



100 years of Debic.





100 YEARS OF DEBIC 100 YEARS OF TEAMWORK

In 2020, Debic turns 100. That means 100 years of dairy products and cream for professionals, during which we have been present in countless workshops and bakeries. And most of all, it means 100 years of teamwork. For if there's one thing we have learned, it is that while hard work and talent are terribly important, teamwork makes the difference every time.



What can you expect to see in this anniversary issue of the magazine? First of all, the stories of our ambassadors, at the top of their profession who believe in us just as much as we believe in them. Pastry chef Frank Haasnoot tells us, for example, about the importance of cream, and we have a chance to sit around the table with three icons of the Belgian pastry world: Walter Serbruyns, Jean-Pierre Bataille and Paul Wittamer. During our breakfast, Wittamer tells us about how teamwork is organised in his shop.

A number of topics will also be back in this ID. How does that look? In the 'party' section, we have a lovely report on special festive presentations, and in 'then and now' we present classics that have been 'alive and kicking' for 100 years now. Of course in an inspiring modern dress, and much more!

**Have fun reading this magazine
– and get inspired!**

IMPORTANT DEVELOPMENTS MORE THAN A HUNDRED YEARS AGO

In 1862, the pasteurisation technique was invented. The process involved heating foods in order to destroy harmful bacteria. In the last decade of the nineteenth century, this method was also applied to milk so that it would keep longer. In 1888, the first dairy cooperative was founded. In the 1900's there were several countries enquiring into night-time work for bakeries in order to regulate working hours. It was only after the 20's that the night time work was banned by law for bakers in most markets.



Façade of the Bakkerij Vooruit in Ghent, 1900 – 1914. Bakkerij Vooruit began as a cooperative bakery but later expanded its services, especially after the First World War. The bakery made bread in vast quantities, using industrial methods. This made it possible to reduce production costs and prices, while also improving quality.
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Testing butter production at a dairy farm, 1930
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100 YEARS OF DEBIC

100 YEARS OF TEAMWORK

Over the past 100 years, we have seen many developments arrive at Debic. We are pleased to take you through the highlights of (inter)national history.

1920

Establishment of Debic by Jean Debye

Jean Debye begins to collect milk from farms. He was so keen on dairy that he started his own business: Laiterie Debye, the origins of Debic.

In 1920, the Kalmeijer company began manufacturing dough makers, biscuit machines and bread slicers for the artisanal baker.



1930

The first quality labels for butter, eggs and certain types of cheese make their entrance.

1965

Demarle experiments with baking baguettes in silicone moulds. Twenty years later, he will introduce the Flexipan: a unique line with flexible shapes.

1963

Armand Schellens, an employee of Jean Debye, takes over the milk route from Jean Debye.

1971

Gaston Lenôtre funds the first French school of gastronomy: Ecole Lenôtre. His goal: to pass on knowledge to (inter)national chefs.

1974

Armand Schellens takes over the St. Hubertus dairy. This is still the site of Debic today, in Meldert.

1980

The classic patisserie was radically reformed thanks to the Ecole Lenôtre: mousses, two layers of sponge and a shining mirror as finishing touch. Pastry chefs Mauduit and Peltier are the first to embrace the Lenôtre style. The innovation was further developed by Fauchon.

The past decade has been marked by the rise of 'convenience'. Mixes for bavaois, crème patissière and sponge cake are increasingly widespread.

1989

The Coupe du Monde de la Pâtisserie is held for the first time.

Jean-Michel Perruchon and Joël Bellouet establish the Bellouet Conseil school.

2000

Fruit fillings made of jelly and crémeux become a new trend. Bellouet Conseil sets the standard for certain techniques. Pastry chefs have fully adopted coloured glazes, chocolate curls and the better sponge cakes and dacquoises.

Introduction of Debic Stand & Overrun.

1996

Introduction of Debic Butter specialities.



2003

Debic introduces various dessert ingredients.

2015

In Asia, French-style pastry schools pop up like mushrooms. Demos and master classes at private schools become wildly popular in countries like China and Japan.

2020

There is great demand for recognizable and traditional flavours such as praliné, chocolate and butter. The use of a piping bag, to emphasize authentic craftsmanship, is part of that.



2020

Debic celebrates its 100th anniversary.

2018

Debic introduces a new, user-friendly PET bottle.



2001

Debic introduces Prima Blanca cream.



1983

Debic introduces Debic Culinaire.



1972

Debic introduces a revolutionary innovation: whipped cream in a spray can.



1969

Debye becomes Debic. The company continues life as 'zuivel-fabriek Debic'. The name came about thanks to a typo made by an official; the aim had been to keep the name Debye. The first products are exported to neighbouring countries like France, the Netherlands and Germany.



1958

Diapharm, then a subsidiary of the Friesche Condensmilk Cooperation, brings the first brand-name bread to market: Expobrood (Expo bread).

1945

The Richemont Centre of Excellence opens in Lucerne: an independent and international centre for the bakery sector.

1925

The ingredients of bread are laid down by law in the Dutch Bread Decree.



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We are very proud to introduce: our ambassadors

We've said it many times before: one of the main things we've learned over the past 100 years is that it's all about teamwork. This includes our collaboration over the years with our ambassadors – often famous chefs who believe in Debic. This year we'll be introducing you to a few more.

In this magazine, we present interviews (and recipes!) with, for example, 'dough whisperer' Daniel Álvarez, the Dutch top pastry chef Frank Haasnoot and the French pastry virtuoso Pascal Molines. We spoke to these and many more pastry chefs in their workshops, and we'll be sharing those interviews with you online throughout the year. Who else is on the menu? The Italian master Leonardo Di Carlo and the man who links French and Scandinavian pastry, Sylvain Marron, to name but two.



Christophe Roesems
Belgium

Daniel Álvarez
Spain

Leonardo Di Carlo
Italy

Frank Haasnoot
Netherlands

Sylvain Marron
Sweden

Pascal De Deyne
Belgium

Pascal Molines
France

We speak to Frank Haasnoot in the Netherlands, where he once again has a fixed base, after having travelled around the world. During that period, he worked in New York, Kuwait, Hong Kong and Taiwan, among other places. An interview with a restless soul, top pastry chef and entrepreneur in his heart and soul.

"Yes, I can't sit still for long. Things have to move forward. I am always in search of new challenges, new cultures and of course new flavours. How does that work? Well, I'm a perfectionist, driven and creative. All qualities that a pastry chef and entrepreneur has to have, I think. In my private life, I am actually kind of the opposite. There I'm very relaxed, calm and enjoy some breathing space. It's a question of finding a balance between home and work life."

Passion for patisserie

"I ended up in the pastry world thanks to my family. My grandma had a restaurant, and in my younger years I worked there to earn a bit of money. At the time, I was thinking of maybe becoming a cook, and my grandma said: 'If you are not entirely sure about your decision yet, do a year or two in pastry. That will always come in handy later in your job as a cook.' And once I started working in that field, I was instantly hooked."

"In my view, drive and passion are more important in this profession than talent. Some things, like techniques, for example, can be learned. But creativity is something else. You are either creative or you are not. But you can be very good in this field and make many lovely creations. That does not mean, however, that you necessarily have to be creative. It depends a bit on what your ambitions are."

Chocolate and cakes

"One ingredient which you can get very creative with is chocolate. My favourite! You can use it to decorate, make sculptures and work it in all sorts of ways. But pastry is very versatile. Besides chocolate, you have baked goods, ice cream and dessert plates. There are so many facets that make this profession exciting. If I have to make a choice, though, then I prefer cake and baked goods. There is a lot of technique involved. It has to be able to stand in a display case, and the customer has to be able to take it home. You can also take a very broad approach: from baked pastries to mousses, using different structures, textures, flavours and colours. My own preference is to use seasonal produce, wherever I can."

"I think our profession has got a bit lost in the past few years. We've worked with too many frozen products. We should go back to the basics with local, seasonal products. That brings variety and it is of course really

Frank Haasnoot
The Netherlands' top pastry chef

"We should go back to the basics."

great to work this way as a pastry chef. Launching a different product every month in the display window! It is strange to see cakes with strawberries on display even in December. As far as flavour goes, that is not exactly ideal. OK, you can say that the customers are asking for that. But you can use other things, too, can't you? Apples, pears, carrots, beets ... you name it."

On the road

"I have always been struck by the travel bug, from my earliest years. My parents spent all their holidays in the Netherlands, but I wanted to go abroad. At the beginning of my career, I won the professional competition known as The Golden Heart. I told a newspaper that I would very much like to go abroad. I thought about Belgium, maybe France. A former teacher gave me a call. His son had opened a business in New York and asked if I was interested. Well, a month later I was in New York. I worked long hours and hard, but it was great fun. I gained a lot of experience there. A year later, I returned to the Netherlands and found a job where I did a lot of demos both at home and abroad. But I wanted to live and work somewhere in order to understand the culture and try out local foods. I was offered a job in Kuwait, and established a luxury patisserie there. But it was still not exactly what I was

looking for. In the end, I moved to Taiwan to open the Mandarin Oriental. That was a hotel with a fine pastry shop. And a big kitchen! In short, the whole nine yards. Hiring people out of the blue and creating the business from the ground up: it was a wonderful experience. A fine country, nice people and delicious food. But not international enough for my taste. I wanted to work and live in a city where there is a lot of competition, a city where a lot is going on. In my view, that was Hong Kong, just an hour away from Taiwan."

Hong Kong and home again

"Hong Kong was the best. Many restaurants, many starred businesses, a lot of competition but not that many pastry shops. But there were a lot of pastry chefs around, working at the starred establishments. I worked in Peninsula, a very big and very old hotel. I learned a lot there. How to work with such a large team, for example. I had a pastry team of 35 people around me, but I also had to manage a 300-room hotel and outside catering. To do that, you have of course to delegate and find the right people. That is something you soon pick up on: this is someone who has an easy way of speaking to people and the other is a hard worker. You need to put the right person in the right place."

"After eight years in Asia, I began to miss European culture and came back to the Netherlands via a detour via Spain. We had had a child in the meantime, and for that, you need a bit more rest. Now I am a bit calmer. I focus on my master classes and that suits me perfectly. It still involves travel, but I also spend enough time at home. In future, I would like to open my own business again, but we'll see."

Prisma

"Every craftsman wants to demonstrate his or her art in a book. I had already been approached by some publishers, but there was always some obstacle. Once I had returned to the Netherlands, the time was right. It is not so difficult to write a cookbook: you take some lovely



“You have to think: what do I personally find delicious?”



pictures and think up a nice story. However, it comes down to finding an original angle. I have read other cookbooks and pastry recipe books, with topics that focus on fruit, chocolate, praline and seasonal produce. When I took a good look at my own products, with all those colours, I realized I had found my theme. That is how the name Prisma came about. There are six chapters, with eight products per chapter. All based on a flavour that can be linked to a colour. An original approach, I thought.”

Keep it simple

“Inspiration for creations comes mainly from inside my head. Sitting down with pen and paper and just drawing. I try to look at decoration of finishing techniques and give them a twist. The drawings are the foundation. I take them to the kitchen and then it has to emerge. Sometimes it works right away. And then I think: wow, fantastic! Other times nothing comes of it, and it goes right into the rubbish bin.”

“It happens from time to time that I work with a given flavour. A certain cake may be delicious, but could it be even better? Via my master classes, I visit different cultures. In Japan or Mexico, for example, they use different ingredients. They may be fun and interesting to use in my work. But in a way that remains accessible.



Tasty, maybe with a little twist. It does not always have to be so complicated. You have to think: what do I personally find delicious? Or my wife or child? Those are often simple things. As pastry chefs, we sometimes make things too complicated. It really doesn't take that much to make something tasty. Making a good product is not so difficult. Just honest and good products. Then you make a piece of puff pastry with crème patissière, a nice chocolate mousse or something with nuts. In one of my master classes, I went back to the basics: no colourings, freezer, glazes or silicone moulds. It does not have to be *rocket science*.”

Debic

“Good cream and butter are essential for pastry. There are several substitute products on the market today, but these cannot even come close to the real thing. Of course I've long been familiar with Debic. From the Netherlands, but I've also worked with it abroad. It is a question of trust. They have a lot of different types of cream and butter that are ideal for preparing various products. Debic Stand & Overrun, for example, is perfect for mousses and airy recipes. Debic Prima Blanca, on the other hand, has a fine white colour and is thus ideal for Dutch whipped cream cakes. It is actually really simple: you need good ingredients to be able to make good products.”



Experience in the shop

“Advice for beginner pastry chefs? Everything depends on where you are based. In Amsterdam or Antwerp, you can charge different prices than in a small village. You also have to put different types of products in your shop window. And maybe make some choices. You don't have to try to offer everything, for that would require a lot of staff to prepare. Just create some tasty, honest products. A delicious cake which you can cut into nice slices, that's perfect, isn't it? Another important point: not every city is waiting for standard pastries, for they may already have three or four shops offering these. I think it's very important to get to know your customers. Are they fortysomethings or in their twenties? They will have different needs. A good tool for this is social media. Be active in seeking to identify your target groups.”

“Personally, I find that experience is lacking in a number of Dutch and Belgian pastry shops. The artisanal nature, the layout of the shop ... to name but a few aspects. Take a look at how the big names and brands do it in Paris, for there is a lot there we can learn from. If you have a luxury boutique, you need products that look luxurious, including the box. In Taiwan, we put the cakes in a sort of hatbox: a hard cover that nicely encased the whole cake. This way you not only have a cake, but also a gift. A present you can give your wife or girlfriend. People don't only go to starred restaurants for delicious food. So you need to take the same approach to a luxury pastry shop.”



How do you make the perfect whipped cream?

Method

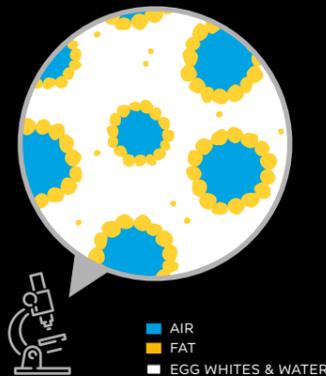
1. Fill the bowl of the beater-mixer with whipping cream.
2. Whip the cream on medium speed and then increase the speed slightly at the end.
3. Whip the cream to the required stiffness.
4. Process.

