



une gaufrette
saperlipopette



WE'RE OFTEN ASKED FOR THE SECRET OF OUR BREAD. WELL, THERE ISN'T ONE.

I'd been a baker for 30 years when I made an amazing discovery. Like most of my colleagues, I knew absolutely nothing about flour, although it's the essential ingredient in breadmaking. It arrived by the sackful from the industrial mills and I worked it without question.

Everything changed the day Claude Bodson came to Une Gaufrette Saperlipopette and placed a sack of additive- and enhancer-free flour on the counter. He set me a challenge that would change my work method forever: "I'm told that it's impossible to make bread with my flour," he said. "Would you like to try?"

Une Gaufrette Saperlipopette's products, shops and our story have been the subject of many press articles over the years.

But today we want to show you what happens before our bread, croissants, French sticks, Liege waffles and chouquettes arrive in our shop windows.

We want to introduce the **dedicated producers** without whom Une Gaufrette Saperlipopette's products would not have their delicious flavour.

We also wish to explain why the bread of Une Gaufrette Saperlipopette is **unique**, and strongly affirm our **commitments** and our **values**.

We emphasise that none of this would be possible without the **dedication** and **enthusiasm** of our teams!

Une Gaufrette Saperlipopette's bread is unique

Two years ago our team made a commitment to **eliminate any artificial enhancers, correctors or regulators** from our raw materials and our production processes. We're proud to state that today our dough no longer rises by the action of **enzymes** but thanks to **leaven**, which we produce ourselves.

And you can taste that quality in the product! The long weekend queues in the Rue des Mineurs, and the smiles on our customers' faces are proof.

But this is only the beginning...

Thanks everyone!
Eric Michaux

Responsible publisher:
Eric Michaux
7, rue des Mineurs
4000 Liège

Brochure designed by **Scriptus** in 2017
<http://scriptus.be>

Texts: Frédérique Henrottin
Photos: Karl Delandsheere

The story begins with a crazy bet between two soil buffs: Claude Bodson, the son of a farming family that's grown cereals at Villers-l'Évêque since 1810, and Dominique Lepière, an agricultural engineer who worked all over the world before returning to his native Belgium.

“Everything started with this question: why does our region, with one of the best soils in the world for cereals, only produce poor flour?”, explains Dominique. “Nobody here seemed to be interested in growing flavoursome high-quality wheat.”

Claude adds: “This region went from growing breadmaking cereals, farmed with respect for the land, to the cultivation of so-called ‘all-purpose wheat’ - grown for the industrial sector, for animal feed, for the production of bioethanol, or even for starch used as corrector for breadmaking flour.”

Ensuring that we eat good bread again

By 1999, Claude and Dominique can no longer take it. They start the search for wheat varieties that meet their quality requirements, and develop smart farming methods to obtain a product free from any chemical residue.

To achieve this, they enlist the help of specialists from the universities of Gembloux, Louvain-la-Neuve and Liège. They also cross the Belgian borders to meet experts in cereal genetics whose knowledge is essential to their project.

But the process is long and fraught with disappointments. “We work with nature and natural cycles. That means that we have to wait a year to test every hypothesis, or get answers to questions”, explains Claude.

More than 10 years go by before they develop the product of their dreams. A wheat that only needs to be crushed to produce good flour, and requires nothing more: no additives, and no enhancers. Flour produced from pure varieties, without mixing. A revolution in the sector.

Working with nature

Working with Mother Nature isn't easy! Unlike industrial products, the cereals produced by Claude and Dominique and delivered as flour to the bakery in the Rue des Mineurs aren't standardised. The pleasure of working with a truly living product is now being rediscovered!

- Every harvest is unique. Just like grapes, the climate directly influences the development of cereals. And as nothing is added to the flour, the taste of the product varies from one year to the next.
- And it's not only the taste: the texture of the flour varies too! It's a challenge for the bakers who work with it, as they need to adapt to a new product that reacts differently every year.
- The yield by hectare differs from conventional agriculture by an estimated 30 to 40%. So the flour is more expensive, but this is the price of quality.

**WE HAVE DECIDED TO
PRODUCE THE BEST FLOUR
IN THE WORLD!**

CLAUDE
↓

DOMINIQUE
↓



A close-up photograph of green wheat leaves, some with small dew drops on their tips, serving as the background for the text.

OUR LAND: INCREDIBLE RICHNESS

The dry Hesbaye region is renowned the world over for its rich soil, which is particularly suitable for the cultivation of cereals and has been exploited by man since neolithic times.

It stretches over a relatively small area, between the rivers Geer and Meuse. And its richness? The soil consists of a thick layer of silt, upon a bed of clay and chalk.

The region is deemed “dry” due to its lack of waterways. But dig beneath the surface, and rainwater can be found stored within the clay below.

This soil, together with a temperate climate, and even rainfall throughout the year, provides optimal conditions for growing wheat.



WE DIDN'T REALLY KNOW WHAT WE WERE GROWING UNTIL WE TASTED A LIEGE WAFFLE FROM UNE GAUFRETTE SAPERLIPOPETTE

"Even if you're convinced that you produce the best flour in the world, it's useless if nobody wants it", explains Claude. After more than 10 years' work, Dominique and Claude had difficulty persuading the professionals to use their flour. **"We were told that our flour was not suitable for breadmaking without additives, and that the product would never be profitable"**, adds Dominique.

"We had to find someone who was convinced by our approach, and willing to take the time to get used to the product. A baker ready to adapt their methods while respecting the integrity of the product, without giving in to the temptation of adding enhancers. And finally, we found M. & Mme Michaux and his wife!", concludes Claude. "Now our greatest reward is to see the long queues at their bakery every weekend."

BREAD RISEN WITH LOVE

What is bread? Flour, water, salt, and something to trigger the fermentation of the dough. We also include an additional ingredient: passion!

Most bakers today use chemical yeast. Easy to control, this technique has the advantage of regulating bread production with precision.

But we've opted for a traditional technique. Known since ancient Egypt, **natural leaven** is simply a mix of flour and water in which lactic bacteria develop and produce natural yeast, which makes bread rise and gives it that characteristic flavour.

The use of natural leaven is less simple, however. It involves discipline, presence (leaven must be regularly 'fed'), and flexibility. It's a living substance that reacts to its environment, and to temperature. It means that we have to go outside to check the weather conditions, because leaven rises differently when it's sunny, when it's stormy, and when it rains.

But reconnecting to this demanding technique has allowed us to rediscover the real pleasure of producing quality bread!

The 4 ingredients of our bread

Flour: produced from the cereals of Claude Bodson and Dominique Lepière, our flour is free from any additives or pesticides, certified by regular analysis reports.

When we know that today the European Union allows the use of more than 200 additives in flour, without the obligation to mention their presence in the bread, it is **exceptional** to enjoy a product of this purity!

Our flour also contains no added gluten. Many gluten-intolerant people visit our shop, as they can enjoy our bread without any problems. (If that's not a sign that something isn't right in the bread industry...)

Leaven: produced here in a Tradilevain yeast fermenter, using the same flour as our bread. Natural yeast can't be obtained from industrial flour: the chemical agents kill the good bacteria. Another proof of the quality of our flour!

Mineral water: to avoid the presence of chlorine in our products we use mineral water. This is what feeds our leaven and is added to our bread.

Guérande salt: because we want to do things properly, even our salt is carefully selected! Natural, unrefined and of course additive-free!

*Exceptional know-how, soil,
climate, cereals, smart cultivation,
mature harvesting, professionals who
make the most of traditional expertise
and modern techniques...
and lots of passion!*

We are Une Gaufrette Saperlipopette!

