

# Bakery-Kit

**We want you to bake for Ukraine!**

The following pages will show you how you can turn our recipe into the most traditional and delicious Ukrainian breads. We will show you how we can work together to create a campaign with our marketing help and marketing material. And how we can collect donations together .



# This is for the bakers

You are a **bakery** and you want to sell Ukrainian bread and collect donations? We need you.

Our team bakes and sells different Ukrainian breads in Berlin. The result: People feel a direct connection, understand the importance of our mission and help us help Ukrainian bakeries by donating money.

But we cannot do this alone. We need more bakeries to join the cause. Therefore we created the perfect guidebook for you to bake your own Ukrainian bread recipes, promote a special event in your neighborhood and collect donations for #bakeforukraine.

**This document is this guidebook.**

# **Chapter 1:** The breads and recipes

# Palyanytsya

We chose to start with the unspeakably delicious Palyanytsya to you, which is one of the traditional Ukrainian breads, known by every Ukrainian person, usually reminding them of their childhood. It is a delicious, mild white wheat bread with ingredients including milk and butter. Its round shape and the smile-shaped cut make it iconic, friendly, and unique.

How do you pronounce it?

[pəljɛ'nɪtsjə]

Think about the baguette. Back when it was introduced in countries outside of France. Nobody could pronounce it. Now it's part of the whole European bread culture and we have a bite of France every time we buy and eat it.



# Palyanytsya

- 1. Mix starter, milk and water in a bowl of a food processor.** Then add flour and mix until well combined for a few minutes. Cover the bowl and let it autolyse **for 45 minutes**. Then add butter, sugar and salt and mix the dough **at speed 2** until smooth for **around 10 minutes**. The final dough is nicely smooth and not sticky.
- 2. Fold the dough like an envelope from the outside to the inside, transfer it to a slightly oiled container and cover with a lid.** Let the dough rise **for 3-4 hours** at room temperature, fold the dough **2 times** during this period.
- 3. Transfer the dough to the table sprinkled with flour**, shape into a boule (round ball) and transfer it to a round proofing basket, sprinkled with starch or coarse flour and leave for bulk fermentation for another **2 hours** at room temperature or ideally about **8-12 hours** in the fridge.
- 4. Transfer the dough to a baking sheet and make a razor cut at an angle of 45°, resembling a smile.** Bake with steam on a well-heated pizza stone **for 20 minutes at 250 °C** and for another **20 minutes at 210 °C** without steam.

**1. Let the Palyanytsya cool down on a rack.**

**120 g** stiff wheat starter with 50% hydration

**40 g** wholegrain wheat flour

**375 g** all purpose wheat flour (13% protein)

**230 g** water

**11 g** sugar

**50 g** whole milk

**7 g** salt

**35 g** butter (or ghee) at room temperature

# Palyanytsya



## **Additional recommendations for the bakeries:**

- for a 2 days process (temperature in the bakery is 22C) the approximate timing is to mix the dough at 10 am, shape around 2 pm, use cool proofing at 7,5 - 8,5C and bake at 6.30 am on the next day
- you can use liquid starter too, just add less water to the final dough
- use enough steam during the first 20 minutes

# Darnitskiy

Known as the "bread basket of Europe", Ukraine is not only famous for white wheat bread like Palyanytsya but also for many varieties of rye bread.

Since Ukraine is located on the "wheat-rye" border, you can find quite a lot of recipes amongst artisanal Ukrainian bakers combining those grains. Darnitskiy is a typical Ukrainian "gray" bread with the taste of which many locals associate the taste of childhood and "real" bread.

The creator of the modern version of this recipe, which is a continuation of the traditional Ukrainian rye-wheat bread, is the legendary Vera Drobot, professor at the National University of Food Technologies in Kyiv also called the "mother" of modern Ukrainian bread. Darnitskiy was created in the second half of the 20th century and gained great popularity not only in Ukraine, but also in the post-Soviet countries. Darnitskiy was named after one of Kyiv's districts.

This bread is very easy to prepare. It can be baked both, in a tin or as a shaped loaf and is therefore very popular amongst Ukrainian bakers.



# Darnitskiy

**1. Mix all ingredients** on 2 speed for 5 minutes.

**2. Transfer the dough to a container** greased with a small amount of neutral oil and leave at **27-28 °C for an hour or 70 minutes**, the dough will rise significantly.

3. Carefully **transfer the dough to the table, trying not to degas the dough, gently form a loaf and transfer it to a greased baking tin**. Align the top with wet hands. Cover the tin and leave for another **60 - 90 minutes at 27-28 °C**. The bread is ready for baking if it has grown by about two times and small holes have appeared on its surface.

