18, 2015

**US Registration Number:** 4620859

**Registration Date:** Oct. 14, 2014

**Filed as TEAS Plus:** Yes

**Currently TEAS Plus:** Yes

**Register:** Principal

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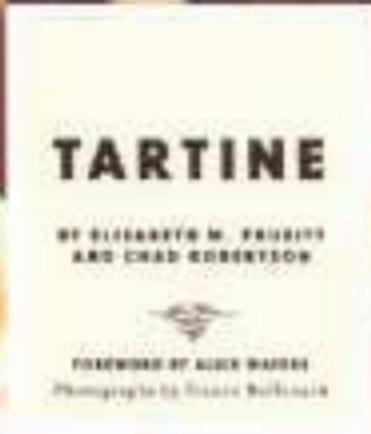
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# EXHIBIT C



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# TARTINE BREAD

BY CHAD ROBERTSON  
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# TARTINE

## BOOK N°3



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ANCIENT  
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# EXHIBIT D

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NORTH AMERICA > UNITED STATES > CALIFORNIA > SAN FRANCISCO

BITES

# San Francisco: Tartine Bakery



By MARK BITTMAN  
Published: January 28, 2007

In a city known for bakeries, bread and breakfasts, the scene just continues to get better. For whatever reason — gold miners ate big breakfasts? the hills build morning appetites? the sea air? — [San Francisco](#) has always had breakfast food worth traveling for. (The corned beef hash at Campton Place about 20 years ago was as interesting as any dinner entree served locally at the time.)

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Have you been to Tartine Bakery?

Share Your Review

That breakfasts here are, or should be, the envy of every place else in the country strikes me as practically inarguable. It's not the sourdough bread (an overrated local aberration, one of the gold miners' true legacies), but the good dairy products (Sonoma still produces them) and the love and respect for tender baked goods, whether sweet, savory or in combination.

San Francisco now has one of the best French-style bakeries as well — run by, no less, a transplanted New Yorker named Elizabeth Pruitt. The place is [Tartine Bakery](#), and it is — like many things new and exciting — in the Mission District.

I first fell in love with Tartine's scones last spring, when I was in town

The New York Times

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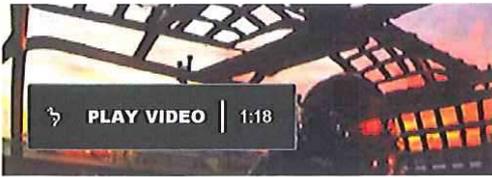


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ChumpCar racing requires no special training, just a cheap car, some safety equipment and a regular driver's license.



reporting a story, and several people insisted I get myself over there. Logically, Tartine's scones shouldn't be any better than anyone else's, because the recipe is pretty much standard: a ton of butter, some flour and sugar, not much else.

It could be that other bakeries don't use as much butter as they should, or it could be that Tartine's ingredients are better: Ms. Pruitt and her husband,

Chad Robertson — who works mostly on the bread side — insist they determinedly rely on local suppliers for nearly everything, and use organic ingredients whenever possible. In any case, the scones are tender (Ms. Pruitt knows enough not to overhandle the dough, of course), they're crumbly, they're just sweet enough.

And moving beyond them: The croissant is the best I've had on the West Coast — flaky, buttery, crisp, greasy. (Yes. A croissant should leave you licking your fingers. It is butter fragily encased in flour.)

And then there are the sandwiches, made with Mr. Robertson's exceptional bread, notable because it's a slow-fermented yeast bread in very French style that is a welcome change from the ubiquitous sourdough.

The sweets are right up there with the croissant and scones. The French classics like the layered opera cake and crunchy frangipane tart are awesome, but I crave the very American lemon meringue cake, brought to the point of overkill with a layer of caramel. I don't know the reason — the quality (or quantity) of the butter? Ms. Pruitt's touch? the beguiling nature of The City, as they call it? — but this is my favorite bakery in the [United States](#).

Tartine Bakery, 600 Guerrero Street at 18th, (415) 487-2600; [www.tartinebakery.com](http://www.tartinebakery.com).

A version of this article appeared in print on January 28, 2007, on page TR6 of the New York edition.

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# EXHIBIT E



(IT'S A MAN'S WORLD)  
**GQ CITY GUIDE: SAN FRANCISCO**



**(STAY)** **(EAT)** **(DRINK)** **(BUY)**

**Tartine Bakery & Cafe**

A testament to the Morning Bun: Some people who would never, ever wait in line at a restaurant opening or velvet rope will stand, smiling, in a slow-moving queue to eat this perfect confection of buttery, gooey-flaky dough sprinkled with orange-zested sugar and crusted in its chewy, nearly caramelized extremities. They're just...very good. So are the frangipane croissants, the grilled sandwiches, the cookies, the Mr. Espresso coffee, and nearly everything else at this celebrated seven-year-old bakery near Dolores Park, where you'll take your fresh, hot bun to spar with views of the twinkling bay for control of your senses.

600 Guerrero Street, San Francisco, CA; 415-487-2600; [www.tartinebakery.com](http://www.tartinebakery.com)

(IT'S A MAN'S WORLD)  
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# VANITY FAIR

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SOCIETY  
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5 O'CLOCK BEAT

## **The Palau Prosecco**

by Adam Klappholz

June 10, 2009

Have a newsworthy cocktail hour with VF Daily's current-events-inspired concoctions. Today's recipe was created by **Elisabeth Prueitt**, co-owner of San Francisco's **Bar Tartine** (561 Valencia Street, 415-487-1600), in honor of the 17 Chinese Muslim detainees at Guantánamo Bay who will be heading to the welcoming shores of Palau—an island nation known for its excellent scuba diving. After the men's stint in Cuba, this refreshing cocktail is sure to hit the spot.

### **The Palau Prosecco**

20 whole cherries

1/2 cup water

2 tablespoons honey

1-inch strip of lemon zest

Cold prosecco

Put cherries in a small pot and lightly crush with the bottom of a cup. Add the rest of the ingredients and cook over lowest heat possible for a half hour. Let the mixture cool in the pot, transfer to a jar, and refrigerate overnight. Add a few tablespoons to a glass of cold prosecco. Garnish with fresh lemon zest.

*Cocktail Time*  
— VANITY FAIR —

# The New York Times

## The Moment

September 3, 2009

Global Tables | Eating San Francisco

By Pilar Viladas

I recently visited San Francisco on assignment for a design story, but let's face it, what I mostly thought about was food. I arrived on Saturday, just in time for a hearty but subtle pork shoulder in tomatillo sauce at Zuni Café, followed by espresso granita, which is possibly my favorite dessert in the world. Sunday morning, I wolfed down cornmeal pancakes for brunch at Bar Jules in Hayes Valley, which is shaping into a great food neighborhood, before nipping around the corner to Miette to drool over a ginger cupcake with cream-cheese icing. I did not buy it, however, because I planned to sample the ice cream at Humphry Slocombe. Its list of flavors is dizzying: ice creams like black walnut or salted licorice, and sorbets like Hibiscus beet or Thai chili lime. I ordered a kiddie scoop of Blue Bottle Vietnamese coffee with hot fudge sauce (because I could).



Monday morning started with coffee and pumpkin bread at **Tartine Bakery**, after which I walked up the street to admire the produce displays at the small but perfectly formed Bi Rite Market, at which point the devil made me cross the street to the Bi Rite Creamery to order another kiddie scoop (they don't count, do they?), this one of balsamic-strawberry ice cream. I don't normally have ice cream at noon, but I knew this was my only chance at Bi Rite this trip. Besides, I was planning a late lunch — before a visit to the California Academy of Sciences, where I was going to tour Renzo Piano's new building — at the Moss Room, the museum's upscale dining spot, so named because of its planted wall. Its chef, Loretta Keller, also owns Coco500, one of my favorite restaurants. (Don't worry: I got there, too, on Tuesday night.) But for a reason that no one seemed able to explain, the Moss Room was closed, and I had to console myself with lunch at the museum's cafe ... or so I thought.

The cafe, which is run by Charles Phan of Slanted Door fame, offers a mouthwatering array of hot dishes (Rancho Gordo posole, beef pho and shrimp and pork rolls among them); sandwiches like fig and gorgonzola, Fra'Mani ham, and almond butter and ham; and salads like the heirloom tomato version that I happily devoured.

Wednesday night took me back to Zuni for more pork — this time in a stew with turnips and fresh cranberry beans that did not disappoint. My plane left Thursday at midday, which left just enough time to check out the rooftop sculpture garden at the San Francisco Museum of Modern Art and its cafe (featured in the Spring issue of T Design & Living). I downed an excellent iced Blue Bottle latte, which gave me the courage to face the airplane food. At 35,000 feet, I came crashing back to reality

GO ON EATING & DRINKING  
**Forked & Corked**

**Try This at Home: The Grown-Up Slushie**



They're doing a lot of things right at San Francisco's **Bar Tartine**, the restaurant offshoot of the famous **Tartine Bakery and Café**. Take this open-faced pork-belly sandwich, for instance—



a fresh slab of sourdough topped with egg salad, avocado, pickled jalapeños, and juicy chunks of pork. It's one of our favorite sandwiches in the city, but we wouldn't blame you for wanting to hit a lighter note for dessert. Enter pastry chef–proprietor Elisabeth Prueitt, who takes a scoop of house-made pear sorbet and drops it in a glass of Moscato D'asti—a sweet sparkling Italian wine. As the sorbet melts in the gentle carbonation, it creates this vibrant alcoholic slushie that really takes the edge off a hungover Sunday afternoon. She serves ginger snaps on the side for a little spice and crunch, and the dish is probably the best \$5 you'll spent in San Francisco. "I love the combination of fruit and alcohol," says Prueitt, who uses a 2006 La Morandina Moscato, although any decent bottle will do. We dig it, too, and the best thing about this particular combination is that it takes about seven seconds to make it at home, and it works just as well with the raspberry sorbet shown here. Whether it's for a palate cleanser at a dinner party or a postbrunch pick-me-up, we're keeping a bottle of Moscato and a pint of sorbet on hand from here on out.

# Men's Journal

Dec 2009 - Jan 2010 | Volume 18 | Number 11

Powder for

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BEST BAKER

## CHAD ROBERTSON

Man cannot live on bread alone, or so they say, but a guy might be tempted to try after eating Chad Robertson's naturally leavened loaves, now ranked among the very finest French country bread on Earth. As a West Texas native and scion of a third-generation boot- and saddle-making



family, Robertson marries high-plains humility and far

western reserve when he demurs about his secrets, saying, "The way that I make bread is really just dictated by my lifestyle." Which is basically a whole lot of surfing, as he builds his baking schedule around the waves. Look out for his tell-all manual, *Tartine Bread*, due next year from Chronicle Books.

**EXPERT ADVICE:** "Most important is a long, long, slow rising. That's how you develop flavors. Our bread rises in a cool place for more than 30 hours."

Finally Got It Right

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# EXHIBIT F

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# O

THE OPRAH  
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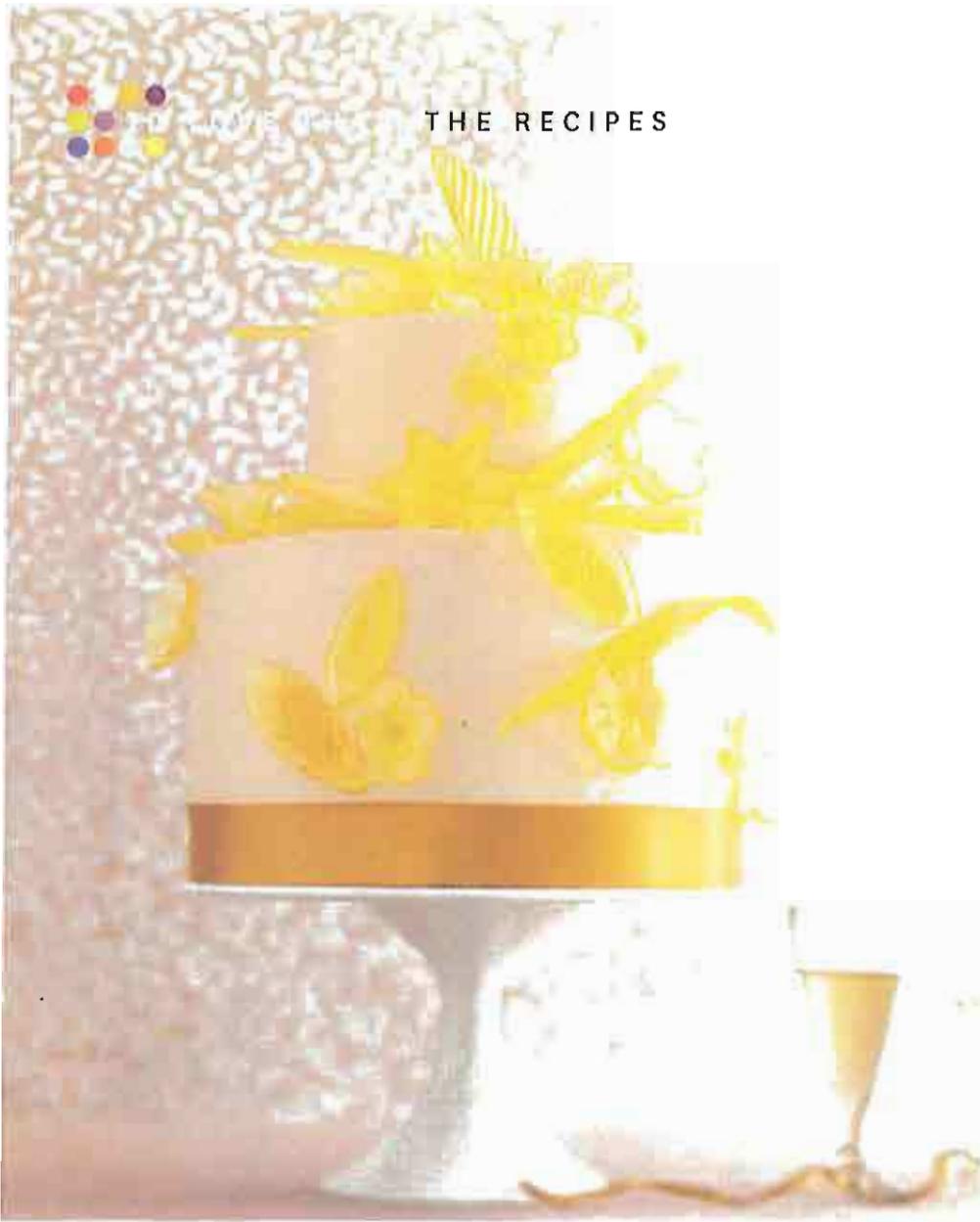
SHONDA RHIMES  
JONATHAN LETHBRIDGE  
KATIE  
IS

# Life Is Sweet

Why settle for one absolutely exquisite, utterly delightful, dense, gooey, luscious, lovely, satiny, nutty, fruity, chocolaty, layered, fresh-from-the-oven, gorgeously frosted cake when you can have ten? We asked some of America's most brilliant bakers to dream big and come up with a delectable dessert for our tenth birthday. The result is a little slice of heaven.