Tips for beating

- Make sure that the parts of the beater-mixer are clean and cooled off before you start whipping the cream.
- Whip the cream on medium speed and then increase the speed slightly at the end. This will give you the best result.
- Adjust the quantity of whipping cream to the size of the bowl.
- After whipping, stir the cream to incorporate less stiffly whipped cream in the bottom of the bowl.
- Whip the cream preferably in a cool space so that no warm ambient air is beaten into the cream.
- The type of whisk affects the time you need in order to beat the cream. More loops give a quicker aeration, which can influence the stand. So be sure that the whisk is intact.

The nature of whipping

See microscopic illustration: by slowly beating air bubbles, a homogeneous network of fat aggregates around the bubbles.



- A perfectly even network of fine fat globules filled with small air bubbles, with the water and egg white mass intermingled.
- The air bubbles show that the volume is lower than with other methods, leading to an average of 160% increase in volume (1 litre whipping cream becomes 2,6 litres whipped cream).
- This whipping method ensures a perfect fat network. This makes the whipped cream very hard, which allows the rosettes to be nice and firm and long-lasting.



Debic Stand & Overrun has a 48h stand and an 170% overrun.

IMPROVED STAND & OVERRUN

Perfect marriage between firmness and airiness

Debic Stand & Overrun offers the perfect combination of firmness and airiness. This makes it the ideal cream for decorating cakes, pastry and ice cream and a perfect base for mousses, bavarois and fillings. Once it has been whipped, this cream is freezer-resistant.

Great stand even after

48 HOURS

Increased yield due to an improved overrun of

170%

1 litre of liquid Stand & Overrun can be whipped to

2,7 LITRES

of whipped cream

Beautiful

WHITE COLOUR

CONSISTANT QUALITY

that guarantees a perfect final product with stable properties

35% DAIRY FAT

a perfect marriage between firmness and airiness



Available in 1, 5 and 10 litre.



FRANK HAASNOOT
PATISSIER
AMSTERDAM, THE NETHERLANDS

MAKES 10

Chocolate meringue

167 g egg white
167 g sugar
167 g icing sugar
42 g cocoa powder

Dark chocolate Crèmeux

153 g milk
153 g Debic Stand & Overrun
65 g egg yolk
51 g sugar
179 g dark chocolate 65%

Vanilla cream

6010 g Debic Prima Blanca
1 Madagascar vanilla pod
60 g sugar
17 g gelatine mixture
120 g mascarpone

Dark chocolate biscuit

261 g marzipan 50%
79 g sugar (1)
127 g egg yolk
91 g egg
152 g egg white
79 g sugar (2)
61 g flour
30 g cocoa powder
61 g cacao mass
61 g Debic Butter Constant

Chocolate decoration

oil
dark chocolate
cocoa nibs



Chocolate Vanilla

METHOD

Chocolate meringue

Heat the egg white with the sugar to 50°C. Beat until light and airy. Fold in the icing sugar and the cocoa powder with the spatula. Pipe into the desired shape on a silicone mat. Cover with baking paper and leave to dry for 1 night at 90°C.

Dark chocolate Crèmeux

Heat the milk with the Debic Stand & Overrun. Mix the egg yolk with the sugar and stir to form a crème anglaise to 84°C. Add the chocolate and mix with the hand mixer to form a smooth texture.

Vanilla cream

Heat 1/4 of the Debic Prima Blanca with the vanilla and the sugar. Melt the gelatine mixture in this. Add the rest of the cream and the mascarpone. Mix with the hand mixer and pass through the sieve.

Dark chocolate biscuit

Melt the Debic Butter together with the cacao mass. Stir the marzipan with the sugar. Gradually add the egg and the egg yolk. Replace the butterfly blade with the beater in the beating machine and beat until light and airy. Beat the egg white with the sugar (2) to stiff peaks and fold this into the egg yolk mixture. Add the sifted flour and the cocoa powder in 3 parts. Finally, mix in the butter mixture.

Chocolate decoration

Spread the oil on a plate and place a plastic film on top. Pipe drops of melted chocolate side by side and press the plate with plastic foil. Lift the plate up again and keep it upside down. Slide the plate upside down in a cart. Only turn the plate over when the chocolate has fully crystallised. Carefully remove the chocolate decorations from the plastic.

ASSEMBLY AND FINISH

Half immerse the meringue in melted chocolate and place on a plate. Cut out circles of the chocolate biscuit and stick them with small dabs of crèmeux on the meringue. Now pipe large dabs of the crèmeux on the meringue. Pipe the vanilla cream on top. Sprinkle with cocoa nibs. Finish with the chocolate decoration.



Dugan brothers

Experience

Building on the knowledge of the past

With each creation we think up, from every master we worked for, from every student we take under our wing, we keep on learning. Inventing new ways of doing things or rediscovering what we had forgotten. That experience is what makes us professionals.

The golden whisk

THREE ICONS
OF BELGIAN PASTRY



We invited three of the best Belgian pastry chefs for a conversation about the past and the future. Three masters in their field, who have made history in Brussels, Wallonia and Flanders. During the conversation, many stories soon rose to the surface. All three have a successful career behind them. One that is reflected in their craftsmanship and their view of the future.

We asked the three guests to bring along an object to which they attribute great significance, or that has marked their career in one way or another.

Paul Wittamer

Pastry chef and chocolatier. Together with his sister Myriam, he runs Patisserie Wittamer on the Sablon in Brussels. They are now the third generation running the place. He is a purveyor to the Royal Court and a member of Relais Desserts.



Paul Wittamer shows a golden frame with a black-and-white photo of his Japanese business relation Edelweis – Wittamer has around ten shops in Japan – an enormous, white sugar showpiece.

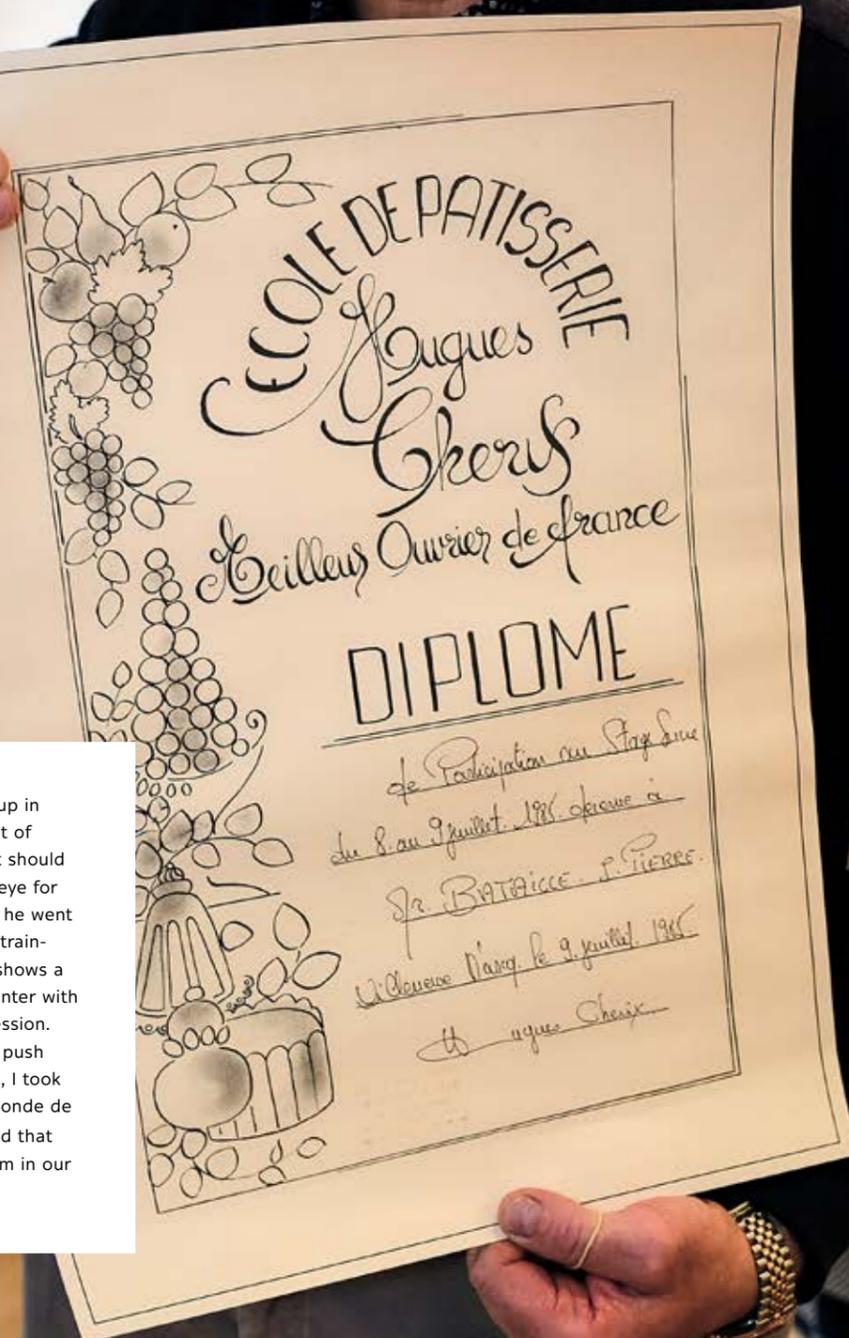
But as he pulls out a crystal trophy along with it, his eyes sparkle. "This is the first and only trophy awarded by the international professional organisation Relais Desserts. I had only just become a member of that elite French club and immediately won the first competition!" He still chuckles to himself at the fact that he, a Belgian and brand new member, took the prestigious prize right away, before the eyes of well-established starred chefs and the elite French trade press. He is – rightly – still proud of his invention, Samba, a combination of bitter chocolate and milk chocolate.



Jean-Pierre Bataille

Owner of the pâtisserie La Normandie in Jambes (Namur), he took over his father-in-law's business in 1983. He is the winner of the Prosper Montagné award and a member of the first Belgian team at the Coupe du Monde de la Pâtisserie.

Jean-Pierre Bataille wound up in his father-in-law's bakery out of love. Trained as a jeweller, it should be noted, his precision and eye for detail served him well when he went to France to pursue further training in the pastry world. He shows a diploma from his first encounter with the artistic side of the profession. This gave him the definitive push to really go for it. "In the end, I took part in the first Coupe du Monde de la Pâtisserie, because I found that there was too little dynamism in our profession."



How did you get started?

Wittamer: "In 1910, my grandfather established the shop on the Sablon, a good location between the Royal Palace and the Grand Place. At the time it mainly baked bread and simple cakes. My father, as the only son, succeeded him as was then the custom. He obtained his diploma as a Pastry Chef from Ceria in Anderlecht, and as chair of the alumni association, he has kept his finger continually on the pulse. As a result of the bankruptcy of a renowned business in central Brussels, the best bakers and pastry chefs suddenly applied to work there: an opportunity to raise the business to a higher level. He did not personally spend a lot of time at the workshop, but mainly delegated and managed things. My mother was the 'Lady' of the store, with an ever watchful eye for detail and style. Very early on, I received the necessary professional freedom in the workshop."

Bataille: "The shop where we are located today (in Jambes) started around 1915. My father-in-law took over the bakery in 1930. I am a watchmaker by training and fell in love with the baker's daughter. You can guess the rest. With my administrative literacy, I was quickly put to work monitoring the bakery's administration. Afterwards, I was given simple tasks in the workshop, until the day when I attended a demonstration by Mr Cherix, a famous French sugar artist. That is what set off the professional spark. From that time on, I went seriously into further training in the field."

Serbruyns: "My father opened his shop/bakery in 1947. Mainly general groceries, but every day there was a simple cake or pie in the display window: an éclair, jam tart, etc. There were many factories in the area, so there was a lot of passing trade. My father was far ahead of his time. In the 1960s, he already began to design his own forms and made his own frozen treats and liqueur chocolates. I was given the freedom to develop within the profession. In those days, I looked up to Germonprez, Wittamer, Nihoul and Damme: my great models! My curiosity also took me a bit further than the average baker, in part through a lot of research and questions put to colleagues. An internship at Damme opened the doors to other like-minded people."

Has the profession, and above all the role of the pastry chef, changed over the course of your career?

Wittamer: "The role in itself no, but the techniques and the accessibility and quality of the ingredients. Pastries will always be a special treat and is now more popular than ever thanks to the attention of the press and media. Look at Paris: practically every month new businesses or branches of top pastry chefs are opening. You can gain a lot of inspiration from them."

Bataille: "In Belgium, we are a bit more modest than in France, and certainly than in Paris. There, pastry chefs are veritable stars at palace hotels like the Ritz and Le Crillon. But I wonder whether this is in proportion to the quality they provide. For me, pastry chef is the finest trade in the world."

There are so many aspects where you can excel and can make a difference with the (semi-)industry. Supermarket will never be able to match the extra, fresh dimension of our cakes, ice cream, chocolate or bread."

Serbruyns: "Both as business manager and as teacher in the field, I have sought to awaken the passion and respect for the profession among young people. Today the pastry chef is not a sweating, slaving workhorse. You do need to work long hours and it is a very physical job, but there are harder ones. I always tell young people: look for work that you enjoy doing, and then it will become a hobby and you will never have to work again."

Wittamer: "Trusted firms like Lenôte and Fauchon defend their classics like Opera and Feuille d'Automne, but for young people those are too staid. TV programmes, Instagram and tattoos are now the first step toward becoming popular. And yes, perhaps it helps to make the trade more accessible."

Bataille: "I remember my first internships at Lenôte, where Gaston Lenôte had lunch with us. Without his Ecole Lenôte, pâtisserie would never have become as popular as it is now – what a source of inspiration! Gaston Lenôte brought in Mr Ponnet as director and Joël Bellouet as culinary expert. The professional association Relais Desserts is based on the basic principles of the Ecole Lenôte."

The influence of the social media

Wittamer: "Facebook and Instagram are, of course, essential promotional channels in the pastry world. I was certainly not the first one to use social media. But these days I leave that to specialised colleagues who are much better in this area, like my sister Myriam and chef Christophe Roesems. I sometimes venture to post something, if King Albert or a media personality comes to our shop, for example."

Bataille: "I prefer to stay out of the limelight. For me, social media are more of a negative trend. So much anonymous criticism is spouted on them, to which you have no chance to respond. My son sees it very differently, which makes sense. But for me, the family basis of the business is sacrosanct, I don't need exposure. My wife is the shop manager, and together with our shop staff I make the products. The customers ask for her, not for me."