**1. Sprinkle the bread with water** before baking and **bake for 40-50 minutes at 220 °C**.

## Levain

**110 g** active rye  
sourdough starter

**110 g** rye flour T930 (white  
rye, not whole grain)

**65 g** water

Mix, leave for 3 hours at  
27-28C

## Dough

### whole

levain

**100 g** strong wheat flour

**100 g** whole wheat flour

**140 g** rye flour T930 (white  
rye, not whole grain)

**230 g** water

**10 g** salt

# Darnitskiy



# **Chapter 2:** Sell bread and donate

# How to sell Ukrainian bread?

We have to confess:

**We will have to leave you alone on this a little bit...** Unfortunately we learned that our team cannot be on the ground everywhere and help every bakery to create a selling event.

**But we want to encourage you to do it yourself!** Bake the bread, spread the word in the community, tell the story and donate to Ukrainian bakeries via [bakeforukraine.org](https://bakeforukraine.org)

We will therefor provide you with:

1. Tipps on how to plan your event
2. Tipps on how to promote your event
3. Tipps for interactions and material in your store



# The Process

1.

**Plan your baking days,** the amounts and the time when you want to sell the bread in your store.

2.

**Share your plan** by filling out our baking form and share with us your plan.

Link:  
<https://airtable.com/shrxfCEkSpxn1H2xa>

3.

**Bake your testbread** to get a feel for the recipe. Ask our bake experts if you have any questions

4.

**Prepare your store.** Use our POS marketing material and announce your special bread online

5.

**Bake** the bread according to your plan and estimations

6.

**Sell the bread** in your store and also share the story behind it

7.

**Calculate** how much bread you have sold and how much **donations** you can contribute.

# 1. Tipps on how to plan your event

A

## **Plan a bit in advance.**

### **Plan you milestones.**

- When would be a good time to sell?
- Therefore when do I need to bake the bread?
- Therefore when do I need a test-bake for the recipe?
- When can I announce this event?
- Where can I announce this event?

B

## **Connect with your „reason why“**

The conflict is or was omnipresent (depending on your region and media). This movement that we are trying to build is not about leveraging a media hype. At its core is a humanitarian thought of providing a stable food supply chain for people in the Ukraine through bread as a universal cultural probe. We invite you to join this idea, not a marketing opportunity for your business

C

## **Transparent pricing**

For the integrity of your business and our movement we recommend to be very clear and transparent about the breads pricing. We know in every country and region pricing is different, therefore we propose that you display in your store for your customers to see 1. How much % of the sales prices will be donated 2. After the event, display how much money you have donated and how that is related to breads sold.

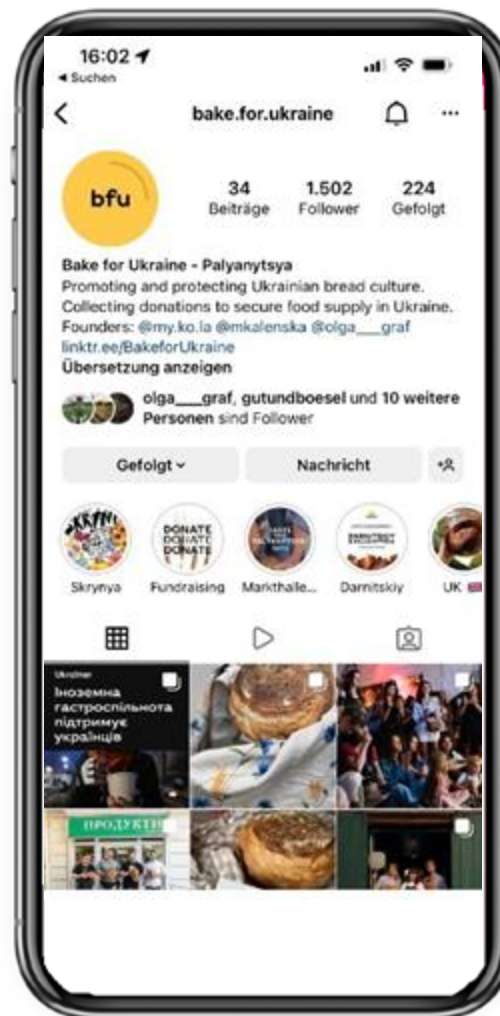
## 2. Tipps on how to promote your event

A

### If you social media:

Post an announcement roughly a week or a couple of days before you start selling the bread. Tag our account (@bake.for.ukraine). We will spread the information further.

When you start selling your bread, make lots of photos of your store, happy customers and the bread on your counter. Post the photos on your social media profiles, websites and consider informing local press.



Key messages:

- We have joined the #BakeForUkraine initiative
- **Now we are selling** Palyanytsya a traditional delicious Ukrainian bread **until X**
- 100% of our sales will go to the #bakeforukraine initiative to support the food supply chain in Ukraine

# 3. Tipps for interactions and material in your store



**Poster** with the announcement of supporting Ukraine with a special Ukrainian bread. Hang this poster in your shop window or wall.