BY CELIA BARBOUR PHOTOGRAPHS BY SANG AN





## THE RECIPES

# Life Is Sweet

Start your ovens: The cakes are here, and there's a new favorite for everyone! Fair warning—cakes this beautiful don't come easy. Time to summon your inner Julia Child (for story, see page 234).

### Elisabeth Prueitt's Lemon Cake

Find grapefruit essence at [bouletteslarder.com](http://bouletteslarder.com). This recipe calls for 18 eggs and 9 lemons. The first 7 steps should be done the day before.

#### Caramel:

1/3 cup heavy cream  
1 1/2-inch piece vanilla bean, split and seeds scraped  
1/2 cup sugar  
1 Tbsp. light corn syrup

1/8 tsp. sea salt  
1/2 tsp. fresh lemon juice  
2 Tbsp. unsalted butter, cool, cut into 1/4-inch pieces

#### Lemon cream:

3/4 cup sugar  
2/3 cup fresh lemon juice (from 4 lemons)  
3 large eggs  
1 large egg yolk  
Pinch of sea salt

**HERE COMES THE SUN** Elisabeth Prueitt, James Beard Award-winning pastry chef and co-owner of Tartine Bakery in San Francisco, created a lemon cake filled with layers of caramel, lemon cream, and lemon-grapefruit curd, all topped off with a jumble of hand-spun-sugar flowers. "I spent many summers at the beach as a kid drinking lemonade, and those memories, so bright and warm, are evoked in this cake," says Prueitt.

16 Tbsp. (2 sticks) unsalted butter, cool, cut into 1/4-inch pieces

#### Lemon curd:

4 large egg yolks  
1/2 cup plus 1 Tbsp. sugar  
1/4 cup fresh lemon juice (from 1 to 2 lemons)  
1/4 cup fresh grapefruit juice (from 1 small grapefruit)  
Pinch of sea salt  
10 Tbsp. (1 1/4 sticks) butter, cut up  
8 drops grapefruit essence (or 1/2 tsp. finely grated grapefruit zest)

#### Cake:

1 cup plus 2 Tbsp. whole milk  
7 large egg yolks, at room temperature  
1 large egg white, at room temperature  
2 tsp. finely grated lemon zest  
2 Tbsp. fresh lemon juice  
2 tsp. vanilla extract  
1 tsp. salt  
3 cups cake flour (not self-rising), plus more for dusting  
1 3/4 cups sugar  
5 1/2 tsp. baking powder  
11 Tbsp. (1 stick plus 3 Tbsp.) unsalted butter, at room temperature  
8 ounces good-quality white chocolate, chopped, melted, and cooled

#### Lemon buttercream:

1/2 cup plus 2 Tbsp. sugar  
3 large egg whites, at room temperature  
1/4 tsp. cream of tartar  
19 Tbsp. (2 sticks plus 3 Tbsp.) unsalted butter, at room temperature  
1/2 cup lemon cream (recipe follows)  
2 Tbsp. fresh lemon juice  
12 drops grapefruit essence (or 3/4 tsp. finely grated grapefruit zest)

#### For assembly:

1/2 cup lemon juice (from 2 to 3 lemons)  
1/4 cup sugar

1. To make caramel: Combine cream and vanilla bean seeds in small saucepan. ▶

**10 LOVE THAT!**

Cook over medium heat until hot but not boiling, about 2 minutes. Cover and set aside.

**2.** Combine sugar, 2 Tbsp. water, corn syrup, and salt in a medium saucepan. Bring to a boil over medium heat, stirring to dissolve sugar. Boil, without stirring, until syrup is amber. Remove pan from heat and immediately add warm cream; mixture will bubble vigorously. Add lemon juice and whisk until blended. Let cool 5 minutes. Add butter and whisk until melted. Let caramel cool, whisking occasionally. Pour caramel into a small glass bowl; cover and refrigerate overnight.

**3.** To make lemon cream: In a glass or stainless steel bowl set over a saucepan of simmering water, whisk first 5 ingredients. Cook, whisking, until mixture thickens and reaches 180° on a digital thermometer, 15 to 20 minutes. Remove bowl and let cool to 140°, about 10 minutes, whisking occasionally. Whisk in butter, about 4 Tbsp. at a time, until melted. Pour lemon cream through a strainer into a container and let cool. Cover and refrigerate overnight.

**4.** To make lemon curd: In a medium-heavy nonreactive saucepan, combine first 5 ingredients and grapefruit zest (if using instead of essence); whisk to combine. Add butter and cook over medium-low heat, stirring sides and bottom of pan constantly with a heatproof rubber spatula, until mixture thickens, coats back of spoon, and reaches 180° on a digital thermometer, about 15 minutes. Do not let mixture boil. Pour through a strainer set over a bowl. Stir in grapefruit essence, if using. Let cool; cover and refrigerate overnight.

**5.** To make cake: Preheat oven to 350°. Grease two 9" x 2" round cake pans. Line bottoms with parchment paper. Grease paper; dust pans with flour; tap out excess.

**6.** In a small bowl, mix ½ cup plus 2 Tbsp. milk with egg yolks, egg white, zest, juice, vanilla, and salt with a fork.

**7.** In a stand mixer with paddle attachment, combine flour, sugar, and baking powder; mix on low speed until blended. Add butter and remaining ½ cup milk. Beat until smooth, scraping bowl. Increase speed to medium-high and



Find the recipe for these cupcakes, and all the featured cakes, on [oprah.com/oturnsto](http://oprah.com/oturnsto).

beat 1 minute. Add egg yolk mixture, in thirds, beating on low speed after each addition until blended. Mix on medium until smooth, about 30 seconds. Add white chocolate and beat until well blended, about 1 minute, scraping bowl. Divide batter between pans and spread evenly. Bake 35 to 40 minutes, or until a toothpick inserted in center of cake comes out clean. Let cool 10 minutes in pans on wire racks. Run a knife around sides and invert cakes onto racks. Remove parchment; cool completely. Layers can be wrapped in plastic and refrigerated.

**8.** To make lemon buttercream: In a small saucepan, combine ½ cup sugar and 3 Tbsp. water; bring to boil over medium-high heat. Boil until syrup is 250° on a digital thermometer, about 5 minutes.

**9.** Meanwhile, in a stand mixer with whisk attachment, beat egg whites and cream of tartar on medium-high speed until soft peaks form. Add 2 Tbsp. sugar and beat until stiff peaks form. With mixer on medium-high speed, pour hot syrup in thin stream into whites, making sure syrup does not hit whisk. Scrape bowl and beat 1 minute. At medium speed, add butter 1 Tbsp. at a time, beating until blended. If buttercream doesn't look well blended, beat on high speed until smooth, about 1 minute, scraping bowl. Add lemon cream, lemon juice, and grapefruit essence or zest and beat until smooth.

**10.** To assemble cake: In a small bowl, combine lemon juice and sugar; let stand 5 minutes and then stir until sugar dissolves. With a serrated knife, split cake

layers in half horizontally, making 4 layers; turn cut sides up. Brush with lemon syrup. Microwave caramel on high 30 seconds; stir until spreadable; divide; spread on 2 layers. Place 1 layer caramel side up on a serving plate. Spread with half the lemon cream. Top with a plain cake layer, brushed side up. Spread with lemon curd. Add remaining caramel-topped layer; spread with remaining lemon cream. Top with last layer, brushed side down. Gently press down on layers. With an offset icing spatula or butter knife, smooth excess filling on sides. Refrigerate for 1 hour.

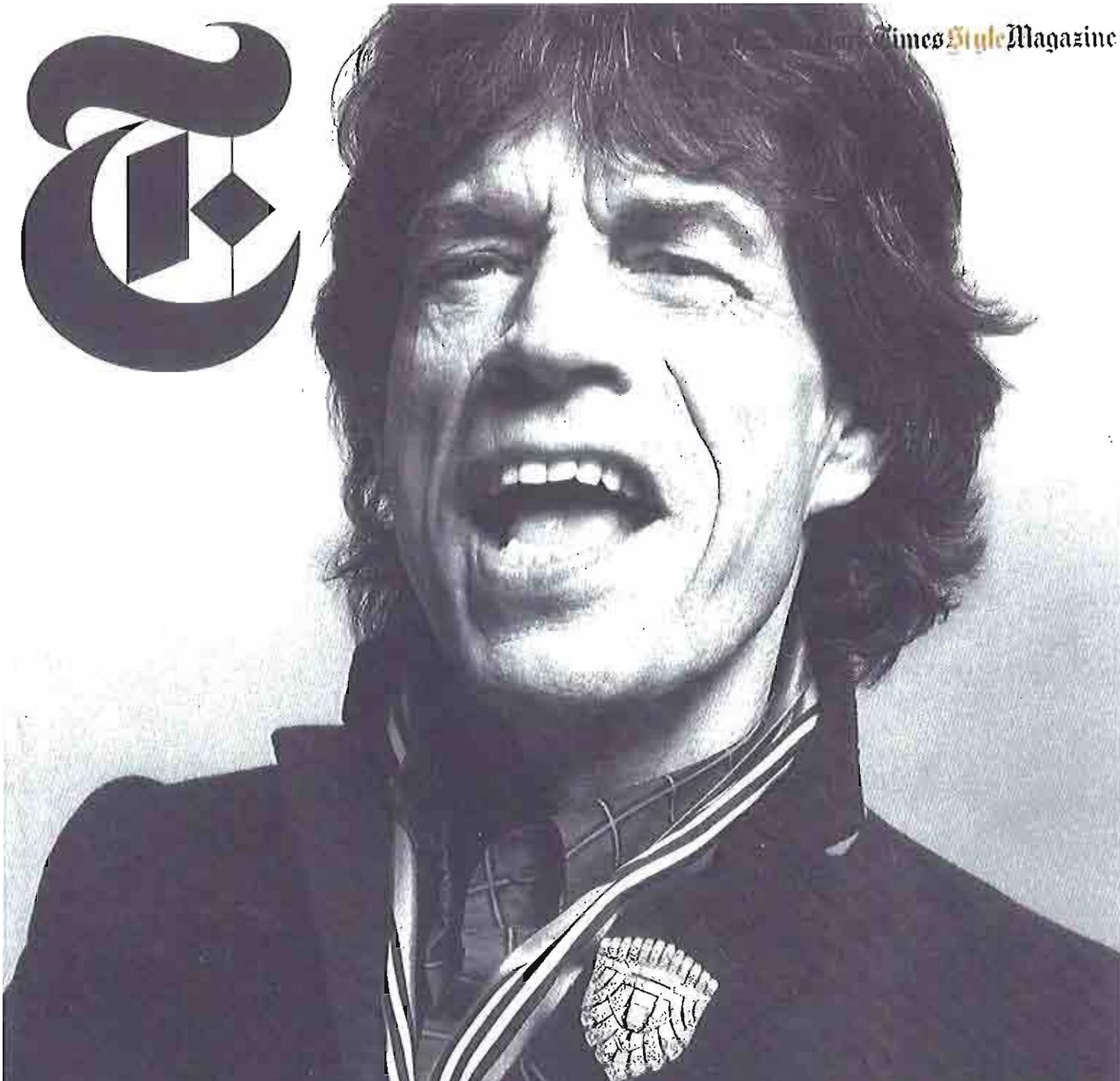
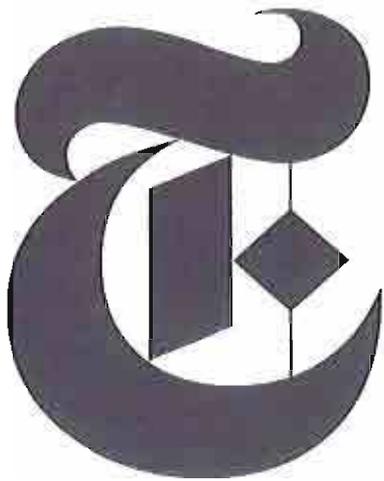
**11.** Spread about 1¼ cups buttercream over whole cake to crumb-coat. Refrigerate 20 minutes. Frost with remaining buttercream. Refrigerate; take out 30 minutes before serving. *Makes 12 to 16 servings.*

**Christina Tosi's Banana Cake**

*Gianduja (a hazelnut-flavored chocolate) and hazelnut praline paste are sold at [lepicerie.com](http://lepicerie.com). The first 9 steps can be done in advance.*

**Banana cream:**

- ¾ pound very ripe bananas, cut into 1-inch chunks
- ¾ cup whole milk
- ½ tsp. fresh lemon juice
- 1 tsp. unflavored gelatin
- ½ cup sugar
- 1 Tbsp. plus 1 tsp. cornstarch
- ⅛ tsp. salt
- 3 large egg yolks
- 1 cup heavy cream, cold
- 3 Tbsp. unsalted butter, cut into pieces ▶



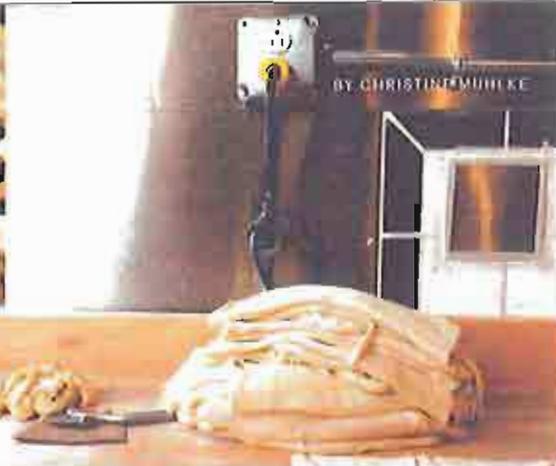
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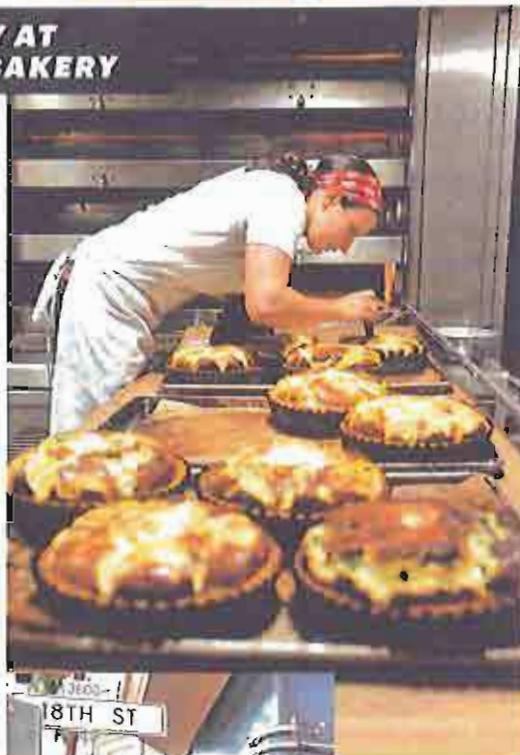
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remix *edible selby*

**Wake and bake** From right: slicing bananas into chocolate-coated shells for banana cream tarts; scraps of croissant dough. Below: Chad Robertson makes croissants for the morning bake.