Walter Serbruyns

Pastry chef, former business manager of the Serbruyns bakery in Zottegem and instructor at the PIVA in Antwerp. He is an honorary member of Relais Desserts and a member of 'Créateurs de Desserts'.



Walter Serbruyns shows us a newspaper cutting from 1949, with a photo of the impressive wedding cake for Queen Juliana of the Netherlands. "I wanted to make this, too!"

The handwritten recipe book of Jules Serbruyns, Senior, dating back to 1947 is perused with the necessary pride. All the basic recipes are written down here, with a drawing or photo. "You can hardly believe that this was the standard rule just one generation ago." This is clearly a piece of the past and a link with his father and with the profession.

When I, along with Marc Debailleul, Jacques Saey and Pierre Marcolini took part as the first Belgian team in the Coupe du Monde de la Pâtisserie, there was no such thing as social media. We took part because it was a personal challenge. Today, the challenge is my shop: placing the same high quality products in our showcase every day. With the public as the jury."

Evolution and future of the pastry world

Our three guests agree that the greatest evolution in the profession lies with the machines. The new ovens bake much more evenly and in a more targeted way than the stone or wood-burning ovens. In the past, you had to adjust your production to the heat of the oven, and not the other way around. Dosing machines, cooking kettles and flash freezers are also an indispensable part of modern workshops.

But there is a danger lurking around the corner: would-be pastry chefs are less trained in basic and preparation techniques and are less agile in using a piping bag. Today, this is done automatically with frosting machines. Cakes are built up in circles or covered with flashy glazes instead of manual icing. Even preparing a classic crème patissière will be a challenge for some of them if their programmed cooking pot should fail.

If you were to start over, would you do anything differently?

Wittamer: "Not really, there is continuous evolution in the field and that is a good thing. It is only a shame that I could not use the technology of today thirty years ago. I still remember my grandfather's wood-burning oven. You could only bake meringues in it on Tuesday morning, using the residual heat from the previous weekend."

Serbruyns: "I had the good fortune of being able to go into my father's business without any problems. The bakery was a well-oiled machine and I was able to try my hand at – and sell – my first bavarois. I have never forgotten some good advice from my father: you have to train your customers. You have to teach them to appreciate delicious things and not give in to easy tastes."

Debic cream

Serbruyns: "Debic is cream! And cream is Debic. I value a brand that sticks so close to reality. Reliability is a strong mark of quality."

Wittamer: "We have a good relationship with most suppliers and producers. There is direct contact between the workshop and the technical advisors of the suppliers. I remember that years ago, I introduced Debic to the workshop, because I had had very uneven results with other types of cream. Now that is one less worry for me and the staff of my workshop. For me, Debic is top quality and reliable."



Bataille: "Due to circumstances, I was 'unfaithful' a few months, and tried out some other types of cream. But I soon came back to the quality and reliability of Debic. Any price difference can certainly not outweigh the certainty you get."

Motivating the team

Serbruyns: "I have always involved my staff in my creations and taste combinations. People who help think along with you are important: you can't run a business without a motivated team. I spent more than ten years teaching at the PIVA in Antwerp, and I hope I succeeded in passing on my love for the profession to my students. Some lost motivation, but I nevertheless managed to persuade them."

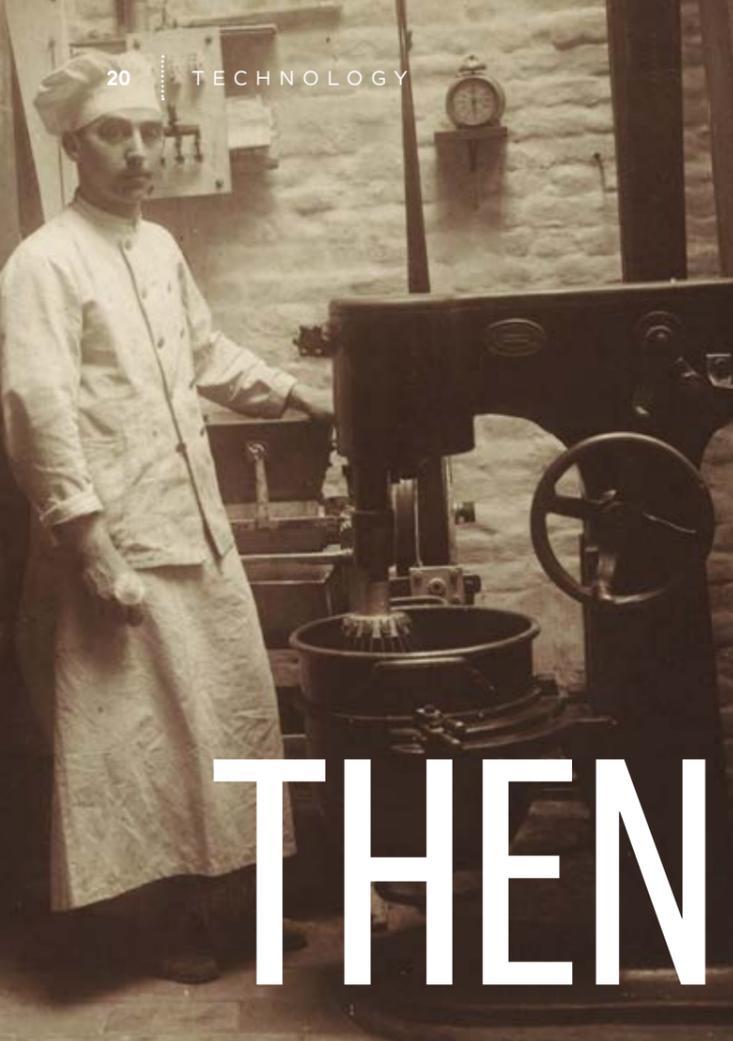
Wittamer: "Today, we have a relatively stable team. Together with the head of the workshop, Christophe Roesems, we work every day on passing on the same philosophy and values to our staff. It is a continuous process, not something you can start in December. You have to have your army well drilled by then, to manage the heaviest month of the year."

Advice for the new generation

Bataille: "Follow your heart and enjoy what you do. You have to believe in yourself. Customers have changed quite a bit and have become much more demanding, but you must never renounce your basic principles. The eye decides. A sound basis in a modern dress always works."

Wittamer: "Pastry chefs, and especially the Belgian ones, have to come more the fore. A bit of pride and exposure should give the profession more personality. We don't need any *enfants terribles*, but more stars with the status of a TV chef. Travelling, networking and gaining inspiration remain important to our field. OK, there is a different work-life balance now than in the past, but being a pastry chef remains a creative profession. It is not a 9-to-5 job! Never let your hobbies take the upper hand."

Serbruyns: "Remain faithful to the basic techniques, go for it and never give up! Distinguish yourself from your colleagues through quality, finish and service. And a very important point: be proud of your trade. You can only build the future if you know and respect the past."



**Baking technology
over the years**

THEN & NOW

We rarely think about it, but technology makes our life in the workshop a lot easier. That does not necessarily mean that in the past, everything was done by hand, for we have been trying for dozens (or even hundreds) of years to make our work easier by using machines.

We have put a couple of old machines alongside their modern counterparts.



THEN

Copper chocolate mould

It took a lot of effort in the past to make hollow chocolate figurines. The tempered chocolate was poured by hand into the copper moulds. Once the mould was full, the pastry chef poured out the excess chocolate, leaving behind a thin layer in the mould. This process had to be repeated several times until the right thickness was reached. It was then left to cool, and voilà, you had your Easter bunny. Or cow.

NOW

Form cutting machine

In addition to 'moulding machines', you now also have an interesting machine: the Chef's Cut. This cutting machine uses water to cut and can make hair-thin lines that are accurate down to the millimetre. And thanks to the software, you can't think up anything so outlandish that you can't make it. The machine illustrated here, for example, is at the well-known Belgian patisserie Wittamer.





THEN

Metal waffle tongs

Feel like a waffle? Just stoke up the fire ... The first waffle irons were around quite early, and in this form certainly since 1500. You poured the dough on it and held the metal form directly over a flame. With a glowing hot waffle iron as a result, generations of chefs probably burned their hands on it. Later waffle ovens were a bit simpler to use, but still involved a lot of manual work.



Whipping machine

This 'machine' was used between 1850 and 1950 and still required a fair bit of manual labour to use. It worked as follows: when the handle is turned, air enters the bowl of butter and milk from above via a pump. The movement pressed the mass into whipping cream.

Copper whipped cream dispenser

This copper object, used between 1900 and 1950, looks like a medieval torture instrument, and that's probably what it was when it came to ease of use. Moreover, it didn't hold a lot of cream so you constantly had to refill it with whipping cream. Here you can also see how labour-intensive it was to make whipped cream with an old whipping machine.



Source: Veurne bakery museum

NOW

Electric waffle iron

Nowadays, making waffles is child's play. A thermostat to regulate the temperature, well-insulated handles and an easy-to-clean waffle iron thanks to the no-stick coating make it all very convenient. What *has* remained unchanged? The waffles are still just as delicious!



Whipping machine

This new whipping machine is quite a different story. The whipped cream is continually cooled until it reaches the spout. That makes for a constant quality and ensures that the whipped cream always has the right texture. In addition, you can opt for different sizes. The best result? Of course using Debic whipping cream!

Whipped cream piping bag

These days, working with whipped cream piping bags is a piece of cake. Available in various sizes, easy to fill and very efficient to use. Thanks to the vast number of nozzles, it is easy to give each creation a unique finish. In short, the result is as festive as the process itself.



Daniel Álvarez
Dalua

“Pastry-making is in my genes.”



In the street with the picturesque name Poeta Miguel Hernandez, across the street from a school in the province of Alicante, you will find Dalua, the shop of the renowned Spanish pastry chef Daniel Álvarez. Customers hustle and bustle, lining up to taste all those delights. Time to meet someone.

It's busy at Dalua when we meet Daniel Álvarez there. Customers are enjoying a cup of coffee with a delicious sweet or taking something tasty home for later. On the weekends, too, dozens of people line up to be among the fortunate ones who can taste some of the fresh puff pastry and viennoiseries. In the same street, located in the borough of Elche, you can find two more pastry shops. But Dalua stands head and shoulders above the others. The façade, the interior, the presentation of the products: everything is top quality.

The model of a perfectionist

Álvarez always starts his day with the same breakfast: a croissant and a *café con leche*. If the croissant is not good, he will be annoyed about it all day. If it is good, then his day cannot go wrong. He is the very model of a perfectionist who insists on constant quality.

Álvarez grew up in a world full of pastry – his father and grandfather were also pastry chefs. “I was fascinated by pastry from my youngest years. I worked with people in my father’s workshop: making cakes, preparing ice cream, working with chocolate and watching millefeuilles rise in the oven. I thought that was just fantastic. Later, I was trained as a chocolatier, but still could not resist the lure of viennoiserie. The pastry world is very versatile: buns, pies, cakes, chocolate and ice cream. The possibilities are endless: very exciting! Designing new creations that I can perfectly identify with, that is my motive force.”

“How would I describe myself? A go-getter: passionate, persistent and emotional. And self-assured: that is an indispensable quality for a pastry chef and entrepreneur. Knowing your abilities, not doubting, trusting your craftsmanship and mastering the techniques down to the fine points, along with every aspect of the production process. That is something you can achieve quickly by tasting, trying, adjusting and continuing until everything is just right.”





Relais Desserts

Daniel Álvarez is a member of the prestigious association Relais Desserts and is proud of it. Relais Desserts is a quality label: a top organisation that counts a hundred pastry chefs from around the world. The keyword is excellence: in technique, precision, execution, quality and, let's not forget: creativity. All values that Álvarez prizes greatly. "My father, whom I respect enormously and whom I have a lot to thank for, told me: 'Don't worry that your cakes are sweet. People have always loved sweet products and always will.' It is up to us to persuade people to try our pastries. To give pastry the position it deserves."

"Sweetness is currently frowned upon because it is thought to be unhealthy. Health is now all the rage. But tell me: will anyone live on croissants, cake and chocolate alone? Definitely not. Our pastry is a special treat. If you eat a piece of cake – once or twice a week – that's between 200 and 400 calories. That's nothing! (gets excited). Take alcohol, for example, that is socially acceptable. If you go out in the evening and drink four Cuba libres, how many calories is that? Alcohol and sugar: no one counts that, because cocktails are trendy. We have to stop demonizing butter, gluten and sugar. It makes no sense. It is up to us to make viennoiseries and pastries fashionable again. They are an excellent product, full of craftsmanship and creativity with which you can reward yourself. We shouldn't be ashamed of the products we make, on the contrary."

Sweet Devotion

Álvarez is not only a well-known TV star in Spain, but his fame stretches far beyond national boundaries. For example, he offers master classes in pastry-making in the United States; His international renown is due for a large part to his book *Sweet Devotion*.

"When they asked me to write a book, I did not hesitate for a moment. It was fantastic to be given the opportunity and to be able to do it. It is true that I put a lot of time and energy into it. It took a lot of effort at a very difficult and complicated period of my life. It was not easy to combine with my professional life. But writing this book was also therapeutic."

"This book is who I am and what I stand for. And no, I have not withheld any secrets. Why would I do that? *Sweet Devotion* is about sharing knowledge: how I make dough, bake and decorate. I give a lot of master classes and learn a lot from them. The contact with the participants is very enriching. The book is in a sense my legacy. Who knows, in 50 or 100 years – once I'm no longer around – someone may still be interested in what this guy did (laughs)."

Álvarez has, thanks to this book, given puff pastry and brioches the place in gastronomy they deserve. In the past, these creations were a bit undervalued in the pastry world, but in this book they are given their due place: 250 pages, 600 photos and dozens of



"If you grow and your assortment expands, you can't do that without a dedicated team."

Team spirit

"A team is super important. If you work alone, you have everything under control: you knead, roll out and bake the croissants, millefeuilles and panettones, and then put them in the display window. But if you grow and your assortment expands, you can't do that without a dedicated team. And your staff are happy only if you are happy. It gives them energy. You have to be able to delegate: let them gain experience, trust them and allow them to work independently without interfering too much. That way they become more self-confident, like me, because they know that they are on the right track."