**Print yourself!**  
[Download here](#)



**Postcards** with basic information and a link to our website to share with your customers. Put them on the countertop for customers to take.

**Print yourself!**  
[Download here](#)



**Postcards** Five postcards with recipes for Ukrainian bread and pastries. Give them away for donations.

**Print yourself!**  
[Download here](#)



**Bag** Fabric bag with pictures of Ukrainian bread. Print the picture on a fabric bag. Give it away for donations.

**Print yourself!**  
[Download here](#)

**Print yourself!**  
[DOWNLOAD ALL MATERIALS HERE](#)



## + Communication in the store

We have learned that these are the key information about the bread for you sales staff in the store.

**On the following pages you can find additional informations about the project and what to answer to frequently asked question**

Please make sure your staff is informed about the project, the cause and the background information. Only with a motivated front desk team the project will be a success.

„We have a special Ukrainian sourdough bread that is also made with milk and butter. 20% of the sales go to Ukrainian bakeries“

„This week we became part of the #BakeForUkraine initiative where 20% of sales from our special Ukrainian bread go to support food supply chains in Ukraine. Would you like to try it?“

„Would you like to try something new and learn about Ukrainian bread culture? Then try this! It also supports Ukrainian bakeries.“



A customer might say

„Now even bread... Ukraine is everywhere.  
I already donated weeks ago...“

## Why bread?

Ukraine has very fertile land and is an extremely important grain producer in the global context **providing 7% - 12% of the world's wheat supply (Source: OEC 2019 and 2020).** Therewith it is amongst the top 5 wheat suppliers in the world.

The importance of grains in Ukraine is even represented in the national flag: **blue = sky and yellow = grain field.**

Bread is a very basic and sacred food. It is a daily product through **which we can remind people all over the world of the war and allow them to help Ukraine with small donations on a daily basis.**

A customer might ask

„What is so special about this bread?



## Why palyanytsya?

We are starting with the Ukrainian Palyanytsya which is one of the traditional national breads.

**It is known by every Ukrainian and reminds most of them of their childhood.**

It is a mild white wheat bread **which includes milk and butter or ghee.**

**It is round and has an iconic smile-cut.**

We are planning to **add more recipes of Ukrainian baked goods** by the time and the rebby demonstrate the beautiful diversity **of a rich culinary culture.**

With our initiative, **we hope to preserve the tradition of a country that might disappear.**

## A customer might ask

„How do you pronounce this? Is there an easy way to say it?“



## Palynystya

[pəljɛ'nɪtsjə]

Think about the baguette. Back when it was introduced in countries outside of France. Nobody could pronounce it. Now it's part of the whole European bread culture and we have a bite of France every time we buy and eat it.

That is our goal as well. Besides collecting donations we want to spread the Ukrainian bread culture to build bridges between all European people .

## A customer might ask

„What will happen to the money?“

## Use of the funds

With the money we raise, we buy bulk food for bakeries in Ukraine which currently play an important role in providing food security to soldiers and the civil society.

We are directly in touch with bakeries in Ukraine and have a wide and relevant network in Germany that allows us to do so.

We will transparently document where the money goes on our social media and website.



# Donate at the end!

We would kindly ask you to donate to our cause.

We will then provide services of food security to Ukrainian bakeries to the best of our abilities.

We share our efforts transparently on our social media streams and website.

We are an official members of the non-profit organisation WE AID gGmbH based in Berlin.

## Bank Details

Account Holder: WE AID gGmbH

(NOTE: Die WE AID gGmbH vereinnahmt die Spenden im Namen der Initiative.)

IBAN: DE52 3702 0500 0001 8388 01

SWIFT/BIC: BFSWDE33XXX

Use Keyword: Bake4Ukraine

Bank Details:

Bank für Sozialwirtschaft Aktiengesellschaft

Konrad-Adenauer-Ufer 85,

50668 Köln, Germany

Telefon +49 (0) 221 97356-0

[or with a few clicks just here including to Paypal](#)



# BAKE FOR UKRAINE FOUNDING TEAM



Maria Kalenska

20+ YEARS IN FOOD  
BUSINESS & GASTRONOMY



Lena Vorozheikina

20+ YEARS IN GASTRO  
& RETAIL BUSINESS



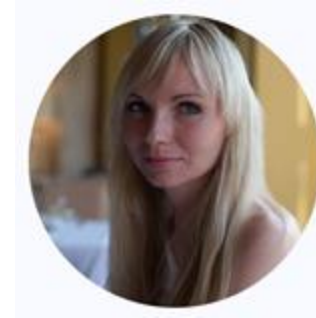
Olga Graf

FOOD SUSTAINABILITY &  
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EXPERTISE



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DONATE TO OUR MISSION | GET INVOLVED IN OUR MISSION

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Thank you