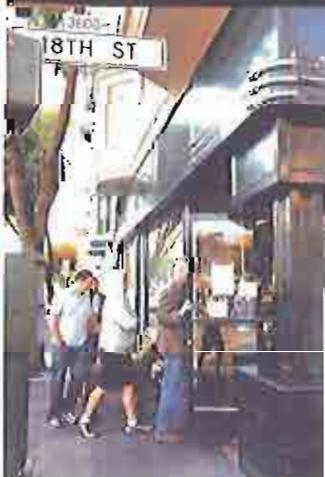


**THE SELBY AT TARTINE BAKERY**



At Tartine Bakery, *Elisabeth Prueitt* and *Chad Robertson* have made flour and water (and butter) hot commodities.

**N**ot only do San Franciscans have access to one of the best farmers' markets in the country, they can also go to the Mission District for the best country loaves (which sell out almost as soon as they hit the racks at 5 p.m.) and other rustic-elegant delights made by Chad Robertson and Elisabeth Prueitt at Tartine. The couple's mostly organic offerings are worth braving the inevitable line. Start your (natural yeast) starter: Robertson's brand-new book, "Tartine Bread," follows the couple's "Tartine."



**Pastries, puffs** Clockwise from above: Laurie Ellen Pellicano prepares quiche; the bakery, on the corner of 18th and Guerrero Streets; chocolate-caramel shells for coconut cream tarts; Sarah Pasco bakes gougères.



Chad what is the best thing you have ever smelled? toast fried in butter

remix

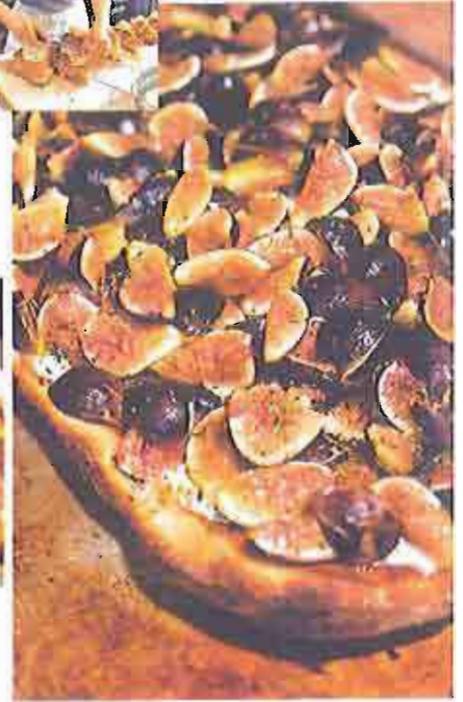
Layers Below: Elisabeth Prueitt decorates a fruit Bavarian cake with fresh flowers. Right: the cafe at breakfast.



Flavors Left: Prueitt prepares frangipane croissants. Below: family meal — a tart of figs, thyme, honey and fromage blanc.



Loaves Chad Robertson's country bread is available only after 5 p.m., Tuesday through Sunday. Advance orders recommended. (Or make your own with the recipe in "Tartine Bread.")



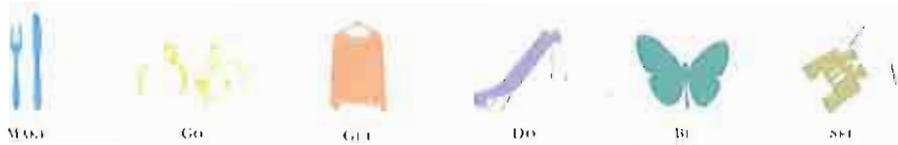
Liz, how do I make a cocoa nib meringue cookie? So EASY: PRE-HEAT OVEN TO 350° & MAKE A HOT - WATER BATH W/ 1" WATER IN A POT THAT WILL HOLD A METAL BOWL.  
 2 EGG WHITES  
 1 C CONFECTIONERS SUGAR  
 PINCH SALT  
 1/2 tsp VANILLA  
 1/2 C COCOA NIBS  
 OVER HOT WATER, WHISK 1ST 3 ING. UNTIL VERY HOT TO TOUCH. TRANSFER TO MIXING BOWL AND WHIP TO VERY STIFF CONSISTENCY. 5+ MIN  
 FOLD IN LAST 2 ING. SPOON OR PIPE ONTO PARCHMENT OR SILPAT-LINED BAKING SHEET. BAKE 10-15 MINS, DEPENDING ON SIZE. WILL BE SOFT IN MIDDLE - BEST!



Lives From left: cocoa-nib rochers; Robertson waxes a surfboard on his deck (fall has arrived); Prueitt, Robertson and their daughter, Archer, at home.







## GOOP

*by the author, 2015*

### Tartine

In San Francisco's Mission neighborhood sits Tartine, one of the most well-known and well-loved bakeries in America. There are tomes written about the perfection of the loaves and pastries, and a visit to this stunning spot cannot be more highly recommended. Baker/co-owner (and James Beard award winner) Chad Robertson has written *Tartine Bread*, a gorgeous cookbook that not only shares his coveted recipes, but takes you through how to do them with photography and instructions that make you feel like you are standing over his shoulder. If you or someone you know loves to bake, this book is a must. Chad has given us an exclusive recipe for whole grain seeded bread with three more recipes showing how to eat it. With him as inspiration, I am determined to try my first natural leaven!

Love,  
gp

### Chad Robertson's recipes for GOOP:



Yield: 2-3 loaves

**Chad's Note:** This is a basic light whole grain dough made using a poolish style pre-ferment and a long rise. The seed mixture adds a certain flavor profile I like, but the plain whole grain dough, without the seeds added, makes a good basic light whole wheat bread. At Tartine, we use natural leaven to make this bread, and I've provided that option as well. You'll find more detailed instructions on making and maintaining your own natural leaven in our new book, *Tartine Bread*.

#### Poolish Pre-ferment:

The overnight poolish pre-ferment is prepared a day ahead of the dough as the flavorful leaven. After the dough is mixed, it is fermented slowly overnight in the fridge to develop even more flavor.

- 200 grams all-purpose flour: 100 grams white / 100 grams whole wheat (both all-purpose)
- 200 grams water (70 deg °F)
- 1 gram active dry yeast

Prepare this pre-ferment the day before you will mix your dough. To make the poolish in a bowl, mix the flour, water, and yeast. Let stand at cool room temperature overnight (10-12 hours). If you are not ready to mix your dough after the 10-12 hours at room temperature, put the poolish in the fridge and use within 8 hours.

### Natural Leaven:

If you'd like to make this dough with a natural leaven instead of a poolish pre-ferment, start by mixing together 1 cup of flour (half white, half whole wheat) in a small bowl with enough warm water to make a loose batter. Cover with cheesecloth and let sit at moderately warm room temperature (70-75 degrees °F) for about 3 days. Uncover, and discard half of the mixture. Add another measure of your flour blend with additional water to refresh. Cover again and let sit for about 2 days. Repeat this process again—feeding once per day until the starter is rising and falling in a predictable manner. Once the starter has reached this stage, you can feed it at night before bedtime and use it to mix your dough in the morning. If using this natural starter to leaven your dough, decrease the amount to 200 grams (per kilo of flour total) and increase the water to 750 grams.

### Dough:

- 85 grams seed mixture: flax, poppy, and toasted sesame
- 650 grams whole grain wheat flour
- 350 grams sifted white wheat flour
- 700 grams water (70 deg °F) (750 grams if using natural leaven)
- 400 grams poolish pre-ferment – recipe above (200 grams if using natural leaven)
- 30 grams salt

At least one hour prior to mixing dough, soak the seed mixture with 85 grams of hot water to absorb water and cool to room temperature.

To mix the dough, add the water to a large bowl. Add the pre-ferment and stir to dispetse. Add the blend of white and whole wheat flours. Using your hands, mix thoroughly until no bits of dry flour remain. Let the dough rest for 20 - 40 minutes.



After the rest, add the 30 grams of salt with the mixture of seeds and incorporate into the dough. Dipping your hands in water, continue to fold the dough on top of itself to develop the dough and dissolve the salt. You can add a splash of water to help dissolve the salt. Let the dough rise for about 3-4 hours at moderately warm room temperature (78 deg °F) giving a dozen turns in the bowl every half-hour to continue to develop. After this initial (bulk) rise, you are ready to portion and weigh your dough into individual pieces for loaves and, after the final shaping, retard the rising for another day in the fridge to develop more flavor.



If you'd like to use the dough on the same day: portion into 2-3 pieces and shape into rounds. Place each round into a linen-lined basket and let rise at the same moderate warm room temperature for another 3-4 hours before baking.

If retarding the rising for another 12+ hours: cover and place in the fridge for up to 16 hours.

When you are ready to bake, pre-heat your oven along with a heavy Dutch oven and a tight-fitting lid to 500 deg °F. Remove the loaves from the fridge. Carefully flip the loaf into the pre-heated Dutch oven. Place the lid on top to seal completely, and put back into the oven. Immediately turn the oven down to 470 deg °F and bake for about 20 minutes. Carefully remove the lid and bake out for another 20-25 minutes until deep golden brown. Remove bread to wire rack to cool.

If you're baking multiple loaves, carefully wipe the Dutch oven clean with a dry kitchen towel and repeat the process beginning with pre-heating the oven.

### Grilled Cheese & Onions



Yield: 2 sandwiches

- 2 small onions
- 6 tbsp extra virgin olive oil
- 3 inch sprig of thyme
- 1 bay leaf
- ½ tsp salt and pepper to taste
- 4 slices whole grain bread
- Cheese such as cantal, gruyère, cheddar (enough for one sandwich)
- 2 - 3 tbsp butter

**Caramelize onions:** peel and slice onions thinly. Heat olive oil and sauté onions with bay leaf until soft and deeply caramelized, about 15 minutes, stirring every few minutes. Pull the leaves off the sprig of thyme and mix in. Season with salt and pepper to taste.

Spread the onions on one slice of bread, top with cheese and a second slice of bread. Butter the outside of the sandwiches and fry in a skillet until the cheese melts and the outside is golden brown.



## Smoked Salmon with Herb Butter



Yield: 1 sandwich

- 2 tbsp unsalted butter, room temperature
- 1 tsp chopped tarragon
- 1 tsp chopped thyme
- 1 tsp chopped chervil
- $\frac{1}{8}$  tsp salt
- freshly ground pepper to taste
- 1 slice whole grain bread
- thinly sliced smoked salmon (about  $\frac{1}{4}$  pound)
- 1 tsp chopped chives

**Make the compound butter:** in a small bowl, mix the butter, tarragon, thyme, chervil, and salt. Spread on the bread, top with salmon, sprinkle the chives over the salmon, and top with second slice of bread. Grind white pepper to taste.

## Late Summer Chicory Salad with Seeded Whole-Wheat



Serves 1

### For the salad:

- 6 leaves chicory, any type
- 2 radish
- 2 small patty pan squash (also known as scallop squash or white squash)
- 6 sprigs purslane
- 12 small sprigs watercress
- 12 thin slices bulb of fennel
- 12 thin slices cucumber
- 6 fronds of top of fennel
- 1 thick slice whole wheat bread, torn into croutons, tossed in olive oil with fresh thyme and salt. Toasted on a sheet pan until golden and crisp throughout.



For the dressing (makes extra):

- $\frac{1}{4}$  packed cup of watercress leaves
- $\frac{3}{4}$  cup aioli or mayonnaise
- 2 – 4 tbsp lemon juice
- 2 tbs fine Dijon style mustard
- 2 tbs tarragon leaves
- 4 stems chives or 1 scallion, white and green, 5" long
- $\frac{1}{4}$  tsp salt
- pepper to taste

Cook watercress in a small saucepan of salted boiling water for 30 seconds. Drain and rinse the watercress in cold water. Squeeze out excess water. Put all of the ingredients in a blender and process until smooth. If the dressing needs to be thinner, add a little bit of water and stir in until it is thin enough to drizzle on the salad. Adjust seasoning if necessary.

Toss all of the salad greens, shaved vegetables, herbs, and croutons together, plate, and drizzle with the dressing.

**OPTIMISM CENTRAL:**  
How Mission mojo  
is outsmarting  
the recession

# The bread winner

Of all our famed local artisan-bread makers, one mad  
genius is close to perfecting the ultimate addictive loaf

The  
post-  
Gavin  
power  
scrum

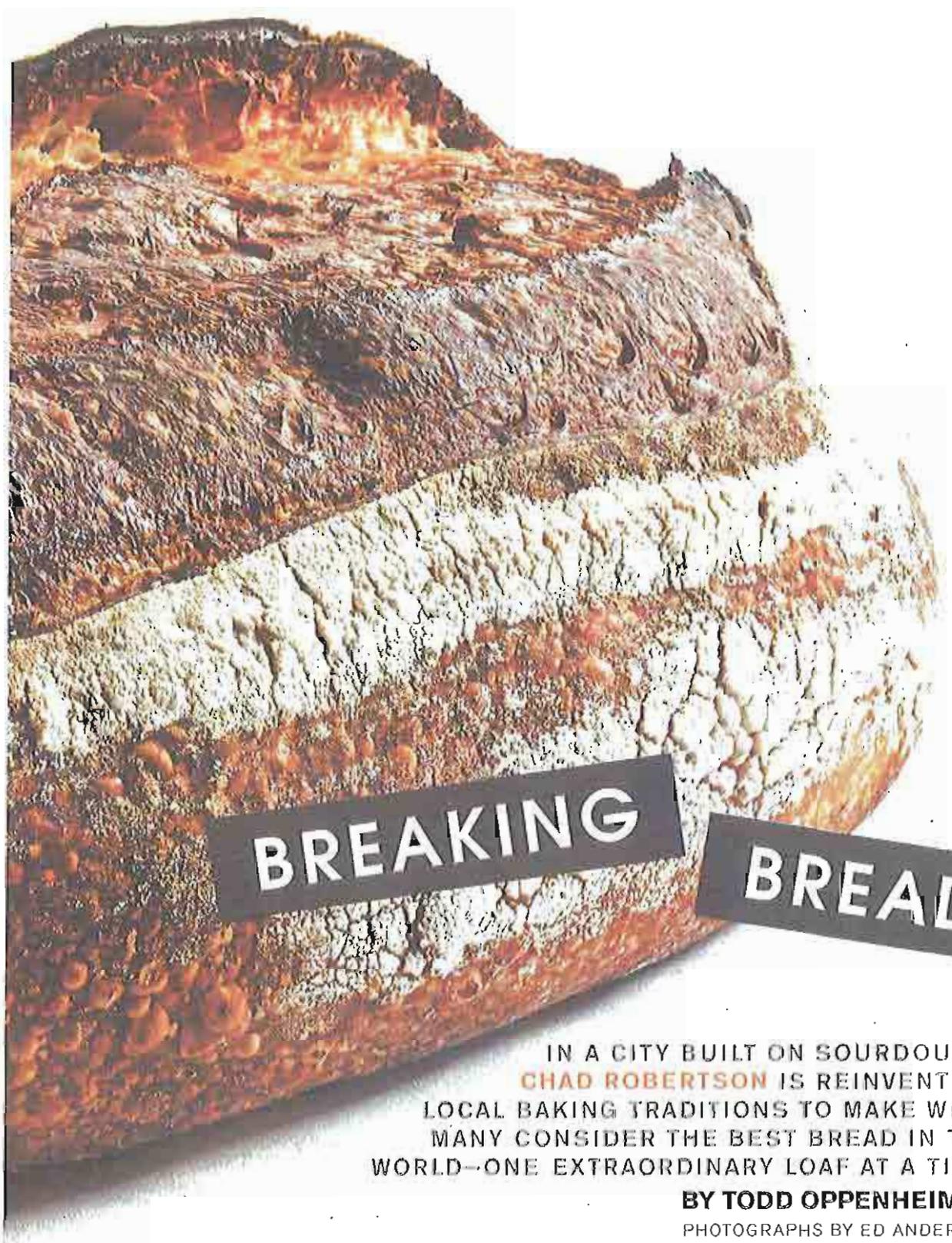
# San Francisco



**UPPER CRUST:**  
Baguettes are  
an ongoing  
obsession of Tartine  
Bakery co-owner  
Chad Robertson,  
whose innovations  
are making him one  
of the most admired  
bakers in the world.