"I'm not always there in the shop, but even then my staff show me the results of their work. For example, Maria sends me photos: 'Look how well my croissants turned out!' It's nice to see that young people want to learn and grow. But remember, working in a pastry shop is a tough job that requires a lot of discipline. Not everyone is prepared for that. Getting up early, working hard and continually improving. But you get so much back when you see the final result and the customers' appreciation."

"Hierarchy is certainly necessary in a team, as someone has to take ultimate responsibility. But you have to allow your staff to find their place within the team. And working with a team is an incredible experience for me. Recently, I have tried to lead as much as possible without really leading. I think it's important not to give orders. Everyone has to grasp their responsibilities and work well together with their colleagues, so that the work runs smoothly. The ideal is that when my staff come to work, it never feels like work. Because they are happy and enjoy making lovely and delicious things."

step-by-step recipes for croissants, palmiers, Bundt cakes, Napolitains, panettones, ensaimadas (sweet, airy buns shaped like a snail's shell) and much more. With an emphasis on Mediterranean accents such as almonds, olive oil and lime.

The quality of butter

"Making good viennoiseries and pastries begins with the choice of good basic ingredients you can rely on. The main ingredient of many of my creations is butter. And so my decision to use Debic butter makes a lot of sense. Debic has been around for 100 years, and that means something. If you've existed for such a long time, you are doing something right. So just as my customers remain loyal to me, I remain loyal to Debic."

"I can choose between traditional and technical butter. And another factor not to be forgotten: I opt to use a butter that enables me to work in a warm environment. We are in Spain, of course. Fortunately, my workshop is cool, but for years I worked in bakeries where it was very hot. In that case, it is essential for butter to be able to withstand the heat."



Dalua
Poeta Miguel
Hernandez, 67
Elche, Spain

www.a-dalua.com



METHOD

Lemon curd cream

Peel the rind of the lemons & yuzu; grind the lemon peel together with the first part of the sugar and leave to chill for 24 hours. Mix the lemon juice, yuzu juice and the lemon-yuzu peel sugar mixture prepared the day before. Heat the mixture and dissolve the sugar and bring to a boil. Mix the eggs to a homogeneous mass and mix with the second part of the sugar. Add to the heated lemon-yuzu mixture and stir well. Strain the mixture to a fine sieve. Leave to cool to room temperature and add the butter in cubes using a hand blender.

Dry Meringue

Whisk the egg whites at a medium speed and once they have doubled in size, add half of the sugar and the vanilla. Continue to whisk until firm, smooth and shiny. Add the rest of the sugar with a spatula, mixing as little as possible and very carefully. Make very thin discs slightly smaller than the size of the cake. Bake in an oven with the vent open for approximately two hours at 120°C, then finish drying at 80°C for a minimum of eight hours.

Inverted puff pastry

Mix the first part of the butter with the first batch of cake flour, roll out and leave to rest and chill. Knead the rest of the ingredients together and place in the refrigerator. Make a single fold and a double fold with the Debic Croissant Butter on the outside. Leave to rest for 30 minutes in the refrigerator. Make another single fold and another double fold and again leave to rest in the refrigerator for 30 minutes. Roll out to 1mm thick, cut 2cm x 18cm strips between two sheets of silicon paper, bake between two metal rings of 7cm in diameter x 2.5cm in depth (outer ring) and 6.5cm in diameter x 2.5cm in depth (inner ring). Cook at 190°C for 20 minutes, remove and use as the outer part.

White glaze

Boil the cream with the sugar and the glucose, add the gelatin leaves and emulsify well with melted chocolate. Finally, add the butter and glaze the cakes.

ASSEMBLY AND FINISH

Assemble in a circular silicone mould of 6cm in diameter by 3.5cm deep and arrange the dry meringue and yuzu-lemon cream. You should end up with a total of 2 layers of meringue interspersed with 3 layers of cream. Freeze and glaze. Decorate with the inverted puff pastry.

MAKES 10

Yuzu lemon curd cream

2	Yuzu oranges
5	lemons
100 g	lemon juice
150 g	sugar
310 g	egg
140 g	sugar
127 g	Debic crème butter

Dry Meringue

125 g	egg whites
250 g	sugar
1	Tahitian vanilla seeds

Inverted puff pastry

250 g	Debic Croissant butter
90 g	cake flour
60 g	Debic Cake butter
90 g	bread flour
120 g	cake flour
9 g	salt
90 g	water
15 g	vinegar

White glaze

180 g	Debic Stand & Overrun
120 g	Sugar
120 g	Glucose 44
2 g	gelatin leaves
140 g	white chocolate
12 g	Debic Cake butter



Creation of Daniel Álvarez

Yuzu lemon curd



DANIEL ÁLVAREZ
DALUA
ELCHE, SPAIN

'YOU CAN'T MAKE PERFECT PASTRY WITHOUT THE
PERFECT CREAM

Leonardo Di Carlo

PASTRY CONCEPT, CONEGLIANO, ITALY



TEAMWORK



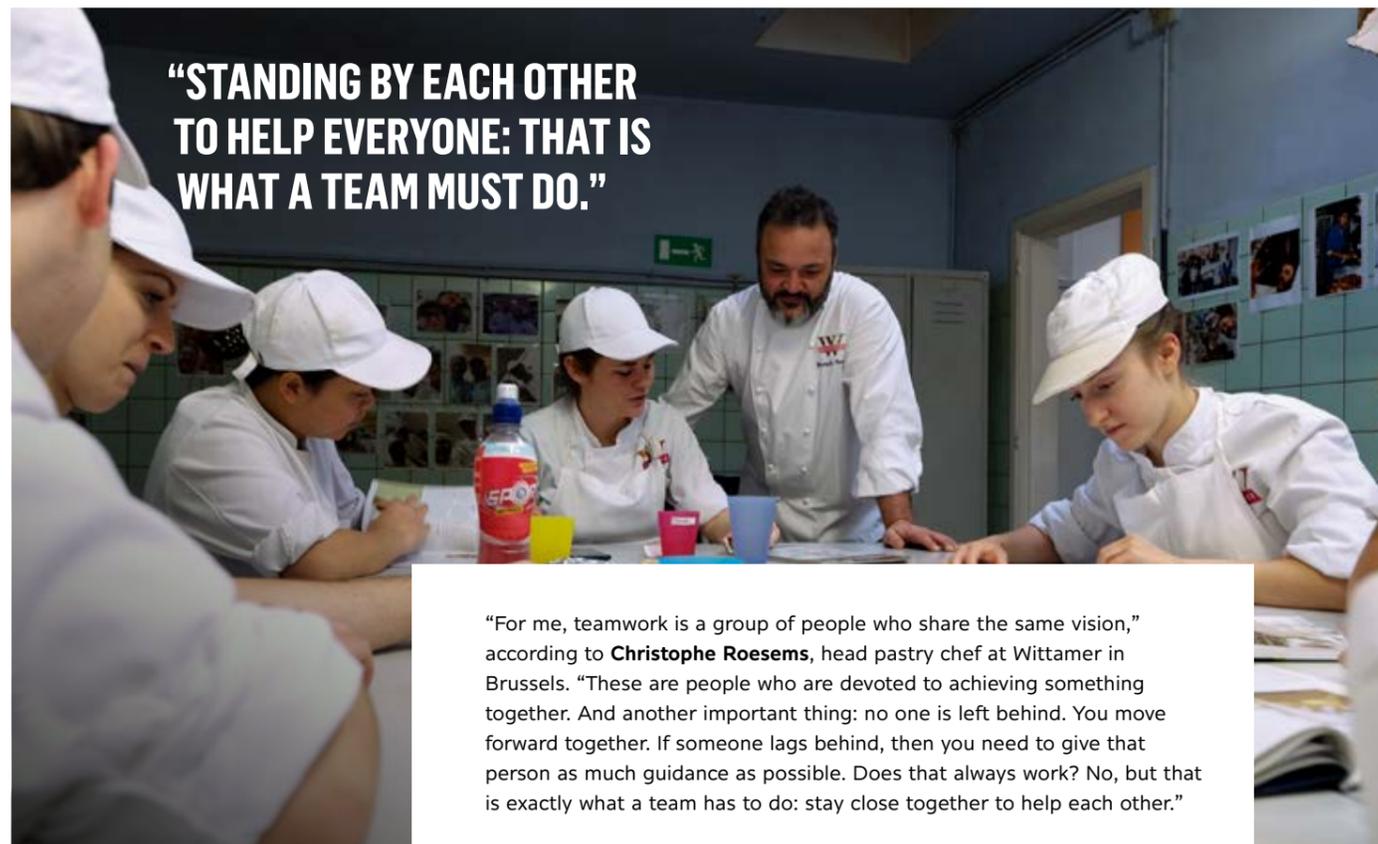
MOVING MOUNTAINS TOGETHER

Whether we are racing against the clock or working together to ensure that the business runs perfectly: we can't do it alone in this profession. We have to trust each other blindly. Helping each other to go further or outdo ourselves. Teamwork is what makes us what we are.



TEAMWORK IS THE BASIS OF EVERY WELL-RUN BUSINESS

Teamwork makes the dream work. It can sound like a banal marketing cliché, but there is a kernel of truth in it. For as a chef, you are very little without a very strong team around you. People who support and help you to raise your creations to an even higher level. A few top chefs talk about their vision of a successful team.



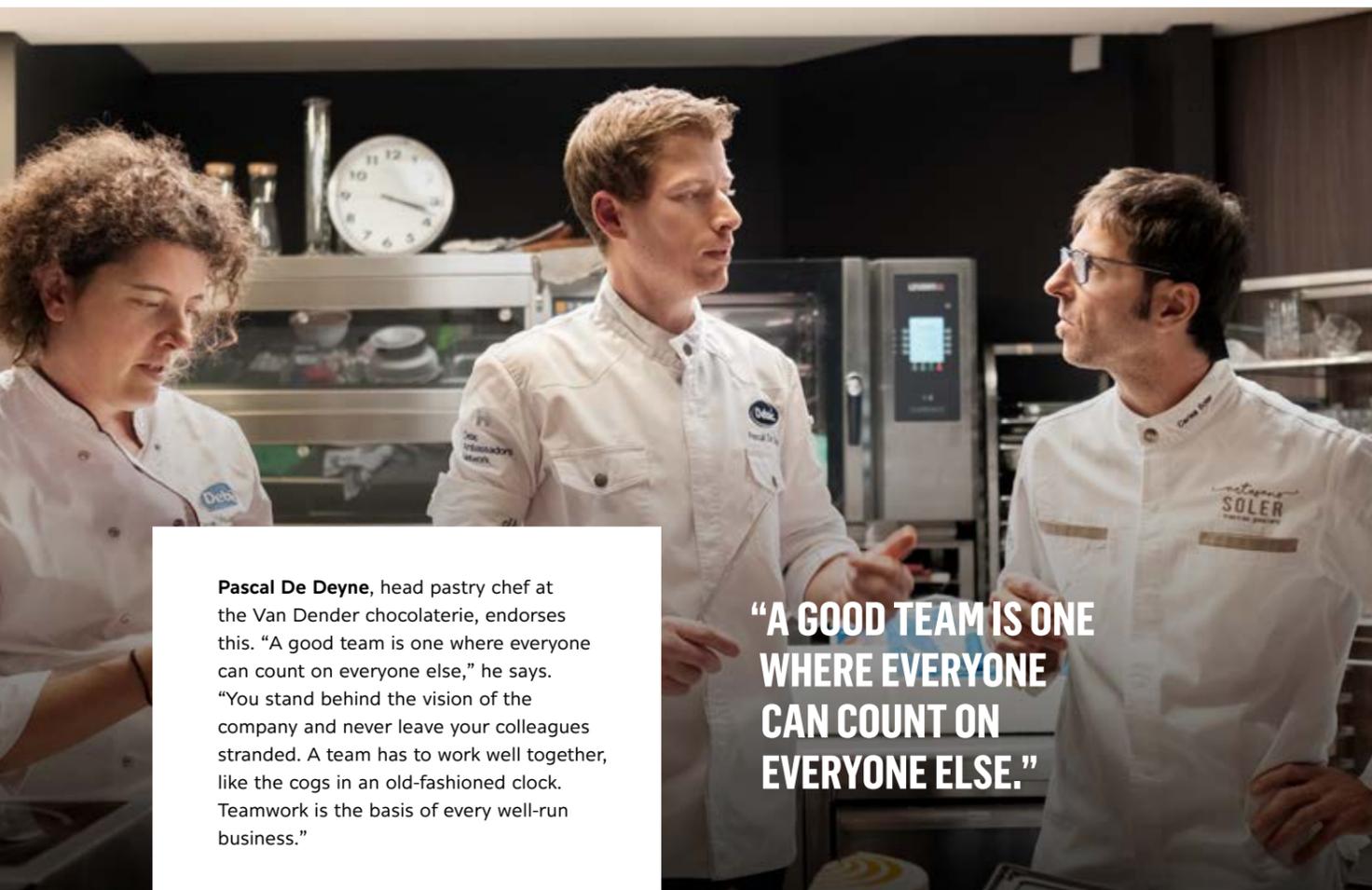
“STANDING BY EACH OTHER TO HELP EVERYONE: THAT IS WHAT A TEAM MUST DO.”

“For me, teamwork is a group of people who share the same vision,” according to **Christophe Roesems**, head pastry chef at Wittamer in Brussels. “These are people who are devoted to achieving something together. And another important thing: no one is left behind. You move forward together. If someone lags behind, then you need to give that person as much guidance as possible. Does that always work? No, but that is exactly what a team has to do: stay close together to help each other.”



“BRING TOGETHER PEOPLE WHO ARE COMPLEMENTARY: THAT IS HOW TO CREATE A PERFECT TEAM.”

Pascal Molines, named world pastry champion and manager of L'Atelier Sucré, sees collaboration as a process that is not always easy. “Working as a true team is difficult,” he says. “As a chef, the leader of the team, you have to ensure that people really work together. And that is something you do by ensuring people communicate with each other. That is the hardest part, because everyone thinks he or she knows everything. How do you deal with that? By listening to people and occasionally bring them back down to earth. But we are, after all, making pastry. We're not doctors. What can help? Humour. That way you get a lot done. Shouting is not a good idea.”



Pascal De Deyne, head pastry chef at the Van Dender chocolaterie, endorses this. “A good team is one where everyone can count on everyone else,” he says. “You stand behind the vision of the company and never leave your colleagues stranded. A team has to work well together, like the cogs in an old-fashioned clock. Teamwork is the basis of every well-run business.”