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**BREAKING**

**BREAD**

IN A CITY BUILT ON SOURDOUGH,  
**CHAD ROBERTSON** IS REINVENTING  
LOCAL BAKING TRADITIONS TO MAKE WHAT  
MANY CONSIDER THE BEST BREAD IN THE  
WORLD—ONE EXTRAORDINARY LOAF AT A TIME.

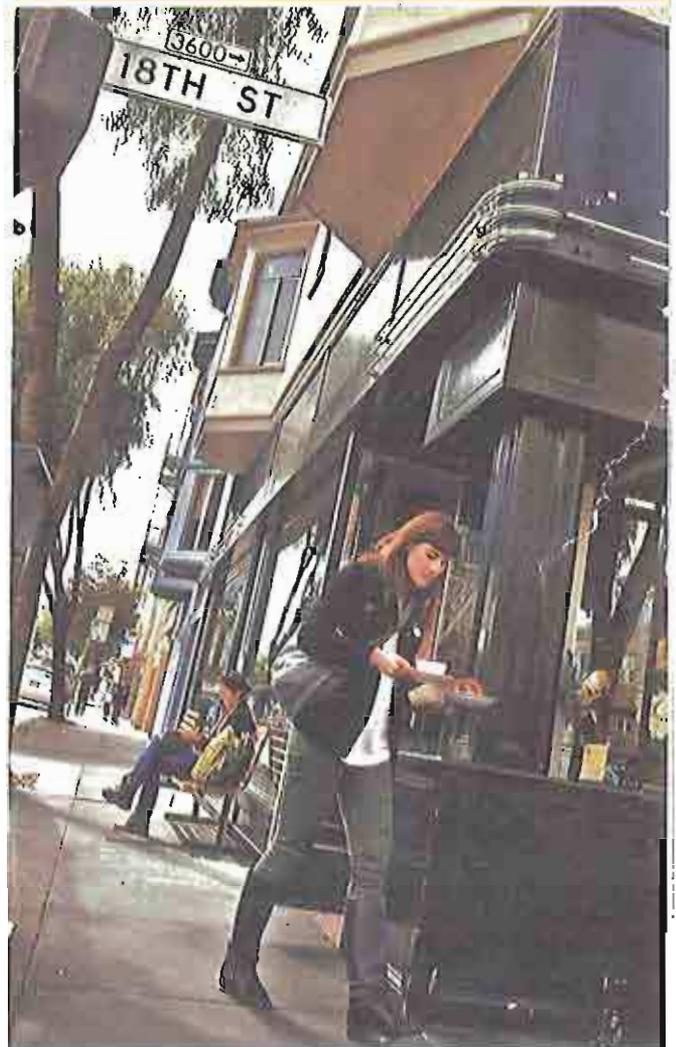
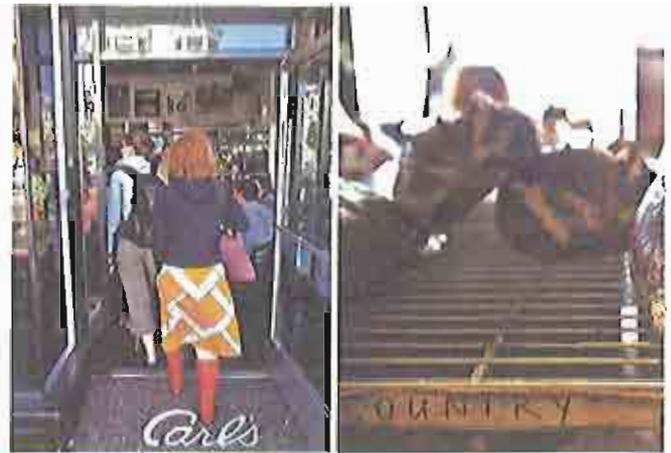
**BY TODD OPPENHEIMER**

PHOTOGRAPHS BY ED ANDERSON

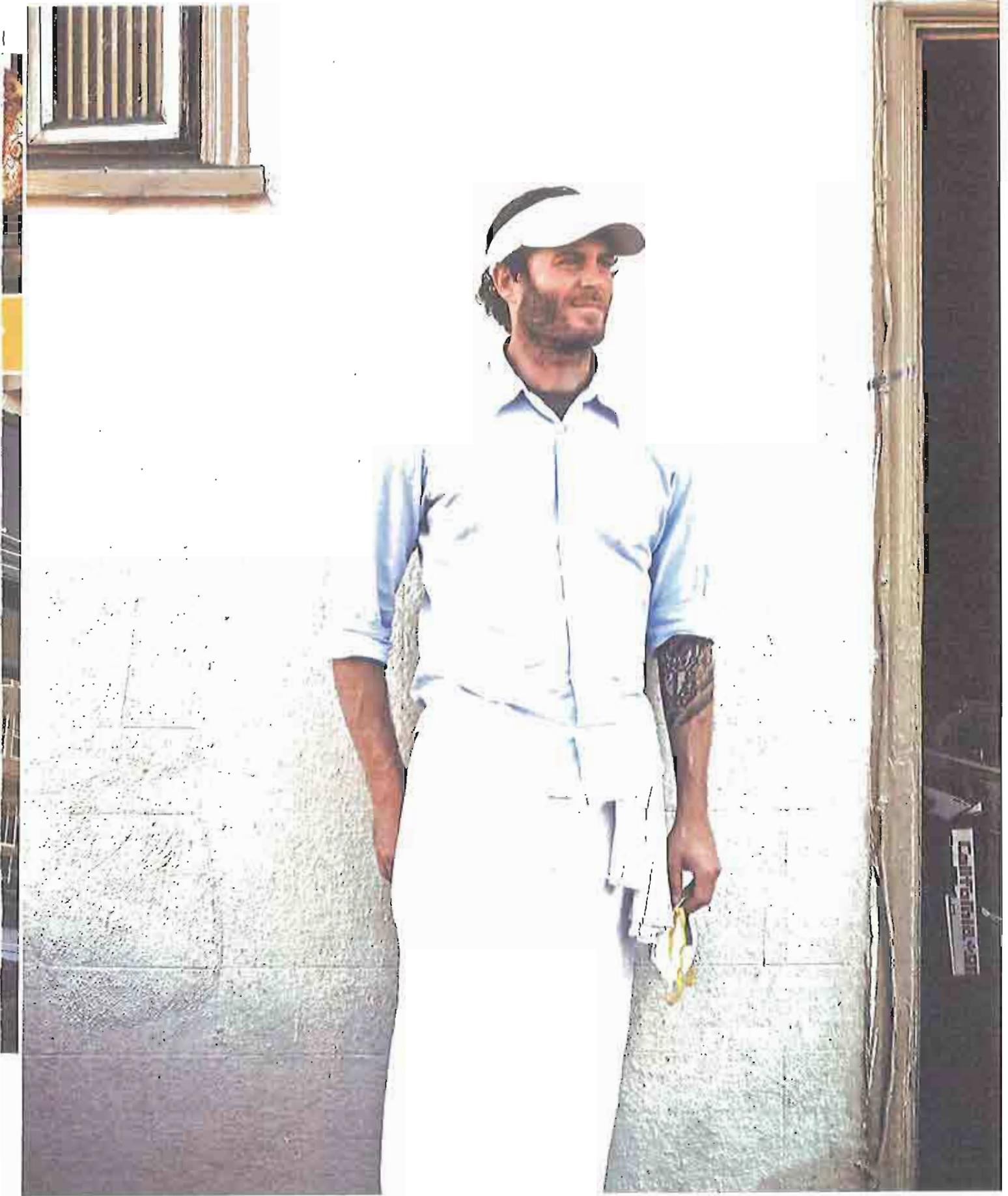
It's 5:45 in the afternoon. As usual, the line is out the door at Tartine Bakery, a café in the heart of "the Gastro," as the cuisine-obsessed blocks around this corner of the Mission, at 18th and Guerrero, have been called. The day's bread, which started coming out of the oven less than an hour ago, is already sold out. People are pissed.

Back in the kitchen, Chad Robertson, Tartine's cofounder and lead breadmaker, is shutting down the massive, four-deck oven. He regrets that so many customers leave disappointed, but not so much that he's willing to change his ways. While other bakeries produce dozens of bread varieties—ciabatta, focaccia, pain de mie, brioche, and more—Robertson concentrates on one: his signature country loaf, with variety achieved simply by folding in different flavorings (walnuts, olives, sesame seeds). He'll be the first to tell you that the roughly 175 loaves he bakes each day, a mere asterisk by most commercial standards, are not a viable business model. Tartine's sandwiches, along with the cakes, cookies, and croissants produced by the bakery's pastry chefs, keep the lights on here. But bread is Robertson's passion, and the kitchen is his workshop—the place where his intellectual curiosities intersect with flour, water, and salt.

In 2007, Mark Bittman, the popular *New York Times* food writer, called Tartine his "favorite bakery in the United States." The next year, Robertson and his wife, Elisabeth Prueitt, shared



ABOVE: Tartine Bakery stays busy from morning, when crowds line up for coffee and pastries, until the day's end, when the bread is ready and typically sells out in less than an hour. OPPOSITE: Baker Chad Robertson takes off his face mask and breathes in some flour-free air.



the James Beard award for Outstanding Pastry Chef. A year after that, Peter Reinhart, the dean of American bread writers, published *Artisan Breads Every Day*, which describes his first encounter with Tartine's country loaf this way: "I thought I'd tasted good-as-it-gets bread before, but this was a time-stopper. It instantly became my single favorite bread in the world."

All this acclaim has attracted several expansion offers, complete with funding. Robertson has turned them down, mostly because he knows he can't clone Tartine without cloning himself. (Although the bakery is amply staffed—it now employs 55 people—Robertson is there, baking bread, almost every day.) More important, he points out, "we have a lot of ideas. None of them include re-creating what we've already done."

Those ideas revolve around what has always driven Robertson: finding ever richer flavors in a simple loaf of bread. He's spent years trying to make a baguette that matches the one in his imagination. Even though his country loaf is now considered one of the best in the world, Robertson wants even more flavor. "I have to go really deep to find what I'm looking for," he tells me. "I have to be pretty obsessive about it."

On the surface, Robertson—an avid surfer and, at 39, lean as a snake—is extremely calm and easy-going. But when he's not at the bakery, he can seem preoccupied and is often unable to talk about anything other than bread for very long. Sometimes he doesn't thoroughly calm down until he has dough in his hands, at which point he finds it difficult to talk. "When I'm shaping," he says, "I just like to be with the bread."

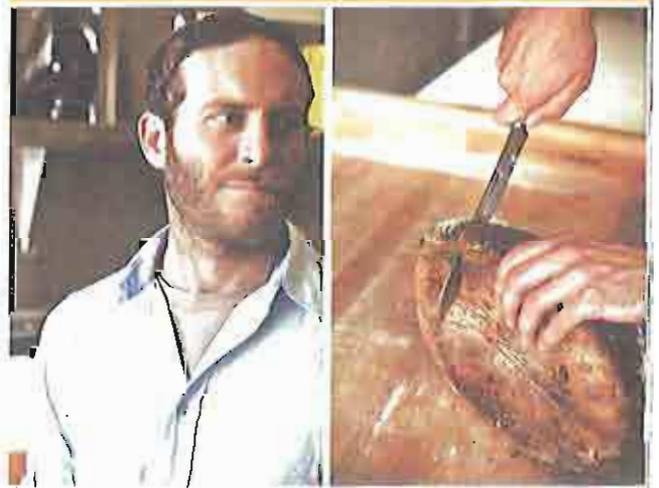
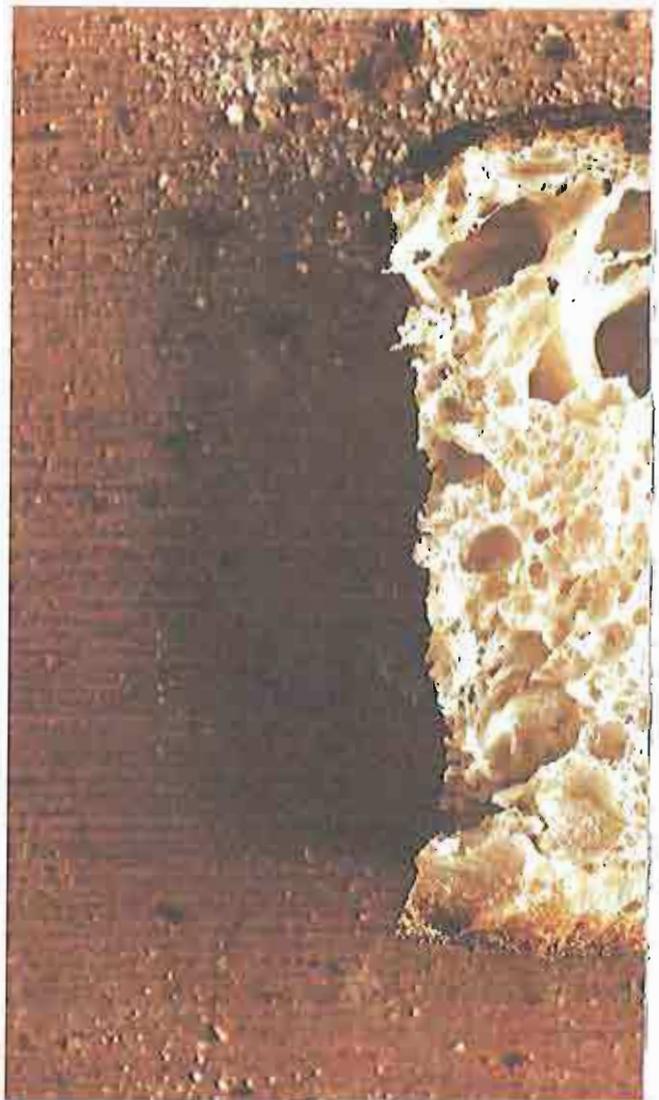
Thus far, Robertson's obsessions have already turned up enough new ground to redefine popular conceptions of artisan bread. While following his fanatical nose, he has also stumbled on hidden truths behind some very popular culinary myths, especially concerning the nature and virtues of sourdough.

LITTLE DEFINE'S SAN FRANCISCO'S FOGGY SPIRIT more viscerally than its sourdough bread. Those tangy white loaves are the signature of the city's earliest days—the offspring of San Francisco's original '49ers, those scruffy miners of the gold rush, who, for lack of manufactured yeast, ate bread made with a starter that they kept alive in a dank corner of their stream-side tents.

Countless Bay Area bakeries have arisen from this hard-scrabble past. French immigrants were the first

#### HOW TO BAKE YOUR OWN DAMN BREAD

If you're not lucky enough to score one of the loaves of Robertson's bread during the 45 minutes or so that they're available each day, you can try making your own. In *Tartine Bread*, the baker gives a recipe for his basic country loaf. Spread over 28 pages and illustrated with dozens of step-by-step photographs, the recipe looks daunting; but in fact, it's clearly written and gives readers all the information they need to make artisan bread at home.





WHEN IT'S SLICED (THE BREAD IS SO SQUISHY, IT MUST BE CUT WITH A VERY SHARP KNIFE), THE LOAF OPENS INTO A MOIST LACEWORK OF BUBBLES AND HOLES, LIKE SOME BACTERIAL SPORE FIELD RUN AMOK.



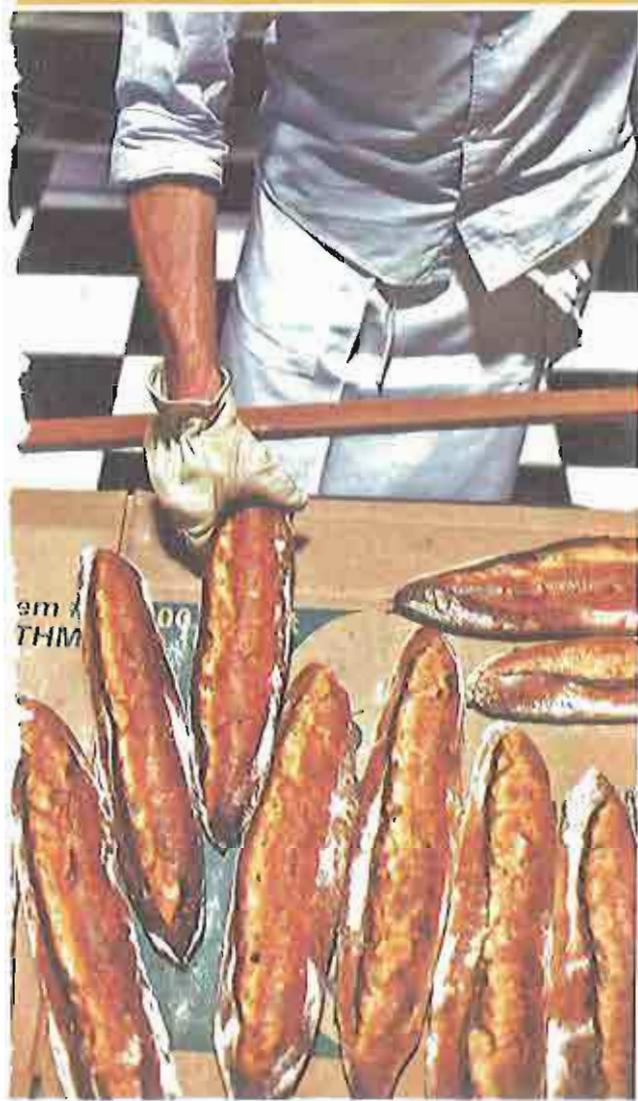
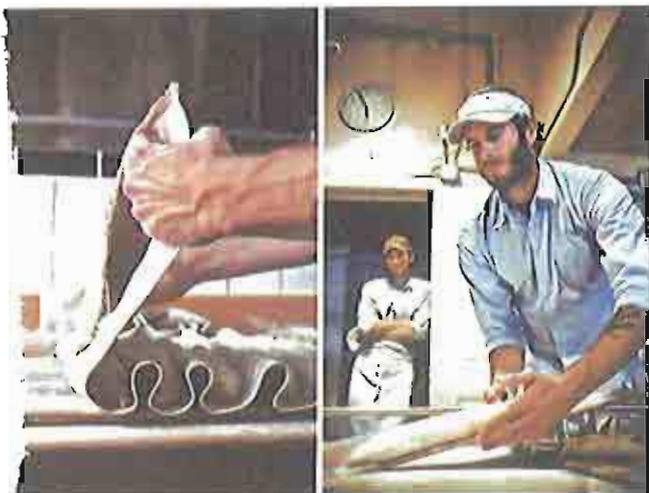
TOP: The light texture and the network of holes that characterize Tartine's country loaf are the results of a long fermentation, gentle turning, and a careful touch during the shaping process. BOTTOM, FROM LEFT: Robertson's restless obsession with bread has him searching for even more ways to bring out the flavor and sweetness of the wheat.

TOP, FROM LEFT: The dough for Robertson's country loaf goes through an extended fermentation before it can be shaped into boules; baguettes finish their rise nestled in a baker's cloth before heading to the oven. BOTTOM, FROM LEFT: A judicious sprinkling of flour keeps the dough from sticking to the cloth, but too much flour can ruin the crust; fresh-from-the oven baguettes cool briefly before heading to the retail counter.



THE AROMAS ROBERTSON HAD IN MIND HAD THEIR ROOTS IN HIS FIRST APPRENTICESHIP IN FRANCE. "I REMEMBER THINKING, 'HOW CAN I GET THAT SMELL AT THE END? HOW CAN I TAKE THAT BACK A FEW STEPS TO CAPTURE THOSE AROMAS?'"





## HOW TO GET THE GOOD GRAIN

Petaluma-based **Keith Giusto Bakery Supply** is the local flour provider of choice for many top Bay Area bakeries, including Tartine, La Boulange, and Acme Bread Company. You'll also find his flour at Whole Foods Market, under its 365 Organic brand, and at Safeway, under its Organic label. But if you're in Petaluma, Giusto will happily grind fresh whole wheat to order, using his tabletop stone mill.

755 SOUTHPOINT BLVD., STE. 101, PETALUMA, 805-979-9253, CENTRALMILLERS.COM

to commercialize the miners' coarse tastes, founding Boudin Bakery in 1849. Other bakers from both France and Italy soon joined the trend, giving birth to such memorable names as Parisian, Toscana, Royal, Colombo, Bordenave (still in operation in San Rafael), and, most mournfully, Larrabau. The source of the city's beloved Dark Bake and Extra Sour loaves, which looked like overweight baguettes, Larrabau closed in 1976—famously bankrupted, or so the story goes, by a fatal delivery-truck accident and the ensuing lawsuit. (Actually, Larrabau's insurers covered the lawsuit; the bakery died from poor management, close observers of the bankruptcy say.)

By the latter half of the 20th century, though, the quality of bread in the Bay Area and across the world had begun a steep decline—a result of using industrialized white flour and excessive doses of instant yeast (the latter causes dough to rise artificially quickly, which robs bread of the flavors brought about by natural fermentation). Then, in the late 1970s, a busboy at Chez Patisserie named Steve Sullivan—under the spell of the new gourmet-food movement propelled by his boss, Alice Waters—began baking bread for the restaurant. In 1983, using a handmade starter, Sullivan hatched his own bakery: Acme Bread Company. Acme's success inspired the creation of more bakeries in the Bay Area and beyond, and America's artisan-bread movement took off.

*Sourdough*, it turns out, is mostly a term of art. Technically, it describes all manner of naturally leavened breads—that is, any bread that achieves its rise with natural fermentation, from a sourdough starter, rather than with instant yeast. In the retail world, breads called sourdough are those that have a more intense sour flavor. San Francisco's version is one of the genre's most extreme examples—and not a terribly well respected one. "As far as my international friends are concerned, sourdough is a mistake," Craig Ponsford, chairman of the board for the Bread Bakers Guild of America, told me. "It's an overfermented bread, where you can't taste the wheat." Robertson basically agrees, as does Michel Suas, the renowned founder of the San Francisco Baking Institute. "To be sour is easy," Suas says. "The skill of the baker is to create a natural leavening activity"—that is, with a sourdough starter—"and still get a mild flavor."

So it is no surprise that Robertson, who apprenticed in bakeries in France for several years before coming to California, favors a sour dough rather different from that of local tradition. His bakery's mainstay, ostensibly a French classic called pain de

## THE MYTH OF THE MOTHER DOUGH

SCIENTISTS TAKE A CLOSE LOOK AT THE REAL STORY OF SOURDOUGH.

Once upon a time, back in 1854, a tiny hamlet called San Francisco supported close to 60 bakeries. The oldest of them all, Boudin, is the only one of those that survives today.

In its solitude, Boudin sits on a pedestal: the lone keeper of a one-of-a-kind secret recipe—maintained via “time-honored methods,” according to its well-promoted backstory—that begins with a “mother dough” starter that has been “divided and replenished” daily for more than 50,000 straight days. This dough, Boudin proudly announces on every package of its bread, is “a unique combination of indigenous natural yeast and lactobacillus” that is “caught” from the air and can survive “only in our fog-cooled climate.”

Boudin’s marketing has been spectacularly successful. In 1976, when Boudin opened a bakery in Chicago—its first expansion outside the Bay Area—the Girardo family (who bought the bakery from the Boudin family in 1941) got live television coverage from Charles Kuralt, plus a mention from Walter Cronkite, when it insured the mother dough for \$1 million; put it in a metal strongbox; had it flown on the seat next to Lou Girardo and his dad, Steve, the bakery’s owner; then had it delivered to the new bakery in a Brink’s truck. To this day, Boudin sends replenished mother dough to its bakeries in Chicago, San Diego, and Disneyland every month—because the company believes that the dough loses its distinct flavor and leavening abilities within a few weeks.

Boudin’s story has legs. Bakers have long taken great pains to cultivate and guard their starters, believing that once they get a keeper, they must maintain it at all costs or else lose the magic.

Starting from the top, the mythology deconstructs in this way:

### “UNIQUE” STARTER DOUGH...

Not quite. Decades ago, a pair of biologists from the USDA studied sourdough starters, hoping to identify the unique properties of San Francisco sourdough. In 1971, they published a paper, which has since become famous, that isolated a new bacteria they named *Lactobacillus sanfranciscensis*. (The lead scientist even patented a dried version of the bacteria and sold it to Boudin, although the bakery owners say they never



The Boudin family, circa 1880, with one of the wagons used to deliver their famous sourdough bread throughout San Francisco.

used it.) However, fermentation scientists have since detected *L. sanfranciscensis* all over the world. They’ve also discovered that any long-range local organism distinct to a dough isn’t terribly important to how the bread bakes or tastes. “Of course, bread has local flavors,” says Michael Gaenzle, associate professor at the University of Alberta’s department of agricultural, food, and nutritional science. “The bread in San Francisco is different from the bread in Edmonton, which is different from the bread in Finland, but they all contain virtually the same lactobacilli.” It’s the ingredients and the process used to make the bread, not the bacteria, that most influence a bread’s flavor.

### IS AN OLD STARTER BETTER THAN A FRESH ONE?

No—as energetic as this sounds to bakers around the world, a perfectly good starter can be made from scratch within a week or two, using only flour and water. Students at the San Francisco Baking Institute do this all the time. But Boudin isn’t the only bakery to guard its starter. Acme Bread Company does, too, for tradition’s sake—and so does Chad Robertson, just to avoid the hassle of rebuilding one from scratch.

### ARE THE OUGS “CAUGHT” FROM THE AIR?

Probably not. But *L. sanfranciscensis*’s origins are still under debate. Some scientists believe

that the bacteria grow on grain. Others, such as Gaenzle, admit that the origins remain a mystery.

### DO THEY SURVIVE “ONLY IN OUR FOG-COOLED CLIMATE”?

No. For bread, the main virtue of our climate is its comparatively mild and stable temperatures. Before the days of refrigeration, heating, and air-conditioning, this mattered. Today, any smart baker can duplicate our climate—at least for the purposes of breadmaking—by paying attention to room and dough temperatures. “If I make bread by the same process and use the same ingredients Boudin uses, anywhere in the world, it will taste the same,” says Craig Ponsford, chairman of the board of the Bread Bakers Guild of America and a former business partner of Boudin’s.