“A GOOD TEAM IS ONE WHERE EVERYONE CAN COUNT ON EVERYONE ELSE.”

INSPIRING A TEAM

Getting and keeping your team motivated is also a big task, says Molines. “Inspiring and motivating people depends on each person. Everyone reacts differently, and it is important to take that into account. As I've said, listening is the most important. You have to know people. Being able to assess the egos, in other words.” De Deyne sees experimentation as a way to motivate his staff. “You have to try new things regularly and involve your team. Their opinion and experience are too important not to include in the creation process.” But how do you keep a team keen, in De Deyne's view? “By being a part of the team,” he says. “You have to be on the same level and make adjustments where necessary. And if something goes wrong, you have to react humanely.”

can throw a team off balance at any time. Say someone is absent due to illness, or we suddenly get a big order. Then it is up to us to restore that balance as soon as possible.”

Molines considers that the basis of the perfect team is the leader. “It is up to him to coordinate the talents of the team. To see who works well together, but especially how others can complement each other. For bringing together people who are complementary: that is how to create a perfect team.” For Daniel Álvarez, owner of the Spanish Dalua, the perfect team is one that does not feel like it is working. “The entire team has to come in in the morning and be happy to be able to do what we pastry chefs do.”

Roesems also thinks that the perfect team does not exist. “I believe in the perfect combination of people,” he tells us. “The perfect team, that is a group of 'old-timers'. People who have the necessary baggage. But if you have only 'kings' on your team, you will have problems, for everyone wants to be the boss. And with a team consisting only of young people, you are constantly occupied with teaching them everything. Only if you have people with experience, who want to teach people something, combined with youthful, enthusiastic employees, you have a good team.”

THE PERFECT TEAM

Perfection, every boss is looking for that day in, day out. But is there such a thing as a perfect team? “I would say that I have the perfect team,” says De Deyne. “But I think that the perfect team is not something you have right from the start. Everyone has his or her own personality and is not always at his or her best every day. Unexpected events

Pascal Molines
L'Atelier Sucré de Pascal
Anneyron, France

“Top pastry chef with a mission.”

Pascal Molines is a man with a vast amount of experience. A top pastry chef who has a long and exciting career behind him. He was head pastry chef in many French businesses, from Lyon and Cannes via Paris to Monaco. As a professor of pastry-making, he teaches at the Institut Paul Bocuse and also gives demos and workshops around the world. And let's not forget: he won two of the most important pastry competitions in France.

Inspiration from science

“I see myself as a gourmet. I am someone who loves fine foods, which goes well with my profession as pastry chef. I love honest and genuine products. If you make a cake, it has to be the real thing, from start to finish. You have to make cakes that you would like to indulge in yourself. One that you would immediately want to eat a second piece of. Only then do you know that you are on the right track. Many pastry chefs are the second or third generation in the profession, but that is not so in my case. No one in my family was in the culinary world, but I wanted to become a cook. I understood right away that cooks have to work while others are eating. And I've always loved food too much for that. So I opted for pastry-making, and that has become my great passion.”

Meilleur Ouvrier de France (Best Craftsman in France)

“I did a lot of sports and have always been competitive. Taking part in competitions is in my blood. Testing yourself against your colleagues, raising the bar ever higher... that appeals to me. I entered the Coupe du Monde de la Pâtisserie while I was still a student. In my overconfidence, I thought I would start right at the highest level. I finished last during the selection, and that put me in my place. Was I unprepared? Did I lack experience? In 1989 I was faced by a crucial choice: do I stop trying to become a pastry chef after this disappointment, or do I really go for it? Well, in 1999, ten years later, I won the competition! In between, I did a lot of work, I can assure you. A year later, I won the Meilleur Ouvrier de France (MOF, or Best Craftsman in France), Pastry chef title, the holy grail of pastry competitions in France.”



Social media

“Those titles are an honour and recognition of your creativity and craftsmanship, but the pressure and stress increase. If you give a demo or workshop, people expect pure perfection. You are, after all, a world champion! In the past, when I had just won the titles, the pressure was still bearable. There were no social media in those days. Now communication is very visual. You are immediately judged on the basis of photos, and that is a shame. The visual aspect is now more important than the product itself. It is not because pastry looks beautiful that it also tastes good. But in order to give more workshops and reach potential participants, you do have to be active on Facebook and Instagram. For many people, that is the only access to the information they have. But in any case, I don't think they are an enrichment to the pastry world.”

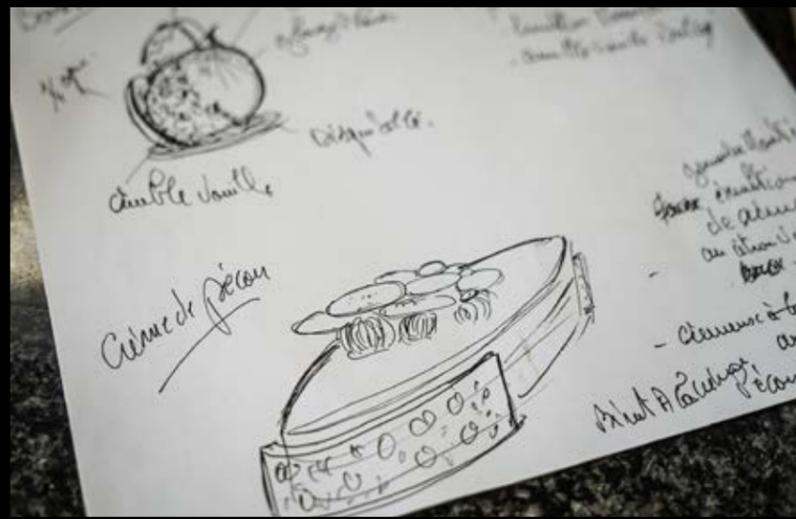


Know-how

“In my workshops, I want to pass on knowledge and technique, and that is something entirely different from just the visual aspect. If you look at pastry photos on Instagram, what you see is the photographer’s know-how. A finely staged image, a drop of water, for example: fantastic illustration, with just the right lighting and colours. But if you stand back a little, what then? It’s just water. Not the pastry chef’s know-how in making this creation. So I want to teach people how pastry works, so that they know and understand the basics. It’s all about passing on knowledge. If you don’t know how to do something, that’s no problem: you can learn it. But to make really fine pastries, you have to go deeper and be able to understand and figure out the techniques you have learned. When I work with young people, I always ask them questions: what are you doing? Have you forgotten something? Are you thinking about the recipe or something else? As a craftsman, you have to stay focused and attentive to your products and the production process. For that’s the key to successful pastry. The trick is not in the recipe but in the way it is applied. The know-how, once again. An example? If you give the best recipe in the world to ten different people, you will get ten different results. For as a chef, you have to scrutinize that recipe and make it your own. You are the one who transforms the ingredients into mouthwateringly delicious pastry. That is what I want to pass on during my workshops. Only then you are doing it right.”

Teams

To put together a good team, you have to teach your staff to work together and ensure that there is sufficient communication. There is also a difference between a team that you assemble for a competition and one that you work with in your shop. It’s certainly not easy. On a competition team with only professionals, everyone thinks he or she knows everything. But that’s not true. That is why you need a good team leader who can ensure everything runs smoothly. A people manager, you might say. Someone who can give a boost, but can also slow down the pace when necessary. The team leader has to align the talents of all the team members, bearing the egos in mind and



occasionally putting things in perspective. For even if you want to give the competition your all, we are after all only making pastry. For a permanent team, you have more time. You can ‘knead’ the members into a consistent whole. You can inspire people and give them the time to learn. You listen to your staff and find out who is good at working with others and communicating. Believe me, that is quite complex. And if someone makes a mistake, a dose of humour can work wonders. Shouting and getting angry should be saved for true catastrophes.”

The cream revolution

“Working with cream was a true learning process. When I started out as a pastry chef, cream was used for two things: to fill puff pastry and as a base for ganache. Most desserts were made with butter cream. Only in the 1980s the first product-related creams were developed. From that time on, cream became ever more important for pastry chefs, because there were many more ways to use it. Suddenly, the bavaois became popular, and fruit mousses and lighter chocolate mousses began to appear. The entire range of desserts became much lighter. It was a revolution in which butter cream soon disappeared from the stage. Now cream is the most important ingredient for many pastry chefs. And of course without good cream, you can’t make good pastry. It’s that simple. Innovation has not stopped, with ‘healthier’ alternatives such as plant-based cream. You have to use the right product in the right way, of course, but plant-based cream ... it is not the same as real dairy cream, isn’t it?”

The perfect stand

“The right techniques and products are also important. I explain that in my workshops and demos. Sometimes people lack the right technical know-how and use a cheap, 30% cream. And if it doesn’t work... how can that be? Because you don’t have the ‘right’ cream, of course! In the case of cream, the perfect stand is terribly important. For that changes the taste and texture of your product. Whipped cream must remain ‘standing’, while a perfect mousse is airy, with a good texture. To create that quality, you need a product that can meet all those expectations. The overrun is important for quantity and economic yield. Suppose that your overrun is not good. For six desserts, that’s not a big problem. But if you have to make 100 desserts, and you end up twenty short, then your cost price is not good. Are you or are you not trying to be profitable?”

**“To create top quality,
you need a product that can meet
all those expectations.”**



Choosing Debic

“I have used and tested many types of cream. Including products from around the world. So I can see the difference. The reason why Debic Cream is so special to me is that it has a silky soft structure when whipped. So much can go wrong with whipping cream. It can, for example, be greasy or grainy. But that doesn’t happen with Debic. Moreover, the light cream flavour is really outstanding. With Debic Stand & Overrun, you can be sure of your volume, along with a guarantee of top quality. This cream may be a bit more expensive, but look at your yield! With this product, you can make five desserts instead of four, so to speak. Here, too, know-how is important. Certainly when it comes to working with cream. And there is a difference between whipping a few decilitres of cream or fifteen litres. There is no recipe for this, you simply have to feel it. If you mess up fifteen litres of cream, by whipping it too much, for example, then you will realise that. You have to stay focused and see how your product changes and evolves. You can’t just walk away for a cigarette or coffee break. And I’ll say it one last time: that is how you will make your profit, with your knowledge and skills. Not with fine photos on Instagram.”

L’Atelier Sucré de Pascal
46, Rue Maurice Faure
26140 Anneyron
France





PASCAL MOLINES
L'ATELIER SUCRÉ DE PASCAL
ANNEYRON, FRANCE



Created by Pascal Molines

Sensational entremets

SERVES 12

Sponge with cream

60	g	Debic Cake Gold
270	g	Debic Stand & Overrun
1	g	salt
140	g	egg yolk
70	g	fine granulated sugar
75	g	flour
180	g	egg whites
65	g	fine granulated sugar

Pecan cream

25	g	Debic Stand & Overrun (1)
7	g	gelatine
190	g	praliné with pecans
90	g	Debic Stand & Overrun (2)

Firm vanilla crumble

30	g	Debic Cake Gold
30	g	brown sugar
30	g	ground almonds
1/2		vanilla pod
30	g	flour
30	g	white chocolate

Whipped ganache with vanilla and lime

340	g	Debic Stand & Overrun (1)
1		vanilla pod
2		limes, zest
42	g	gelatine
160	g	white chocolate 34%
350	g	Debic Stand & Overrun (2)

White glaze

15	g	potato starch
90	g	water
360	g	fine granulated sugar
180	g	Debic Stand & Overrun
135	g	glucose syrup
65	g	powdered milk
88	g	gelatine
90	g	clear coating jelly
55	g	grape seed oil

METHOD

Sponge with cream

Melt the Debic Cake Gold and add the Debic Stand & Overrun and the salt. Beat the egg yolks with the sugar. Beat the egg whites with the sugar. Blend all the mixtures into the beaten egg whites, and add the sifted flour. Spread onto a 40 x 60 cm baking sheet and bake at 160°C for 18 minutes.

Pecan cream

Warm the Debic Stand & Overrun (1) and gelatine. Add the praliné with the pecans. Add the rest of the Debic Stand & Overrun (2). Emulsify and assemble the layers with a base of sponge with cream.

Firm vanilla crumble

Mix all the ingredients and crumble on a baking sheet. Bake for 12 minutes at 160°C. Remove from the oven and mix the warm crumble with the white chocolate. Spread out to 2 mm thick.

Whipped ganache with vanilla and lime

Warm the Debic Stand & Overrun (1) with the cut vanilla pod and the zest. Add the gelatine and pour through a sieve over the chopped chocolate. Add the rest of the Debic Stand & Overrun (2) and put in a cool place. Beat with a hand mixer.

White glaze

Dissolve the potato starch in cold water and heat it to 103°C. Then add the sugar, cream, glucose and powdered milk. Add the gelatine, coating jelly and oil. Stir and leave to cool to 31°C before using.

ASSEMBLY AND FINISH

Make the inner layer out of pecan cream and the sponge with cream. Continue assembling in reverse by adding a layer of the lime ganache, followed by the firm crumble and ending with one more layer of sponge with cream. Put in the freezer. Turn out of its mould, cover with the white glaze and decorate.



PARTY!

TIME TO ENJOY

What makes our profession so appealing? That we can always be there for special moments. To make them even more special. That is what allows us to work indefatigably to make a difference for our guests.



LEONARDO DI CARLO
PASTRY CONCEPT,
CONEGLIANO, ITALY

CELEBRATION CAKE

Created by Leonardo Di Carlo

SERVES 25

Biscuit

250 g	water
250 g	Debic Cake Gold
6 g	fine salt
250 g	cake flour
450 g	eggs
16 g	baking powder
600 g	egg whites
600 g	Caster sugar

White chocolate – lemon mousse

400 g	whole fresh milk
25 g	finely grated lemon zest
20 g	gelatin leaves
700 g	white chocolate coating (35%)
800 g	Debic Stand & Overrun

Raspberry fruit glaze

400 g	raspberry puree, 10% sugar
410 g	caster sugar
265 g	dextrose
170 g	invert sugar
170 g	glucose syrup 60 DE
33 g	gelatin leaves, Gold-grade
160 g	cocoa butter
3 g	colouring powder

Tea cremeux

400 g	Water
24 g	Earl Grey tea
60 g	Rice starch
150 g	Caster sugar
360 g	Mascarpone (41% fat)
6 g	Gelatin leaves

Mango Chantilly

500 g	Debic Stand & Overrun
50 g	invert sugar
250 g	mango puree (10% sugar)

Hazelnut sable biscuit

250 g	Debic Crème butter
3 g	fine salt
400 g	cake flour
165 g	hazelnuts, ground
200 g	icing sugar
80 g	eggs



METHOD

Biscuit

Combine the water, the Debic Cake Gold and salt, then bring the mixture to a boil. Add the flour and continue cooking on the heat for approx. 2 minutes. Place in a mixer and gradually add the whole eggs, until you have a smooth and creamy batter. Finally, add the baking powder and lighten the mixture with the meringue whipped with the sugar. Pour 800 g onto a 40x60 silicon sheet. Bake at 180-200°C for approximately 10 minutes with valve closed.