### HOW ABOUT THOSE “TIME-HONORED METHODS”?

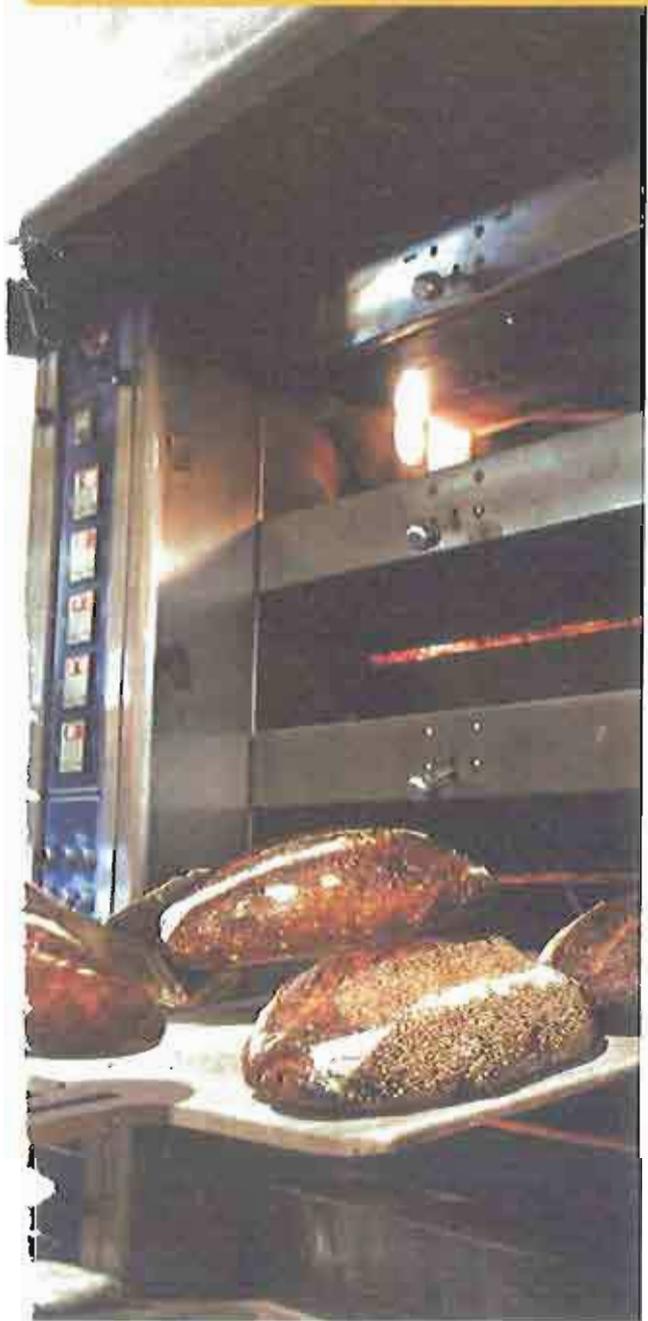
Even Lou Girardo agrees that this is a bit of a stretch. Through the first half of Boudin’s history, after all, refrigeration—the key to modern baking—didn’t exist, so the company employed cold-storage techniques such as an uninsulated shed or a bucket of ice. Beyond this acknowledgment, however, Girardo proudly rejects the food scientists’ analysis of the company’s claims. “I don’t give a good goddamn what other people say,” he told me. “You can make bread as sour as you want! It’s not San Francisco sourdough. It’s just that simple.” —T.O.



COURTESY OF BOUDIN BAKERY



NOW THAT SO MANY BAKERIES WITH ARTISAN ROOTS—ACME, SEMIFREDDI'S, BOUDIN, AND SO ON—HAVE BECOME PRODUCTION HOUSES, TURNING OUT BREAD WITH COMPARATIVELY ONE-DIMENSIONAL FLAVORS, ROBERTSON STANDS NEARLY ALONE.



These oversize, three-pound loaves, which sell for \$7, are Tarline's signature bread. Robertson prefers working with large masses of dough because they're more temperature-stable than small ones, and he finds that the size allows for a more active fermentation.

#### HOW TO LEARN FROM THE MASTERS

The San Francisco Baking Institute hosts one-week intensive courses throughout the year on subjects such as breads from around the world and baking with ancient grains, plus numerous classes on making sourdough and traditional French breads.

480 GRANDVIEW DR., SOUTH SF, 650-589-5781, SFOI.COM

campagne ("country bread"), is actually uncommon in nearly every respect. Made with organic flour, the loaf is unusually large: a foot-long oval that weighs nearly three pounds. Its crust is hard but remarkably thin, baked to a dark shade of brown. When sliced (the bread is so squishy, it must be cut with a very sharp knife), the loaf opens into a moist lacework of bubbles and holes, like some bacterial spore field run amok. The interior, called the crumb, is more yellow than white or brown, with an insidious scent. Underneath the caramel roasting common to most fresh bread is a mellow sourness, milder and more layered than what you'll find in classic Bay Area breads. Then there's the taste—so rich, it's like a cross between bread, sponge cake, and tangy custard. "Exceptional," the *New York Times*' Bittman called it, "because it's a slow-fermented yeast bread in a very French style that's a welcome change from the [area's] ubiquitous sourdough."

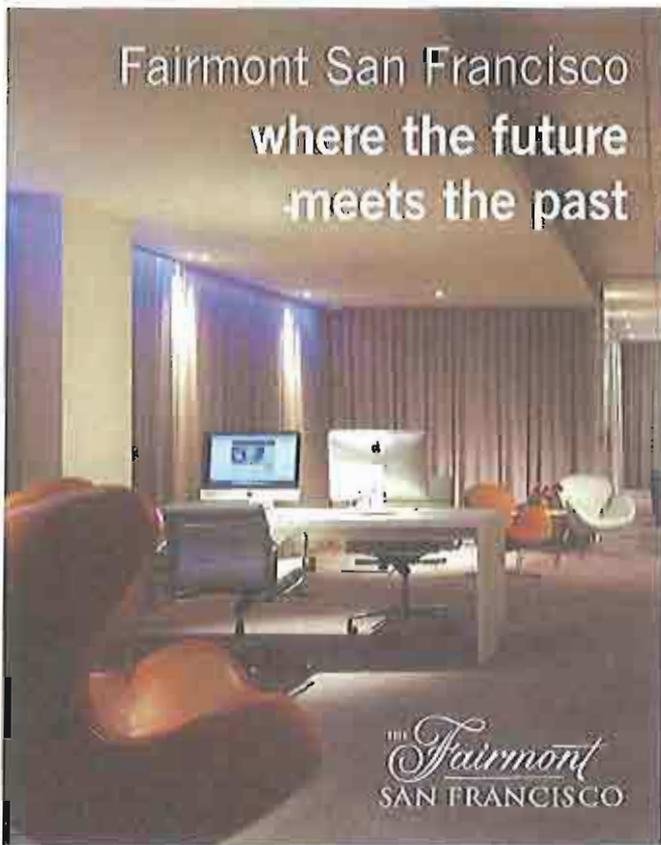
The intricacies in Robertson's bread seem to be a natural by-product of an intricate mind. The grandson of a West Texas custom-boot maker, Robertson initially wanted to be an architect. But his first-choice college rejected him, so he went looking for a transportable skill. That led him to the Culinary Institute of America in Hyde Park, New York. Robertson and Prucit met at CIA when the two were assigned to be kitchen partners, a fate of alphabetical order.

While he was still in school, Robertson would drive for more than an hour before dawn to apprentice with an unorthodox baker named Richard Bourdon, owner of the Berkshire Mountain Bakery in Housatonic, Massachusetts. Bourdon had been trained as a classical musician, but he dropped it when he decided there was enough good French horn playing in the world but not enough good bread.

Bourdon taught Robertson a preindustrial French technique for baking that involves working with very wet dough. Loaves made with such a high percentage of water essentially boil as they bake, thoroughly cooking the flour. It's Bourdon's belief that grains should be soaked and enjoy a long fermentation before they're baked (an idea he drew from the macrobiotic food movement). The process is thought to unlock the nutrition in whole grains that are otherwise indigestible. To prove his point, Bourdon used to offer this suggestion: "Try to cook a cup of rice in half a cup of water."

However, wet dough is difficult to handle—it sticks to the baker's hands, to the work surface, to almost everything in sight. But Bourdon

CONTINUED ON PAGE 102



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## BREAKING BREAD

CONTINUED FROM PAGE 89

never gave up on the idea, and neither did Robertson. When he opened his first bakery, Robertson developed his own wet dough. He had practical reasons for this: He couldn't afford a mixer when he started out, and a soft dough, despite its difficult nature, is much easier to hand-mix than a stiff one. Perhaps more important, the technique distinguished Robertson's bread. "Chad pushes the envelope the farthest with fermentation and water content," Suas told me. Robertson's large-scale competitors couldn't work with such superhydrated dough because of its delicacy.

THE QUALITY OF BREAD RESTS ON TWO VARIABLES beyond ingredients: time and temperature. A baker who knows how to juggle these will find that they afford considerable flexibility; otherwise, the smallest changes can wreak havoc. For example, heat unites the microflora (bacteria and yeasts) that give bread its creamy or floral flavors. But if the dough gets too warm or cools for too long a time, the bread can sour. All these flavors are essentially microbial poop and farts, since bread's aromas come largely from the acids and gases that fermenting microorganisms excrete. Expert bakers, therefore, are basically bug ranchers, forever seeking balance in their herds.

In sourdough breads, these bugs first come to life in the starter, a fermenting mixture of flour and water that bakers rely on to give bread flavor, structure, and shelf life (without preservatives). Starters are mysterious brews and a little fussy, much like a baby. "They both burp. Both have a very strange smell coming out of them, and you have to get up and feed them," Suas recently told one of his classes at the San Francisco Baking Institute.

Many bakeries boast starters that are decades old. Some are heirloom mixes handed down for generations; others, composed more recently, began with seductive ingredients like apples, raisins, and grapes. Acme Bread Company and La Brea Bakery, in Los Angeles, are famous for hatching their starters with grapes. While these starters may have smelled fruity at their inception, the grapes don't really influence the character of the bread. Scientists have repeatedly found that once flour joins the mix, the bacteria developed in a starter will dominate any other organisms, including fruit bacteria.

Acme's Sullivan acknowledges that his grapes don't create any special flavors in his bread; nor does it make a major difference that he has kept his starter alive for the past 20 years. "It simply means that people have been paying attention to it in an unbroken way," he says. "And that's a good thing." Robertson, too, has maintained his starter for 15 years, but only as a matter of convenience. If it were lost, he says, "it would throw a three-day kiick into what I do, but that's pretty much it."

ROBERTSON AND PRUEITT OPENED THEIR FIRST BAKERY, Bay Village Bread in Point Reyes Station, in 1995. Back then, Robertson made the bread alone, working through the night and chopping wood during the day to fuel his custom-made brick oven. Before long, he recalls, he was sleeping in shifts and "walking around in a daze." Neighbors got used to seeing him pad across the street in his pajamas and furry slippers to

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buy groceries. "That wasn't too bad," he says. "Bakers' pants kind of look like pajamas anyway."

Most modern bakers keep relatively normal sleep schedules, thanks to innovative technologies such as the retarder—a fancy refrigerator that has variances for timing and humidity, thus delivering oven-ready dough at a baker's convenience. Robertson couldn't afford a retarder, so he improvised. Each night, he'd stack baskets of dough like Lincoln Logs in his yellow '53 Chevy delivery van. "I then I'd roll down the windows," he recalls. He got some sleep but not the flavor he was after.

The aromas Robertson had in mind had their roots in his first apprenticeship in France. The tubs of dough he encountered there emitted a rich, seductively sweet scent of fresh, newly moistened flour, but he could never understand why that smell was always gone—or quite muted—by the time the bread was baked. "I remember thinking, 'How can I get that smell at the end? How can I take that back a few steps to capture those aromas?'" Robertson says. He soon discovered that if he used a "young" starter—meaning just a few hours after its most recent feeding—followed by a long fermentation, he'd net a twofer: more complex flavors in his bread and a better night's rest.

Before long, Robertson also realized that he wouldn't need to spend the rest of his career chopping wood, though for the time being he had no choice. While sharing flour purchases with Della Fattoria, a kindred bakery in Petaluma, he watched the bakers there stoke their ovens with eucalyptus, which was cheap and readily available in the late 1990s, when California foresters were trying to eradicate huge swaths of nonnative trees. As any aromatherapy aficionado knows, eucalyptus oil is powerful stuff. "It has the most noxious sap, and it makes all this black smoke," Robertson recalls. Yet Della Fattoria's bread remained free of any eucalyptus scent.

The experience taught Robertson a curious lesson: Smoky flavors may penetrate foods such as pizza and steaks when they're cooked adjacent to burning wood. But when bread is baked in a wood-fired oven, the fuel either burns in an entirely separate chamber, or else the coals are swept out before baking, so the loaves remain free of any smoky flavor. It would be years before Robertson could finally abandon his wood-fired oven, but he just smiled whenever suppliers came by hawking peach, almond, and other high-priced "boutique woods," along with extravagant claims about their flavoring abilities.

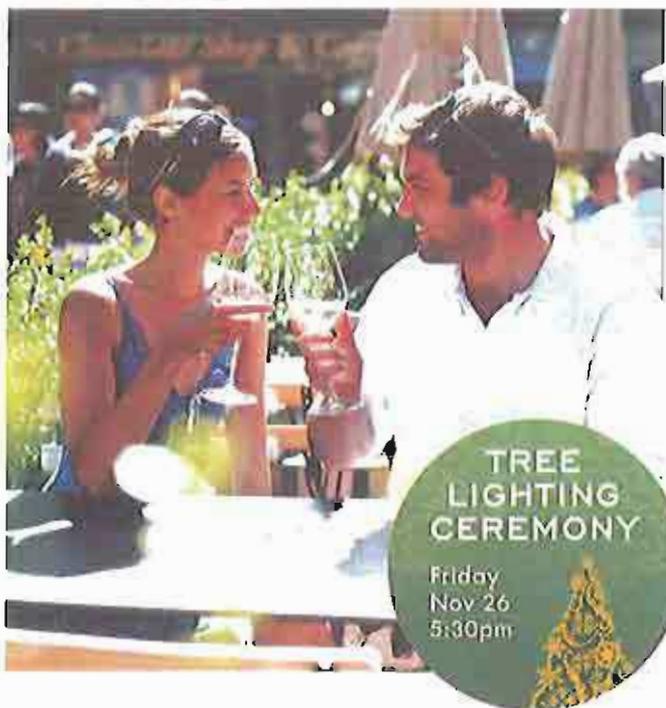
By the early 2000s, demand for Robertson's and Prucitt's baked goods had drawn them toward city life—first in Mill Valley, where they baked in another wood-fired oven, then to San Francisco, after the dot-com bust made rents more affordable. When Tartine opened, with a modern gas oven, in 2002, Robertson found an untapped niche waiting for him in the city's artisan-bread world.

TO UNDERSTAND THIS MARKET, IT HELPS TO HAVE A working definition of what it means to be an artisan baker. Just hearing the word *artisan* conjures images of something special, made with loving craftsmanship. The term has enjoyed such runaway appeal recently that if anything from a loaf of bread to a hardwood chair is touched by human hands during production, its marketers are increasingly apt to label it "artisan." ▶



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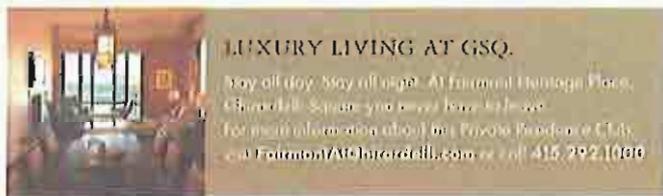
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For their part, bread bakers are all over the map when it comes to that label. To Pascal Rigo, owner of the La Boulange chain, *artisan* means handmade, even if the product is lousy. "There are some good artisans and some bad," he tells me. "That's OK." To Ponsford, who founded a bakery in Sonoma called Artisan Bakers, artisans are "masters of their medium"—superior manufacturers, even if their production is mechanized. "It's completely OK by me if their hands aren't involved," he says. If you follow the slice of common ground shared by these and other bakers (which happens to get close to dictionary definitions), this is what being an artisan means: You make something of quality, with natural materials, and the touch of the hand somewhere in the process lends a value that machinery can't. Since machine-made bread can easily look like it was made by hand, you might argue that true artisan breads—or at least the best ones—achieve exceptional, hand-wrought flavors.

By this standard, Robertson stands neatly alone now that so many of the Bay Area's bakeries with artisan roots—Acme, Semiledi's, Boulain, and so on—have become production houses, tuning out truckloads of bread with comparatively one-dimensional flavors. Of course, Robertson's determination to continually push the flavor of his bread also means that he goes to work never knowing exactly what will happen.

"We walk such a fine line, our bread is on the brink of disaster every single day," Eric Wolfinger, one of Robertson's former apprentices and his surfing teacher, once told me. To avoid such disasters, Tartine's bakers are trained to continually make tiny adjustments, from the moment they arrive in the morning, smell the condition of their starters, and decide when to mix.

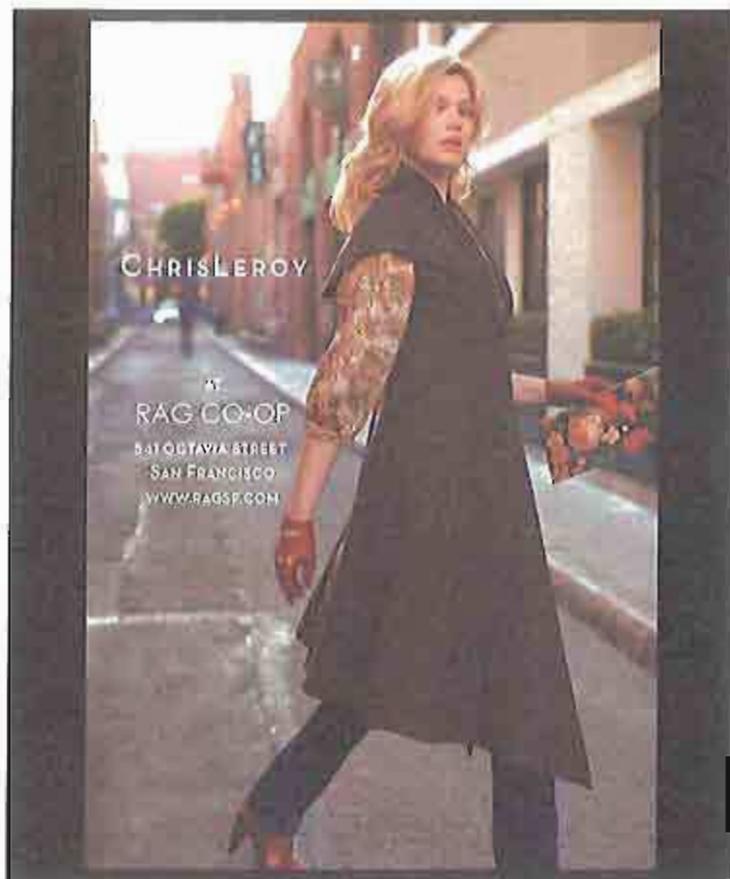
Despite these complexities, Robertson is convinced that anyone can bake bread that comes very close to being on par with his own. His new book, *Tartine Bread* (with photographs by Wolfinger), makes this very case with a detailed recipe based on his country loaf. To prove his point, Robertson sent the recipe to a few test bakers. Judging from anecdotal reports and some photographs, many of them baked bread that looked nearly as good as his on their first attempts.

Bread followers will undoubtedly notice a striking similarity between Robertson's recipe and another, called "no-knead bread," that was popularized in the *New York Times* in 2006 by Robertson's Eru Bittman. Based on techniques practiced by James Lahey, of Manhattan's Sullivan Street Bakery, the no-knead recipe set a fire in the world of home baking. Former *Gourmet* editor-in-chief Ruth Reichl bakes it several times a week, as does *Vogue* food critic Jeffrey Steingarten.

As a mark of our culinary evolution, the two bakers' approaches are worth a moment's comparison. Both Lahey and Robertson call for a very wet dough, advise letting it ferment for an extended period (Robertson's rising is just 8 hours, compared with the 20 hours that Lahey recommends), and suggest baking the bread inside a cast-iron pot—the key to getting a crisp, professional-quality crust in a home oven. But while Lahey calls for instant yeast, Robertson tells readers how to make and use their own sourdough starters, finding sourdough's added flavor and shelf life to be worth the trouble. And while Lahey eliminates kneading and calls for only a minimum of handling, Robertson describes how to strengthen the dough by turning it several times while it rises. This technique not only aids the dough's rise, but also helps contain its flavoring gases. ▶

SAN FRANCISCO NOVEMBER 2010

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As it happens, Lahey uses a sourdough starter and sometimes employs a similar folding technique in his own bakery. So why didn't he recommend them when he wrote his 2009 book, *My Bread: The Revolutionary No-Work, No-Knead Method*? "Once you say the word *fold* to someone who is just learning to bake, that's open license to molest and hump," Lahey says. "You really need to practice restraint." As for sourdough starters, Lahey plans to recommend one in his next book on bread. In his first book, "I just wanted to teach people how to roll over on their backs before they attempt to crawl," he says. For his part, Robertson wants to show that making and using a sourdough starter—as intimidating as it sounds—isn't all that difficult to do.

Robertson's recipe may produce a superior loaf, but it will likely never have the popular appeal of Lahey's. Robertson takes many pages to describe his method, providing every detail a home baker needs. Lahey's instructions, on the other hand, have been condensed to the size of a newspaper clipping, even at the cost of quality.

If I want to understand how to handle dough without molesting it, Wolfinger suggests, I should watch Robertson shape his country loaves. "The dough is like an extension of his body," Wolfinger says. "It dances in his hands and on the table." This sounds like hype—but ultrasoft balls of dough (called *boules*) that would stick to an average baker move through Robertson's hands with astonishing speed, from table to scale and back again, with only the slightest flip of his fingers. So, too, when he shapes the dough for the final time, pulling strands from the boules and crossing them back and forth to trap the air pockets that help create Fatine's flavors and signature crumb. (Robertson's skill with handling dough apparently comes from a lifetime of athleticism. As a teenager, he was a ranked tennis player.)

To my surprise, when Robertson sets the dough to rest again, laying out the moist boules on a wide board, he lets them slightly overlap one another. At this stage, he explains, the boules must lie next to each other to keep warm. It's like watching over a litter of puppies. "If they stick together," Robertson says, "it means they're not comfortable enough yet to be on their own."

IN SEPTEMBER, ROBERTSON TAKES OFF FOR HIS FIFTH pilgrimage to France, determined to finally unlock the baguette's subtle flavors. I'm lucky enough to go along for the ride. Hours after our arrival in Paris, staggering only slightly from jet lag, he stands outside one of the city's most renowned bakeries, Eric Kayser, with his nose stuck in his third loaf of the morning. His eyes pop; he purrs like a kitten; then, while chewing away, he points repeatedly at the baguette's interior. Porous, light brown, moist as cake, the bread bursts with the gentlest of flavors. It's like burying your face in a field of spring wheat. "That's what you're tasting in those baguettes," Robertson says. "The quality of that flour. It's completely different from what we get back home."

Later that week, Robertson travels to Saizeau, a classic 19th-century postcard of a town in Brittany, on the western corner of France's northern coast, to bake with his old mentor, Patrick LePort. Late one night, Robertson finds himself shaping baguettes for LePort, a renowned baker who helped pioneer the revival of France's organic, nutritious baking methods.

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The brioche dough is so soft, so moist, so delicate, that it looks like a puddle of porridge. Robertson's thin fingers, which once aspired to architecture, try to shape the brioches as gingerly as possible. He feels like he's doing pretty well—until LePort tushes in. "That's too tight," the baker scolds. When the brioches rise, he says, "they won't go anywhere. You have to be gentle!" Robertson smiles at the rebuke, relishing how much he still has to learn.

Several days later, Robertson returns home with a deeper sense of how to coax undiscovered flavor out of grain, his head spinning with ideas for experimenting with his "pre-ferments": baker's palette for the preliminary mixtures of different flours, water, and leaven. One of these days, Robertson is sure, he'll perfectly capture that elusive "sweetness of the wheat." But he feels less pressure now, because during his trip, he decided that French bread has no clear holy grail.

While most French loaves share remarkably consistent qualities (many leaning toward the bland), the various masters Robertson visited were each making adventurous breads. "They're all trying something very different from each other," he keeps saying. One of the most innovative was Christophe Vasseur, who runs a small shop somewhat like Tartine and bakes bread that tastes almost like burnt corn. In 2008, he was named the best baker in Paris by the French restaurant guide *Gault Millau*. After looking at Robertson's book, Vasseur guessed that the ingredients Robertson has access to in the Bay Area are of extremely high quality—an opinion that the San Francisco Baking Institute's Suas shares. Vasseur also thought, judging from the book's photos, that Robertson had honored baking traditions pretty well. "Authentique!" he said.

All of which frees Robertson to obsess about how to break new ground with an entirely different bread—one made with whole grains rather than the white flours that dominate his country loaf. His experiments in this direction are leading Robertson to one expansion effort that does interest him: a restaurant adjacent to Bar Tartine, the bistro that he and Princi currently operate on Valencia Street. The new place, which may open as early as next spring, will specialize in a range of artisan foods, such as house-cured meats that Robertson hopes "will take sandwiches to the next level."

The bread for those sandwiches will draw partly from traditions beyond Western Europe, which Robertson has already begun to explore with his own blend of pre-ferments, including several different sourdough starters. He is so captivated by the possibilities in this bread, which will come in several varieties, that he has commissioned Suas to custom-build a supercharged oven for the new restaurant. Bread will be available earlier, but don't expect a sudden retail abundance: "We're really baking for sandwiches," Robertson says. "For lunch." ■

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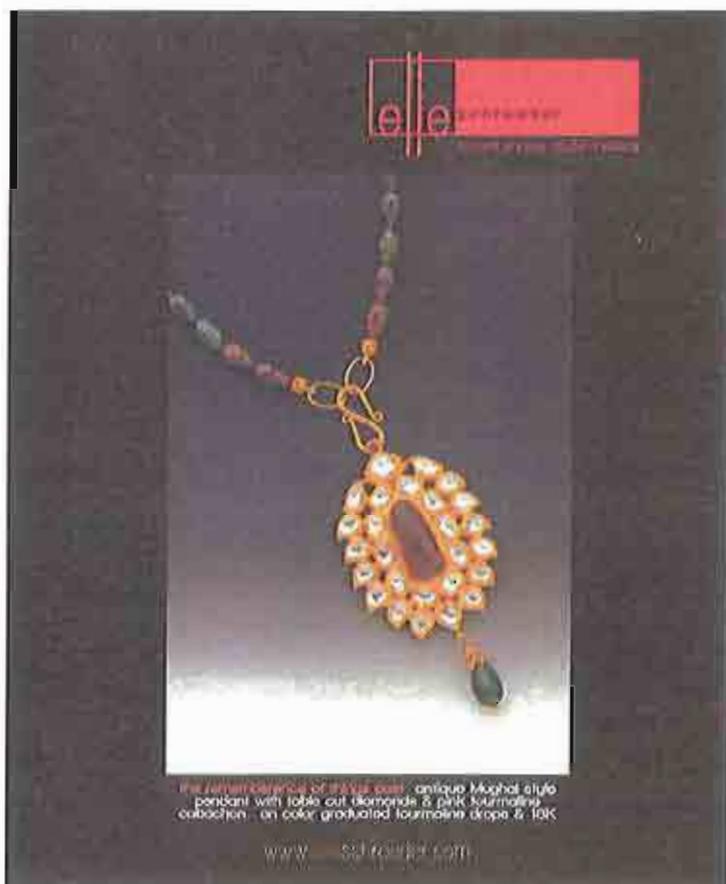
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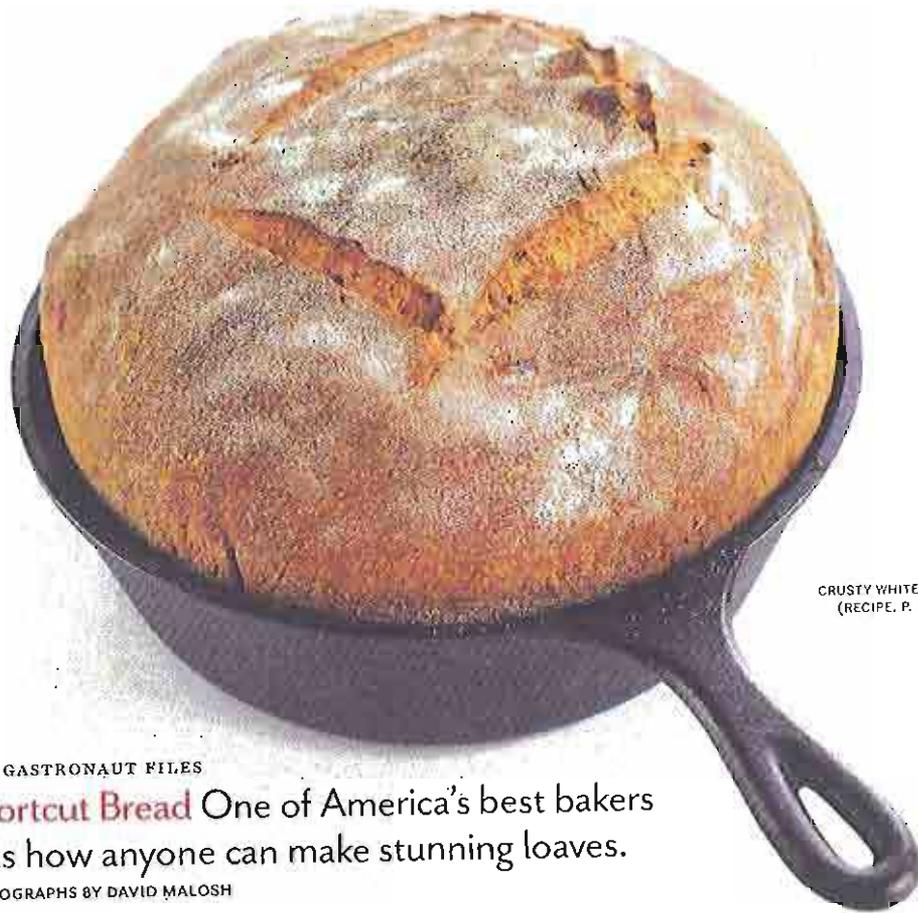


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## what to cook next



CRUSTY WHITE BREAD  
(RECIPE, P. 137).