White chocolate-lemon mousse

Bring the milk to the boil with the lemon zest, then leave to infuse for 10 minutes. Strain to a fine sieve, then add the softened gelatine and the chocolate coating and emulsify. Whip the cream to soft peaks. When the chocolate mixture has reached 35/40°C, incorporate the whipped cream.

Raspberry glaze

Combine the raspberry puree with the sugars and cook to 70°Brix, cool to 50°C, add the softened gelatine and the chopped cocoa butter and colouring. Emulsify with a hand blender without incorporating any air bubbles. Store in the fridge in a sealed container and mature for 24 hours. Heat to 28/30°C before use.



Tea cremeux

Prepare an infusion with water and tea, strain, weigh the initial weight of the water again and bring to a boil with the rice starch. Remove from the heat and add the rest of the ingredients. Emulsify well with a hand blender. Store in the fridge at +4°C for 2 hours before use.

Mango Chantilly

Mix together and whisk in a planetary mixer until soft peaks occur. Pipe in the shape of a ring. Freeze rapidly."

Hazelnut sable biscuit

Leave the butter to soften to roomtemperature. Mix all the ingredients together until you have a firm, compact dough.

ASSEMBLY AND FINISH

Assemble in a steel ring h3 cm. Place a layer of biscuit beignet on the base, followed by the tea cream, and finally cover with the light mousse. Freeze rapidly. Remove from the mould and spray with cocoa butter to obtain a velvety effect.

Glaze the mango chantilly ring, position in the centre of the dessert, then place onto the disc of pure hazelnut sable biscuit. Cut a strip of biscuit beignet 1.5 cm thick, place around the edge and decorate as shown in the photograph.



PASCAL DE DEYNE
PATISSERIE VAN DENDER
BRUSSELS



PARTY CAKE

Created by Pascal De Deyne

MAKES 1

Green apple ganache montée
20 g gelatine powder
100 g cold water
1050 g Debic Cream 35% (1)
620 g white chocolate
1220 g Debic Cream 35% (2)
450 g Granny Smith purée

Green apple jelly
825 g Granny Smith purée
150 g lemon purée
60 g sugar
20 g agar-agar

Apple interior
1000 g apple jelly
1000 g finely chopped brunoise of Granny Smith
70 g manzana
9 g citric acid
15 g finely chopped dill

Raspberry bavaois
16 g gelatine powder
80 g water
250 g raspberry purée
500 g Debic Cream 35%
20 g raspberry liqueur
85 g egg whites
125 g sugar
35 g water

Almond crumble
230 g Debic Cream
250 g almond powder 100%
250 g sugar
280 g flour
2 g fleur de sel
2 lemons, zest

Almond sponge cake
190 g almond powder 50%
25 g flour
1 g salt
15 g olive oil
80 g egg yolk
135 g egg whites
2 g yellow food colouring

Creamy yuzu
8 g gelatine powder
40 g cold water
350 g yuzu purée
435 g sugar
435 g egg yolk
650 g Debic Cream

Ganache montée of white chocolate
1000 g Debic Cream 35%
380 g white chocolate

Red raspberry glaze
150 g water
300 g sugar
300 g glucose
200 g Debic Végétop
20 g gelatine powder
100 g water
200 g white chocolate
100 g neutral coating
200 g raspberry jelly



METHOD

Mix the gelatine powder with the water and let it rest. Bring the Debic Cream 35% (1) to the boil. Melt in the white chocolate and the gelatine mixture and mix until smooth. Fold in the Debic Cream 35% (2) and the apple purée. Leave to rest in the refrigerator for at least twelve hours.

Green apple jelly
Allow all the ingredients to simmer together for 2 minutes.

Apple interior
Beat the apple jelly until it's smooth and then mix in the remaining ingredients.

Raspberry bavaois
Mix the gelatine powder with the water and let it rest. Whip the Debic Cream 35% until light and airy. Heat the water with the sugar to 121°C and pour over the beaten egg whites. Leave to cool to 40°C while beating. Add the melted gelatine mixture. Fold in half of the raspberry purée. Fold the rest of the raspberry purée into the whipped cream. Fold the meringue into the raspberry cream and last of all, add the raspberry liqueur.

Almond crumble
Mix the Debic Cream with the almond powder, the crushed fleur de sel, lemon zest and sugar. Briefly mix in the flour. Leave to rest in the refrigerator. Roll out the pastry to 1.4 mm and cut out discs of 3 cm diameter.

Almond sponge cake
Combine the almond powder with the flour and salt in a blender. Add the olive oil, egg yolks, egg whites and the yellow

food colouring and blend thoroughly again. Pass through a fine sieve and transfer to a siphon. Aerate with three gas cartridges, shake well and leave overnight in the refrigerator. Leave the siphon to reach room temperature and fill disposable paper cups to half with the batter. Place in the microwave and heat (100 seconds for 6 cups at 500 watts). Let the cups cool upside down.

Creamy yuzu
Mix the gelatine powder with the water and let it rest. Warm the yuzu purée with the sugar and stir in the egg yolks at 85°C. Add the gelatine mixture and leave to cool to 35°C. Fold in the soft Debic Cream.

Ganache montée of white chocolate
Bring half of the Debic Cream 35% to the boil. Pour on the white chocolate and mix until smooth. Then mix in the remaining cold cream. Leave in the refrigerator overnight. The next day, whip into a soft, airy cream.

Red raspberry glaze
Bring the water with the sugar and the glucose to the boil at 105°C. Add all the remaining ingredients and mix for 4 minutes until it forms a nice and smooth emulsion. Leave the glaze in the refrigerator overnight. Process the glaze at between 32 and 34°C.

ASSEMBLY AND FINISH

Arrange all components in half a chocolate bowl and present them in a piece of chocolate as in the photo. Or you can arrange the components on a dessert plate.



FRANK HAASNOOT
PATISSIER
AMSTERDAM, THE NETHERLANDS

LEMON GRASS - MANGO

Created by Frank Haasnoot

MAKES 3

Lemon crumble

146 g	flour
109 g	Debic Butter Constant
121 g	ground almonds
121 g	sugar
2	limes, the zest

Lemon grass biscuit

117 g	egg yolk
59 g	sugar (1)
59 g	oil
313 g	egg white
117 g	sugar (2)
78 g	lemon grass juice (+/- 500 g lemon grass pressed in the slow juicer)
157 g	flour

Exotic mango compote

390 g	fresh mango
75 g	passion fruit purée
1	lime, the zest
15 g	maize starch
18 g	Malibu
1	Tahiti vanilla pod

Ganache montée of lemon grass

445 g	Debic Stand & Overrun
34 g	lemon grass
18 g	gelatine mixture
89 g	white chocolate
15 g	sugar

Mango mousse

331 g	Debic Stand & Overrun
294 g	mango purée
61 g	passion fruit purée
61 g	gelatine mixture
61 g	egg white
61 g	sugar
31 g	water

Candied mango

469 g	mango purée
234 g	passion fruit juice
156 g	sugar
1	vanilla pod
8 g	agar
31 g	gelatine mixture

Assembly and finish

	Roasted almond sticks
150 g	Debic Stand & Overrun
10 g	sugar
	gold leaf
1	lime, the zest



METHOD

Lemon crumble

Mix the butter, the sugar, the lemon zest and the ground almonds to a smooth dough. Then mix in the flour to form a crumbly structure. Bake in rings (14 cm diameter) at 160°C for 25 minutes.

Lemon grass biscuit

Beat the egg yolk together with the sugar (1). Add the oil. Beat the egg white together with the sugar (2) until light and airy. Gradually mix in the lemon grass juice. Fold both mixtures into each other and add the sifted flour. Bake at 200°C for 7 minutes.

Exotic mango compote

Mix the passion fruit purée, the Malibu, the scraped vanilla pod, the sugar and the maize starch in a saucepan. Add the brunoise of fresh mango and cook for several minutes. Save the compote in the refrigerator.

Ganache montée of lemon grass

Bring half of the Debic Stand & Overrun together with the finely chopped lemon grass and sugar to the boil. Leave to infuse for 1 hour. Heat the cream again and dissolve the gelatine mixture in it. Pass through a fine sieve and pour on the white chocolate to make a ganache. Add the rest of the Debic Stand & Overrun, mix with the hand mixer and leave to stand for a night in the refrigerator. Beat the ganache until light and airy.

Mango mousse

Beat the Debic Stand & Overrun until firm. Bring the water with the sugar to the boil at 120°C. Beat the egg whites. Trickle in the sugar syrup and beat vigorously until cooled. Mix the 2 fruit purées, heat a small part to 80°C and melt the gelatine mixture into it. Add the mixture to the rest of the fruit purées and leave to cool to 25°C. Add the fruit purées to the beaten egg white. Fold in the whipped cream.

Mango confit

Heat the passion fruit juice together with the mango purée to 40°C. Mix the sugar, the scraped vanilla pod and the agar and add this to the liquid when still cold. Bring to the boil and leave to boil for 30 seconds. Melt the gelatine mixture in this. Pour the confit out on a Silpat and leave to set. Cut out rings (20 cm diameter).

ASSEMBLY AND FINISH

Place the lemon crumble in the bottom of a cake mould. Pipe a thin layer of the ganache montée and a thin layer of the mango mousse on top. Sprinkle the finely chopped almond sticks on top and finish with the lemon grass biscuit. Pipe a full circle of the mango mousse all around and scoop the exotic mango compote in the middle. Place a 16 cm diameter ring around and fill the ring with the mango mousse. Spread smooth. Place in the refrigerator. Remove the ring from the mousse using a torch and lay the mango confit on top. Beat the Debic Stand & Overrun together with the sugar until light and airy. Dress in a ring on top of the entremet and lay the mango compote on top. Remove the ring by heating it on the outside with a torch.

Finish with the lime zest, the circles of mango confit and the gold leaf.



Break the ice

Bakers get the taste for preparing ice cream. For many of them, it is a welcome addition to their pastry assortment, given how much demand there is currently for this delight. But how can you get creative with ice cream, and how do you prepare the best product? Debic ambassadors Pascal De Deyne (head pastry chef at Van Dender) and Carles Soler (owner of Can Soler in Spain) share their vision.



Pascal De Deyne:

“Customers want less sugar and less fat, and that demands extra creativity for each ice cream variety.”

Pascal De Deyne wanted to become a pastry chef from a young age. He has now been one for seventeen years, and every day he tries to stretch boundaries. Initially at places like Fauchon in Paris, Het Gebaar in Antwerp and Joost Arijns in Ghent and now at the Van Dender patisserie and chocolatier in Brussels.

Pascal De Deyne: “Ice cream is an important expansion of our product range. In warm weather, we sell fewer baked goods and so ice cream is certainly a perfect alternative.”

Taste comes first

De Deyne: “Making ice cream is complex. There are various parameters you need to bear in mind to get a good product, but good ice cream has to have the perfect balance of flavours and a pleasant mouth feel. If you work with new flavours or different proportions, you have to rebalance your recipes for a perfect result.”

“When you design new creations, the taste must come first. We look at the visual aspect afterwards, depending on the budget or the customer’s wishes. Taste is very personal, and so it is important to ask your colleagues to keep tasting

throughout the preparation process, to ensure that the end product suits everyone.”

The right ingredients

De Deyne: “When making ice cream, as with pastry, I work only with basic products such as butter and cream. That is why I use Debic products, since then I am 100% sure of a high-quality ingredient that offers the same quality all year round. The quality always comes first, but the financial aspect is also important, of course.”

“I notice that colleagues often work with compounds or ready-to-serve elements, but I find that this does not do much for our identity. Everything ends up resembling everything else. If you opt for quality products, you will be sure to get the best flavour. Pistachios from Bronte, for example, or hazelnuts from Piedmont and home-made variegati. That comes with a higher price tag, but it can really make a difference.”

New trends, more creativity

De Deyne: “One of the biggest trends that I see at the moment is ice cream with additional elements. Biscuits as well as other sweets like Oreo and Snickers.

These are also well-known brands and so big hits. Alcohol-infused ice is also popular, but because of alcohol’s lower freezing point, you have to adjust the recipe, using maltodextrin instead of sugar.”

“The health craze has also had an effect on making ice cream. Customers want less sugar and fat. You can work with artificial sweeteners such as Zústo, which have the same degree of sweetness, but also lower the freezing point. And if you lower the fat content, you will get ice milk instead, and the mouth feel will be different. But that is exactly why you need to remain creative and search for the right technique and recipes so as to keep everything in balance.”





PASCAL DE DEYNE AND CARLES SOLER



Debic 100th anniversary ice cream cake

Created by Pascal De Deyne and Carles Soler

Cream and butter: these are the products that have lent colour to the history of Debic. A visual reference to these products is thus indispensable for this birthday cake. A drop falls on the white 'milk surface' and the ripples are churned into yellow butter.



MAKES 15

Coconut-banana-lime ice cream

1550 g	full-fat milk
200 g	low-fat powdered milk
600 g	sugar
200 g	atomized glucose DE38
1100 g	coconut purée
220 g	lime purée
330 g	banana purée
6 g	thickener (Cremodan)

Passion fruit-mango-basil sorbet

1000 g	mango purée
666 g	passion fruit purée
1400 g	water
622 g	sugar
334 g	dextrose
78 g	atomized glucose DE38
16 g	thickener (Cremodan)
16 g	basil leaves

Vanilla ice cream

2092 g	water
240 g	Debic Cream 35%
360 g	low-fat powdered milk
8 g	fructose
20 g	thickener (Cremodan)
216 g	atomized glucose DE38
660 g	sugar
200 g	Debic Cream
12 g	vanilla pods

Almond dacquoise

500 g	egg whites
100 g	sugar
750 g	ground almonds 50%
50 g	flour

METHOD

Coconut-banana-lime ice cream

Heat the milk with the low-fat powdered milk, sugar, glucose and Cremodan to 85°C. Pour over the fruit purées and mix until smooth. Leave to cool and ripen in the refrigerator overnight. Mix for 2 minutes. Churn the ice cream and process.

Passion fruit-mango-basil sorbet

Heat the water with the sugar, dextrose, glucose and Cremodan to 85°C. Pour over the fruit purées and mix until smooth. Leave to cool and ripen in the refrigerator overnight. Mix for 2 minutes and add the basil leaves in the last 20 seconds. Churn the ice cream. Divide the ice cream into rings of different diameters.

Vanilla ice cream

Mix all the ingredients and pasteurise at 85°C. Mix until smooth. Leave to cool and ripen in the refrigerator overnight. Mix for 2 minutes. Churn the ice cream. Divide the ice cream into rings of different diameters.

Almond dacquoise

Beat the egg whites with the sugar until light and airy. Sieve the ground almonds and flour and mix with the beaten egg whites. Spread onto baking trays and bake at 180°C for 11 minutes.

ASSEMBLY AND FINISH

Fit the vanilla ice cream rings and the passion fruit-mango-basil rings into each other. Leave to set in the freezer. Spread the inside of a silicone form with a pattern with the coconut-banana-lime ice cream. Press the interior down and smooth the whole thing out. Put it back in the freezer. Prepare the almond dacquoise, remove the ice cream cake from the mould and place on top of the dacquoise. Spray with white spray mixture.

Finish the cake off by filling the holes with the passion fruit jelly. Finish with chocolate strips using your own creativity.





Carles Soler:

*“Customers are looking for
the traditional, yet expect
innovation – that is the paradox
of our profession.”*

The fascination with ice cream is in Carles Soler's genes. He is already the third generation of his family in the business and as such, had his work ethic drummed into him from his youngest years. At the moment, he runs three ice cream shops and a workshop, together with his father, sister, cousin... In short, a true family business.

Carles Soler: “My parents and grandparents did not know much about the right parameters needed to bring an ice cream creation into balance. But thanks to all the information you can now find, you have more options for innovating, so that you can try out more flavour combinations and forms.”

Personal style

Soler: “I am a restless person with a great sense of responsibility. My personality comes through in my preparations. I am a go-getter and want to keep doing better. That gives rise to new techniques and a constant quest for ways to improve my creations and techniques. I often teach courses, and there creativity is a constant. By meeting people, new ideas are stimulated.”

Quality comes first

Soler: “The key is the quality of our products. Ice cream will keep for a long

time. More than a year, if the composition and storage temperature are perfect. But our ice cream is never older than two months, because we have a high turnover. Fortunately, people in Catalonia can buy ice cream these days without having to worry about the price. That is not the case elsewhere! This means we reach a very diverse public. People who want to be surprised. Our slogan is ‘Cold, hot, sweet and salty’, and that sums up the concept very well. We keep on offering new products and flavours so that we can keep on selling year round, for ice cream remains a seasonal product. In the traditionally less busy months, like October, we make ‘panellets’ (almond sweets) and around Christmas we sell nougat.”

“The cream I use in these must always taste fresh. The same is true for butter, I always look for the combination of freshness and flavour. We always use 35% cream; for me, that is the perfect proportion. As a Debec ambassador, I have the satisfaction of being able to contribute my knowledge to the further development of the business.”

Fresh fantasy

Soler: “I think that a fusion is coming between pastry and ice cream, with ice cream makers gaining inspiration from the beautiful presentation of pastry

creations. I myself work in that way and want to work more pastry flavours into my products. New, natural stabilizers are important in this regard. Thus, I can make a sorbet, for instance, with a creamy texture.”

“Customers are looking for the traditional, yet expect innovation – that is the paradox of our profession. It is up to us to be as creative as possible in coming up with solutions. I see an ice cream business as a true fantasy world with colours, flavours, forms and textures. I find many ingredients fantastic, tasty and functional. I personally am a fan of vanilla and chocolate. And as far as form is concerned, I will use mainly round and hollow shapes in my creations. I really live in a round world.”

Workshop Artesans Soler

Poligon industrial Les Guixeres
08915 Badalona, Spain

Can Soler
C/ Mar 97
08911 Badalona, Spain

C/ Francesc Layret, 98
08911 Badalona, Spain

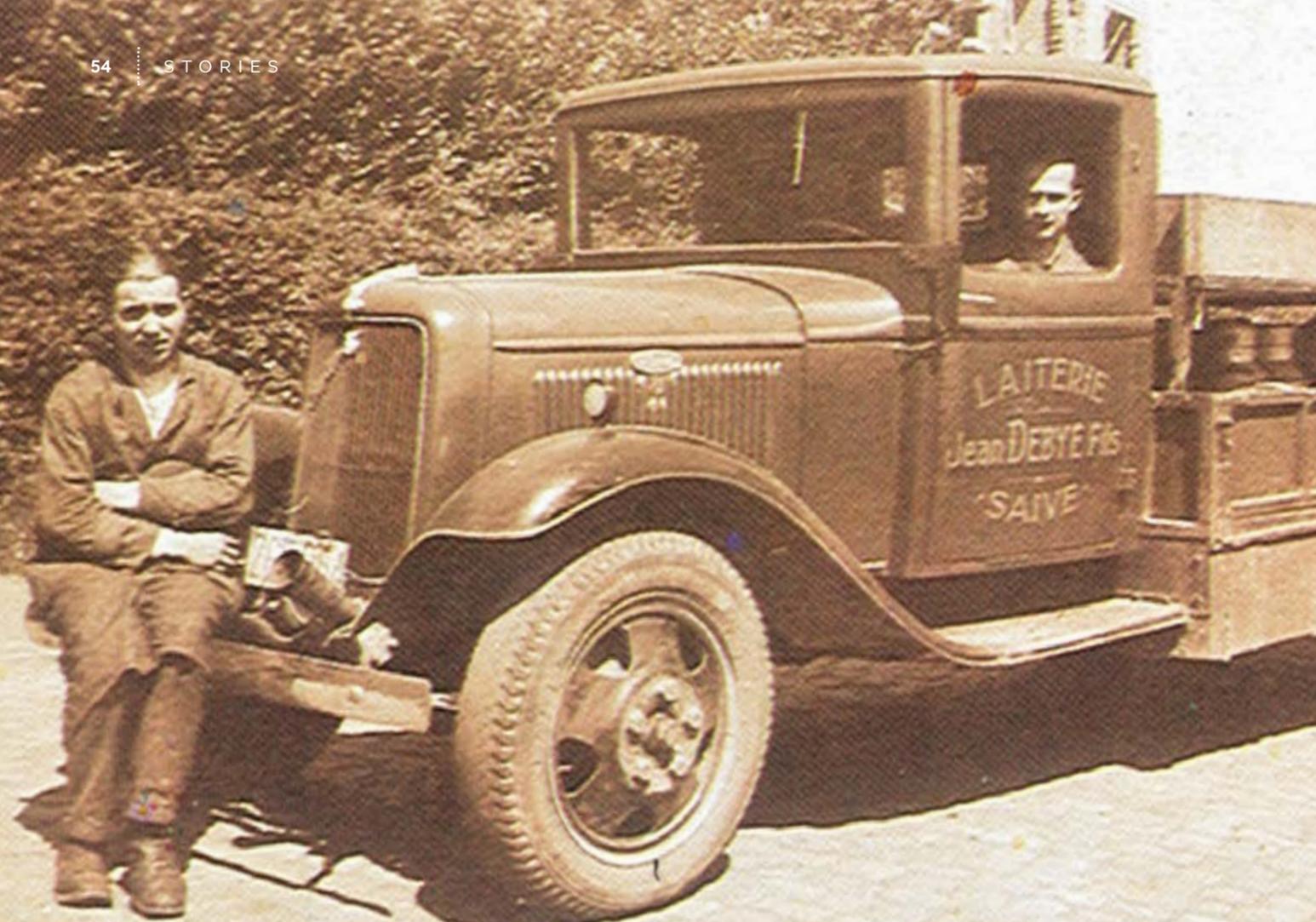
Plaça de la Mare s/n,
08390 Montgat, Spain



Keepers

ODE TO THE LONG-TERM

Traditions are important. They support us and give us stability. But traditions do continue to evolve, and we keep the finest, the best parts. We improve what is necessary to stay relevant. What remains is the power of the moment that we can experience.



The beginnings of Jean Debye

In 1912, Jean Debye married Anna Ruwet, then a butter merchant. The establishment of their own dairy business 'Laiterie Jean DEBYE & Fils' began in the 1920s in Saive, a village in the Belgian province of Liège. After the Second World War, he focused specifically on making whipping cream. The business received a boost when, in the early 1960s, he met Armand Schellens, a young entrepreneur. The two men decided to work together.



Debic sees the light

Armand Schellens, an entrepreneur in body and soul, learned a lot from Jean Debye and came to play an increasingly prominent role in the development of the business. In 1969, he went his own way and registered 'Debic' as the trading name.

In 1972, the 'Société Debic' became the first Belgian company to produce whipped cream in a spray can under the brand name 'Quick Chantilly'. With a production volume of more than 75,000 litres and a limited capacity for expansion in Jodoigne, Armand Schellens decided to move. A suitable location was found in Meldert (Lummen), where Debic merged with the 'Sint-Hubertus' dairy farm of Frans Vanderlinden.



In the following years, both Debic and the bakery and pastry sectors continued to evolve. New products came to market, such as Debic Prima Blanca in 2001. It's a cream with excellent stand, perfect for detailed white decoration, which was developed for Belgian pastry chefs.

This year we are celebrating Debic's 100th anniversary: a century of working together with the best bakers and pastry chefs, and with the best employees of course.

Debic's keepers

“Those were the years.”

A hundred years of Debic means a hundred years of exciting stories about the birth of Debic, but also about the people behind the brand.

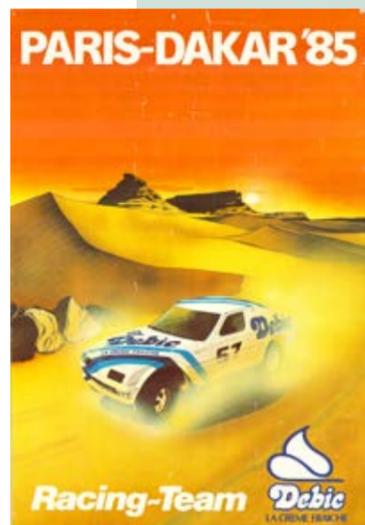
Confusion about spelling

Over the years, there has always been much confusion about the correct spelling of the name of Jean Debye. Debaye, Debye, Debije, ... Various versions have been suggested. The company and brand name 'Debic' took its origins from the name of Mr Debye as a form of tribute. According to tradition, the letter 'c' was apparently a typo made by the authorities when the name was registered.

Loyal Debic old-timers ... the people behind the brand

Jean Geens

Jean was Debic's 30th employee when he joined the company in June 1982. He started off as a driver, then became management chauffeur and after that head of construction of the Debic stand at various trade fairs. To this day, Jean does his work with the same enthusiasm.



In 1986, Debic took part in the Paris-Dakar rally.



Eric Coemans

Eric was Debic's **first official employee**, and still bears staff number 1. Eric is proud of the company and has been through a lot. He can look back on many fun moments. In 1984, Eric shone as a truck driver with a Debic truck in the Flemish movie 'Zware Jongens', alongside Gaston Berghmans and Leo Martin. He has covered a lot of ground throughout his long career with Debic, starting out as a vendor and driver, later becoming an operator, team leader and culinary adviser at trade fairs. He is currently working as Maintenance Engineer at the technical service. His career at Debic could be summed up with the words: "those were the years"!



Bruno Van Vaerenbergh

Translating inspiration into practice

Bruno's Debic adventure began at Diafarm in Vilvoorde (near Brussels). This producer and supplier of dry dairy goods such as crème patissière, cake mixes and ice cream products proved to be the place where Bruno wanted to be: in the bakery world. When a technical butter range for bakers and pastry chefs was launched via FrieslandFoodservice, his dream was fulfilled. Pure, noble ingredients, a different type of clientèle and new professional colleagues in sales and marketing. This was followed by internships in France with Pierre Hermé, Lenôtre, Yssingeaux, Bellouet Conseil and Olivier Bajard. They brought him into contact with the best pastry chefs in the world. Via a number of mergers, Bruno ended up at Debic, where he was able to translate the inspiration he gained over the course of his career into feasible and commercially viable recipes and concepts.

Passion!

What does Bruno's work look like today? Let him tell you himself: "Since 2010 I have been travelling throughout Europe to share knowledge with colleagues, clients, in schools and at large bakeries. I am not speaking for myself, but I am persuaded that vocational schools are right to invite experts in various areas to give guest lectures and workshops. I personally learn the most during client visits at home and abroad. How do people there work in this field? What are the customs, the flavours, the cultural differences? I've noticed that there is one ingredient, at any rate, that you can find in every country: PASSION."

"Every party begins with the bakery."



100 years of success stories

At Debie, we are very proud of having been in existence for 100 years. And so we are all the happier if a business can carry on for such a long time. Below, we present a sampling of shops that have been around for 100 years or even more.



Ladurée, France

In 1862, Louis Ernest Ladurée opened a bakery in Paris. He was blessed with a smart wife: Jeanne Souchard had the brilliant idea of combining pastry with the 'Paris coffee culture' and voilà, one of the first tearooms saw the light. However, Ladurée is most known for the macaron. The biscuit itself had been around for years, but Pierre Desfontaines, a cousin of the founder, decided to put two of them together with a filling in between. The rest is history, as they say.



Cova, Italy

Cova was established as far back as 1817. Antonio Cova, a soldier from Napoleon's army, began the 'pasticceria' that is still very successful. Its secret? The combination of tradition with innovation brought in even celebrities like Giuseppe Verdi and Ernest Hemingway. Since then, it has opened establishments from Italy to China, Monte Carlo and Dubai and has become a true brand.