THE GASTRONAUT FILES



**Shortcut Bread** One of America's best bakers tells how anyone can make stunning loaves.

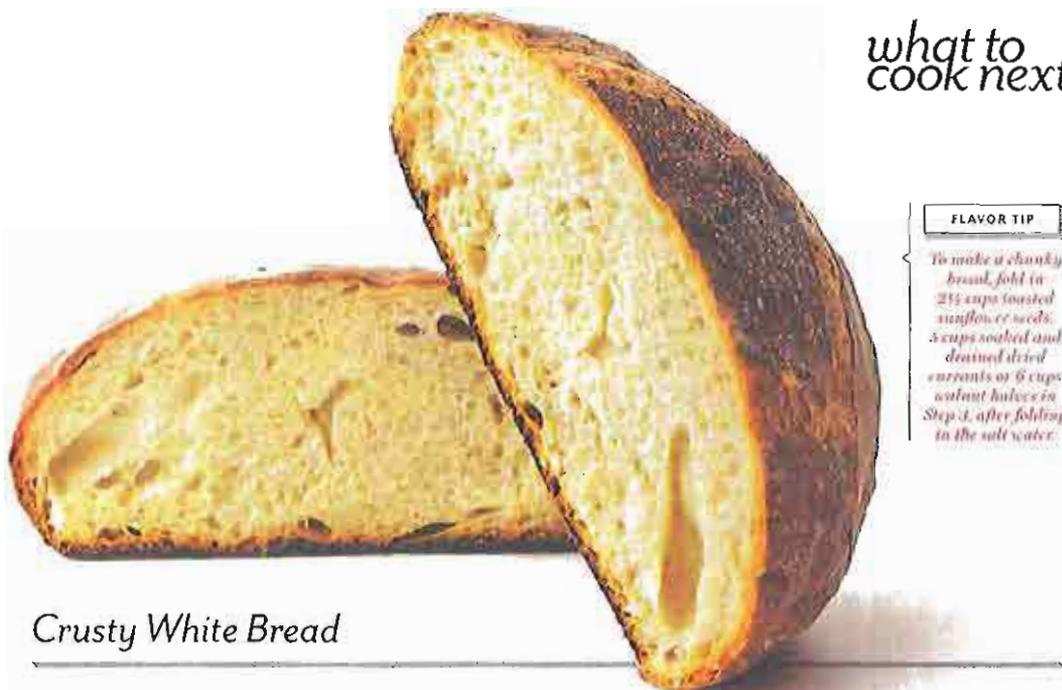
PHOTOGRAPHS BY DAVID MALOSH

READING CHAD ROBERTSON'S gorgeous new cookbook, *Tartine Bread*, left me with one question: Is there an easier way to make loaves as exceptional as his? At San Francisco's Tartine Bakery, Robertson relies on a *levain naturel*—a mix of flour and water that's alive with wild yeasts and is commonly known as a starter. But maintaining a starter is a commitment. Indeed, as Robertson recounts in the book, one of his testers actually brought hers on a weeklong trip so she could regularly "feed" it flour and water.

Robertson says there is a simpler way to make bread that's close to his ideal. Instead of a starter, the recipe calls for a pre-ferment—a small portion of flour and water that is mixed with just a pinch of packaged yeast and left to ferment and develop flavor overnight. The baker then mixes it with more flour and water to make dough. The bread, baked in a heavy Dutch oven or lidded skillet, becomes fantastically crusty. Best of all, you don't need a starter sitter when you go on vacation. —Kristin Donnelly

### CRUST TIP

Robertson's recipe calls for a cast-iron casserole or a heavy skillet with a lid (above). A great choice: Lodge Logic Combs Cooker (\$35; target.com).



**FLAVOR TIP**

To make a chunky bread, fold in 2½ cups toasted sunflower seeds, 5 cups soaked and drained dried currants or 6 cups walnut halves in Step 3, after folding in the salt water.

## Crusty White Bread

ACTIVE: 1 HR; TOTAL: 9 HR PLUS  
OVERNIGHT RISING • MAKES 2 LARGE  
BREAD LOAVES

**PRE-FERMENT**

- 250 grams warm water  
(1 cup plus 2 tablespoons)
- ¼ teaspoon dry granulated yeast
- 300 grams organic all-purpose flour  
(2½ cups)

**BREAD DOUGH**

- 1.25 kilograms warm water (5½ cups)
  - 1.8 kilograms organic  
all-purpose flour (13¾ cups)
  - 200 grams organic  
whole wheat flour (1½ cups)
  - 5 tablespoons kosher salt dissolved  
in ½ cup of warm water
- White rice flour or all-purpose flour,  
for dusting

1. **PREPARE THE PRE-FERMENT:** In a medium bowl, mix the water with the yeast and stir until the yeast is dissolved. Stir in the flour. Cover loosely with plastic wrap and let rise at room temperature for 10 to 14 hours.
2. **PREPARE THE BREAD DOUGH:** In a bowl, combine the warm water with the pre-ferment until dissolved. In a very large bowl, whisk the all-purpose flour with the whole wheat flour. Using your hands, mix the dissolved pre-ferment into the flours, until a smooth dough forms. Cover the bowl with plastic wrap and let stand for 30 minutes.
3. Uncover the dough and add the salt water. Gently fold the dough over onto itself until the salt water is thoroughly incorporated. Loosely cover the dough and let rest for 1 hour. every 20 minutes, gently fold the dough up and over onto itself 4 times. Cover the dough and let stand for 3 to 4 hours.
4. Turn the dough out onto a floured work surface and cut it in half. Using a bench scraper and floured hands, gently shape the dough into 2 rounds, folding the dough under itself as necessary. Let the loaves stand on the work surface for 20 minutes and then gently fold the sides under again.
5. Line 2 large bowls with kitchen towels and generously dust the towels with rice flour. Transfer the loaves to the bowls, rounded sides down. Cover the loaves with clean

- towels and let rise for 4 to 5 hours. Alternatively, let the dough rise for 1 hour at room temperature, then refrigerate the loaves overnight. Let the dough come to room temperature before baking.
6. Preheat the oven to 490°. Heat 2 large enameled cast-iron casseroles or cast-iron skillets with lids for 30 minutes. Remove from the oven and dust the bottoms with rice flour. Turn the loaves into the casseroles, rounded side up, and score the tops with a sharp, thin knife. Cover the casseroles and bake the bread for 15 minutes. Reduce the oven temperature to 470° and bake for 20 minutes. Uncover and bake the loaves for 25 minutes or until the bread is richly browned. Transfer the bread to a rack; let cool before slicing.



**MEASURING TIP**

Measure ingredients by metric weight using a scale, such as the Oxo digital scale (\$30, [williams-sonoma.com](http://williams-sonoma.com)). Measuring by volume is less accurate.

### Whole Grain

- 1 **WHEAT** Make the pre-ferment with 300 grams whole wheat flour and 300 grams water. For the dough, use 1.4 kilograms white flour, 600 grams whole wheat flour and 1.5 kilograms water.
- 2 **RYE** Make the pre-ferment with 300 grams rye flour and 300 grams water. For the dough, use 1.7 kilograms white flour, 300 grams rye flour and 1.5 kilograms water.

# EXHIBIT G

# TARTINE BAKERY & CAFE

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Pastry chef **ELISABETH PRUEITT** and her husband, renowned baker **CHAD ROBERTSON**, are the co-owners of Tartine Bakery and Bar Tartine in San Francisco. They both trained at the Culinary Institute of America in New York. Elisabeth and Chad traveled, trained, and cooked in France and upon their return, opened Bay Village Bakery in Point Reyes Station, California. Using a wood fired brick oven, they baked bread and created rustic, elegant pastries using many of the techniques they had learned abroad. Chad's bread garnered the attention of Alain Ducasse, who wrote about the couple in his book, *Harvesting Excellence*. After 8 years of baking in the countryside, they relocated to San Francisco to open Tartine Bakery in 2002. Elisabeth was named Pastry Chef of the Year in San Francisco Magazine. Tartine Bakery is continually rated in the Zagat Survey as Best Bakery and Best Breakfast in San Francisco. Elisabeth and Chad were nominated for James Beard Award for Outstanding Pastry Chefs in 2006 and 2007, and won the award in 2008. Their first book, "Tartine", published by Chronicle Books, was chosen by Corby Kummer of the Atlantic Monthly in the New York Times list of selected top ten cookbooks of 2006. It was also nominated for a James Beard award for the photography of France Ruffenach. Tartine Bread, Chad's second book, published by Chronicle Books is in current release: Fall 2010.

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# TARTINE BAKERY & CAFE

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Loaves available:

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Walnut

Secane

Browns

Ancient Grains (percentages vary on a daily basis)

Sprouted Grains (grains are Baker's choice, very daily)

Grain Porridge (grains are Baker's choice, very daily)

Olive (available Wednesday, Friday, and Sunday only)

Danish Style Sprouted Rye

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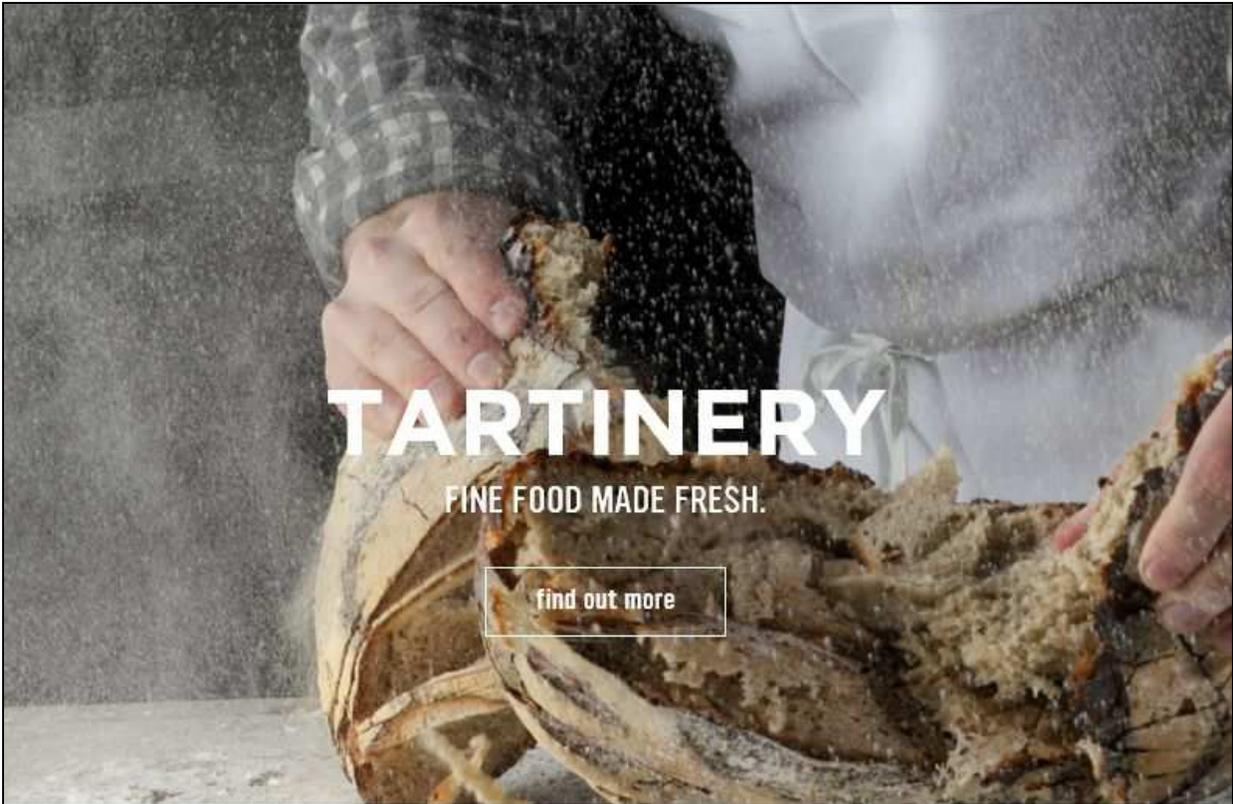


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# **EXHIBIT H**

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# TARTINERY NOLITA

**209 Mulberry Street, New York, NY 10012**

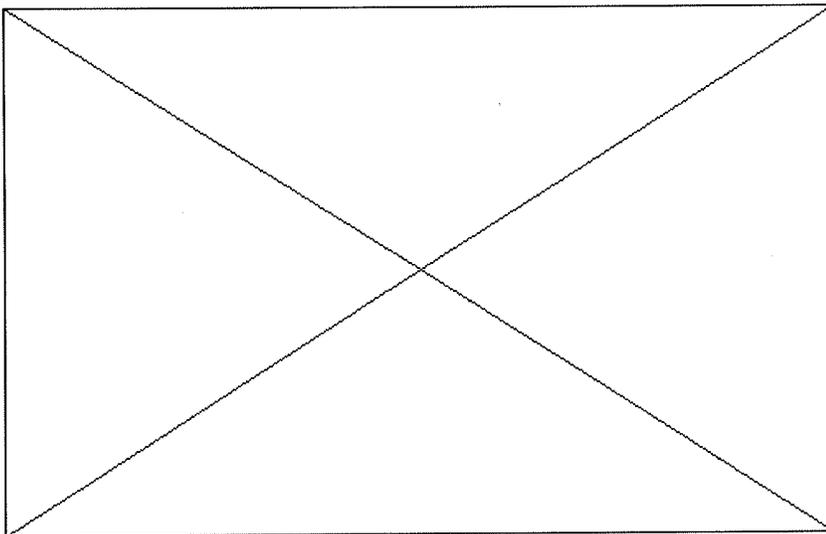
Tartinery is the modern version of the traditional French bistro. Healthy and trendy, the concept is a "tartine bar" offering fancy toasted open-faced sandwiches in a retro-contemporary atmosphere.

Our tartines are prepared with high quality bread and the finest ingredients based on creative recipes. We believe the tartine to be the best alternative method to offering an innovative dish that can be at the same time gourmet and fast. We also offer a variety of soups and salads as well as freshly squeezed juices, smoothies and organic wines.

Moreover, we have an express cuisine that does not require any stoves or chefs as in a traditional kitchen. All our tartines will be prepared with toasters in an open environment.

We seek to promote a culture defined by "retro-innovation" - to capture the best of the past and merge it with the best of the modern. This notion symbolizes the perfect equilibrium between traditional catering and an innovative business model tailored to today's consumer needs.

Our first restaurant will be opening in Nolita, New York City. And ultimately, we aim to create a restaurant concept easily duplicable which would allow us to develop and establish a chain present throughout North America.



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