Holtkamp, Netherlands

In 1969, Cees and Petra Holtkamp took over a bakery that had been around since 1886. The name may have been new, but the shop was certainly not. The 1928 interior was designed by the renowned Amsterdam School architect Piet Kramer, known among other things for the Bijenkorf in The Hague. In spite of that, the loveliest part of the shop is its assortment, which gives centre space to craftsmanship.



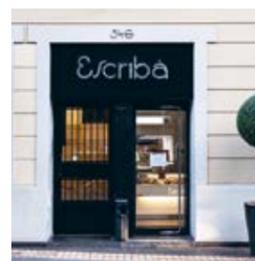
Wittamer, Belgium

This is probably the best-known patisserie in Belgium: Wittamer. Founded in 1910 by Henri Wittamer on the Sablon square in Brussels. In the early 1980s, Paul and Myriam Wittamer took over the helm, and now the business is run by the 4th generation. The 'house' now has several branches, and Paul Wittamer is particularly renowned in Asia. It is not for nothing that the Belgian royals ring up when they have something to celebrate!



Merzenich, Germany

Bernhard Merzenich started a bakery in Cologne in 1896. But it was mainly his grandson Fritz Merzenich who was responsible for its success, as he combined artisanal methods with the still legendary service. With dozens of locations, the bakery has now become a major company that is still well known for its bread. Remarkably enough, it is still made by hand using the traditional recipe.



Escribà, Spain

A fabulous Art Nouveau building on the Rambla de les Flors in Barcelona is home to Escribà. Founded in 1906 by Mateu Serra i Capell. Today, with Christian, the 4th generation is at the helm. Even better known is his father, Antoni Escribà, the so-called 'Mozart of Chocolate', who has won no fewer than 24 gold medals throughout his career.



Huize van Wely, Netherlands

Here we are cheating a bit, because the Huize van Wely in Noordwijk opened in 1922. But its craftsmanship and the quality are so good that they deserve a spot here. The shop has had a steady stream of renowned pastry chefs on board. What do you say to the pastry chef to the royal family, Jeroen Goossens, master patissier Rudolph van Veen and the winner of the Dutch Pastry Award, Robin Hoedjes, to name but a few!

Classics reinvented

There is a reason why certain dishes become classics. Some flavour combinations are simply irresistible. The only drawback: we have got to know them so well, the trick is to inject something new into the classic form. Therefore we are presenting a few very well-known creations, but with a modern touch.



Created by Gil Prat

Brazo de gitano 2.0



MAKES 50

Chocolate hazelnut sponge roll

550 g	sugar
62 g	liquid glucose 43° BE
500 g	flour T55
50 g	cocoa
50 g	roasted and ground hazelnuts
280 g	egg yolk
125 g	water (at 40°C)
500 g	egg whites
	vanilla

Milk chocolate cream

200 g	Congress Cake
200 g	milk chocolate 33.6%

Hazelnut crumbs

500 g	brown sugar
500 g	flour T55
500 g	roasted and finely ground hazelnuts
500 g	Debic Cream
5 g	salt

Whipped cream

1 l	Debic Cream 35%
170 g	granulated sugar

Dark glaze

450 g	water
480 g	sugar
220 g	dextrose
900 g	glucose
560 g	Debic Duo
900 g	Dark chocolate 64%
56 g	gelatine sheets

METHOD

Chocolate hazelnut sponge roll

Mix the egg yolks, half the sugar and the liquid glucose. As the mixture thickens, add the water gradually until its structure is soft and firm (time: around 15 minutes). Mix the flour, roasted and ground hazelnuts, cocoa and vanilla by hand. Sift out the lumps and add to the egg yolk mixture using a spatula. Beat the egg whites and add the rest of the sugar when the egg whites begin to stiffen. Mix the egg yolk and egg whites carefully using a spatula. Spread onto 60 x 40 cm baking sheets and bake in a convection oven at 180°C for 15 minutes with the door open slightly.

Milk chocolate cream

Melt the butter. Add the milk chocolate when the butter temperature has reached 40°C.

Hazelnut crumbs

Mix all the dry ingredients in the food processor. Add the soft Debic Cream (at about 20°C). Cover with cling film and allow to rest for an hour at 4°C. Spread a smooth 4 mm layer. Bake in the oven at 160°C for 20 minutes.

Whipped cream

Whip the Debic Cream 35% with the sugar in the whipping machine.

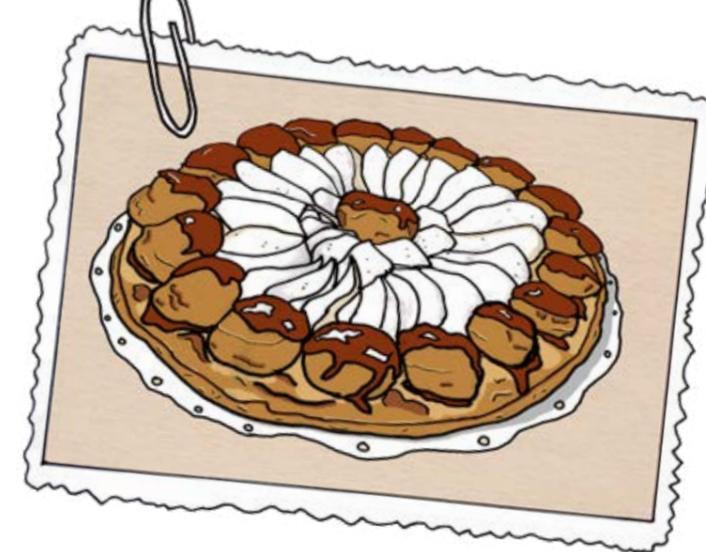
Dark glaze

Heat the water with the Duo, sugar, dextrose and glucose to 90°C. Add the soaked gelatine and mix carefully. Pour over the chopped chocolate and then blend with a hand mixer to form a smooth emulsion. Process the glaze at 35-40°C.

ASSEMBLY AND FINISH

Cover the inside of the sponge with a 3 mm layer of chocolate cream. Then add the whipped cream and roll the brazo de gitano up with the paper. Leave to rest for 5 minutes. Place the brazo de gitano on a cooling rack and pour over the dark glaze. Decorate with the hazelnut crumbs and the roasted hazelnuts.





Created by Raphaël Giot

Saint-Honoré

with salted caramel

2.0

METHOD

Choux pastry

Bring milk to the boil, together with the water, Debic Cake Gold, salt and sugar. Remove from the heat and add the sifted flour. Let it dry over a low heat. Add the eggs gradually. Form small profiterole shells using a piping bag with a no. 10 nozzle. Bake at 200°C for 12 to 15 minutes, depending on the type of oven.

Crunchy base of puffed rice with milk chocolate

Melt the milk chocolate and add the Debic Cake Gold. Mix the chocolate with the praliné paste and add the puffed rice. Spread to form rectangles of 9 x 28 cm and 1 cm high. Leave to harden. Pour the tempered milk chocolate over it. Put to one side.

Salted caramel

Heat the sugar, glucose and water to form a light brown caramel. Deglaze with the Debic Cake Gold and salt, and add the whipped Debic Prima Blanca.

Pastry cream

Heat the milk until just before it boils, beat the egg yolks with the sugar until they are white and add the corn starch. Add the beaten egg yolks to the milk and bring to the boil. Put to one side.

Caramel cream

Mix the pastry cream with the salted caramel. Add the whipped Debic Prima Blanca. Garnish the profiteroles with the caramel cream. Keep the rest of the cream in a piping bag for decorating.

ASSEMBLY AND FINISH

Place the filled profiteroles on the crunchy base. Decorate with the sweetened whipped cream and cover with the chocolate buttons. Pour the caramel cream between the profiteroles.

MAKES 3

Choux pastry

200 g	milk
225 g	water
160 g	Debic Cake Gold
5 g	salt
5 g	sugar
260 g	flour
500 g	eggs

Base

45 g	milk chocolate
25 g	Debic Cake Gold
265 g	praliné paste
160 g	puffed rice
	tempered milk chocolate

Salted caramel

100 g	sugar
70 g	glucose
40 g	water
15 g	Debic Cake Gold
3 g	salt
100 g	Debic Prima Blanca

Pastry cream

250 g	milk
60 g	egg yolk
50 g	sugar
20 g	corn starch

Caramel cream

100 g	pastry cream
100 g	salted caramel
300 g	Debic Prima Blanca

To finish

chocolate buttons





Created by Bruno Van Vaerenbergh

Sachertorte 2.0



MAKES 1

Sacher cake

275 g	almond powder 50/50
75 g	eggs
100 g	egg yolk
120 g	egg whites
60 g	sugar
60 g	flour
25 g	cocoa powder
50 g	Debic Butter Constant
50 g	covering chocolate 77%

Apricot crêmeux

7 g	gelatine sheets
200 g	apricot purée
10	sprigs of thyme
230 g	sugar
200 g	eggs
300 g	Debic Butter Constant

Chocolate shortcrust pastry

270 g	Debic Croissant Butter
170 g	icing sugar
100 g	eggs
60 g	almond powder
50 g	cocoa powder
350 g	flour

Browned apricots

8 g	gelatine sheets
50 g	Debic Butter Constant
500 g	apricots (frozen or can)
100 g	sugar

Chocolate crêmeux

4 g	gelatine sheets
280 g	milk
280 g	Debic Cream 35%
20 g	sugar
35 g	egg yolk
120 g	dark chocolate 55%

Clear coating jelly

16 g	gelatine sheets
300 g	water
8 g	pectin NH
50 g	sugar (1)
150 g	glucose
450 g	sugar (2)



METHOD

Sacher cake

Shake the almond powder to loosen. Slowly mix in the eggs and egg yolks. Beat the egg whites and the sugar and fold into the rest of the batter with a spatula. Sift the flour with the cocoa powder and mix carefully into the preparation. Melt the Debic Butter Constant with the covering chocolate and fold carefully into the mixture. Spread on a baking tray and bake at 180°C for around 10 to 12 minutes.

Apricot crêmeux

Soak the gelatine sheets in cold water. Warm the apricot purée with the sprigs of thyme and bring to the boil with the sugar and eggs. Add the soaked gelatine sheets and cool to about 35 to 40°C. Stir in the Debic Butter Constant until it forms a smooth emulsion. Pour into silicone moulds and freeze. Pipe a thin layer of chocolate over top just before use.

Chocolate shortcrust pastry

Beat the Debic Croissant Butter with the icing sugar until soft and then with the eggs. Mix the almond powder with the sifted cocoa powder and flour, and knead briefly into the butter mixture. Wrap and leave to rest overnight. Roll out to 2.5 mm and bake at 160°C for 8 minutes.

Browned apricots

Soak the gelatine sheets in cold water. Melt the Debic Butter Constant and brown the apricots in it.

Chocolate crêmeux

Soak the gelatine sheets in cold water. Prepare an anglaise by heating the milk, Debic Cream 35%, sugar and egg whites to 84°C stirring constantly. Pour over the dark chocolate. Add the soaked gelatine sheets and stir carefully until it forms a smooth crêmeux.

Clear coating jelly

Soak the gelatine sheets in cold water. Bring the water to the boil. Mix the pectin with the sugar (1) and add. Simmer briefly. Trickle in the glucose and the sugar (2) and heat to the boil stirring constantly. Remove from the heat and stir in the soaked gelatine before beating.

ASSEMBLY AND FINISH

Divide the Sacher cake into two parts and spread one layer with the apricot compote. Leave to harden in the freezer. Add the chocolate crêmeux and cover with a second layer of Sacher cake. Put in the freezer.

Spread the top of the cake with a thin layer of unmelted clear coating jelly. Then spread with the glaze and cut into the desired portions. Place on a layer of chocolate shortcut pastry and decorate with the apricot crêmeux.



Tompouce 2.0

with low-fat cream cheese and strawberries

MAKES 150

Puff pastry
5000 g puff pastry

Cream cheese
40 g gelatine powder
200 g water
3280 g cottage cheese
1640 g crème patissière
2460 g Debic Prima Blanca

To finish
2200 g Debic Prima Blanca
220 g sugar syrup
400 g fresh strawberries
clear coating jelly
finely ground pistachios
decorative florets



METHOD

Puff pastry
Roll out the pastry to 1.5 mm. Divide the dough across three 60 x 80 cm baking sheets. Leave to rest for 15 minutes and prick the dough in two directions. Bake the puff pastry at 180°C for 35-40 minutes. Cut the puff pastry into 11 x 4 cm slices.

Cream cheese
Mix the gelatine powder with the water and let it soak. Warm a small quantity of crème patissière and melt the gelatine mixture into it. Then mix the cottage cheese with the rest of the crème patissière. Whip the Debic Prima Blanca until slightly thickened and stir in the cheese mixture. Leave to set.

ASSEMBLY AND FINISH

Using a piping bag, spread the cream cheese over half of the puff pastry sheets (+/- 35 g cream cheese per pastry sheet). Cover with a second puff pastry sheet. Finish the tompouce with a few dollops of cream cheese.

Decorate the tompouce with quartered strawberry dipped in the clear covering jelly. Sprinkle with pistachios and decorative florets.



Created by Raphaël Giot

Merveilleux 2.0

MAKES 10

Meringue
500 g egg whites
1000 g sugar

Chocolate ganache 70%
90 g Debic Stand & Overrun
15 g glucose
65 g chocolate 70%
20 g Debic Crème butter

Whipped cream with mascarpone and vanilla
500 g Debic Stand & Overrun
150 g mascarpone
10 g vanilla extract with seeds



METHOD

Meringue
Beat the egg whites and gradually add the sugar. Form into meringues 6 cm in diameter. Sprinkle granulated sugar over half of the meringues.

Bake at 90°C until the meringue is dry. Once they are cool, spray the meringues that have the granulated sugar on them with a silver spray. Set side.

Chocolate ganache 70%
Heat the Debic Stand & Overrun and the glucose. Pour over the finely chopped chocolate. Cool to 40°C, add Debic Crème butter and mix the whole mass. Pour into a silicone mould and freeze.

Whipped cream with mascarpone and vanilla
Mix the mascarpone with the Debic Stand & Overrun and the vanilla. Beat the mixture to form a smooth cream.

ASSEMBLY AND FINISH

Pour the mascarpone cream into a silicone mould, add a ball of ganache to the middle and freeze.

Place a layer of milk chocolate on a meringue. Add the bowl of mascarpone cream and finish with a silver meringue.



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100
YEARS DEBIC



SCAN & SEE