

Bakery-Kit

We want you to bake for
Ukraine!

The **following pages** will show you how you can turn water and flour into the most traditional and delicious Ukrainian breads. We will **show you how you can become part of the movement and create a campaign** with the help of our marketing material. Let's collect donations together and support bakeries in Ukraine to withstand this war and crisis.



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 and people in need by donating money.

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

Let's start and make this world a peaceful place through bread!

Chapter 1: The breads and recipes

Palyanytsya

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

[pəljə'ɪtsjə]

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. Maybe the Palyanytsya is the next Baguette.



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, or in a Dutch Oven **for 20 minutes at 250 °C** and for another **20 minutes at 210 °C** without steam. In case of a Dutch Oven remove the lid after 20 minutes.
5. **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 (11-13% protein)

230 g water

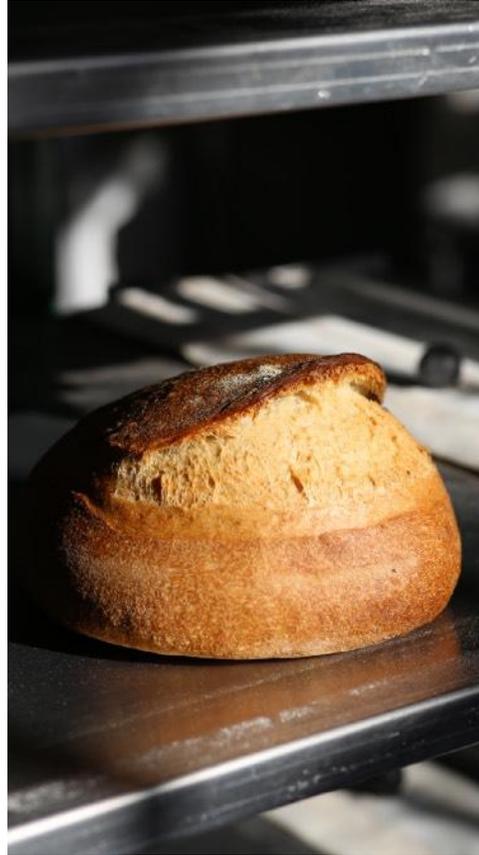
11 g sugar

50 g whole milk

7 g salt

35 g butter (or ghee) at room temperature

Palyanytsya



Additional recommendations for bakeries:

- for a 2 days process (temperature in the bakery is 22°C) the approximate timing is to mix the dough at 10 am, shape around 2 pm, use cool proofing at 7,5 - 8,5°C and bake at 6.30 am on the next day
- you can use liquid starter too, just add less water accordingly 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.
4. **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

We will therefore provide you with:

1. Tips on how to plan your event
2. Tips on how to promote your event
3. Tips 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.

3.

Test bake your first Ukrainian bread to get a feel for the recipe. Ask our baking experts if you have any questions via hello@bakeforukraine.org

4.

Prepare your store. Use our marketing material and announce your special bread online. Tag us on Instagram and we will spread the word with you.

5.

Bake the bread according to your plan and estimations

6.

Sell the bread in your store and also share the story behind it. Tag us again and we will share your story too.

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 your 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?
- Announce this event a week and again a few days prior.
- Where can I announce this event?

B

Connect with your „reason why“

The war 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 Ukraine through bread as a universal cultural food. 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 bread's 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. Say officially thank you to those who have donated.

2. Tipps on how to promote your event

A

Social media:

Post an announcement roughly a week or/and 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.

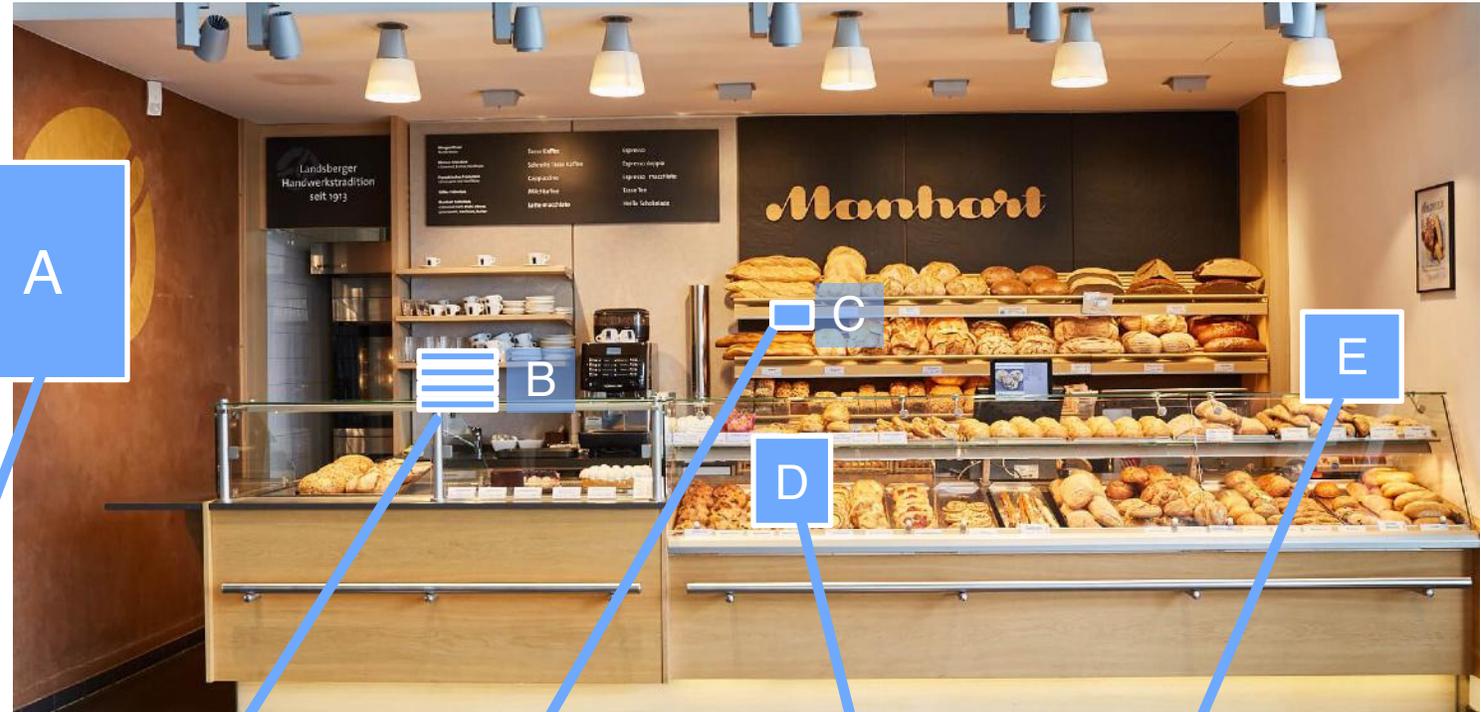


Key messages:

- We have joined the #BakeForUkraine initiative
- **Now we are selling** Palyanytsya a traditional delicious Ukrainian bread **until X**
- 20% of our sales will go to the #bakeforukraine initiative to support the food supply chain in Ukraine

3. Tipps and examples for interactions and material in your store

We have created a bunch of print out materials you can use. Feel free to place them in your store.



Storefront-Poster with the announcement of supporting Ukraine with a special Ukrainian bread.

Postcards with basic information and a link to our website to share with your customers

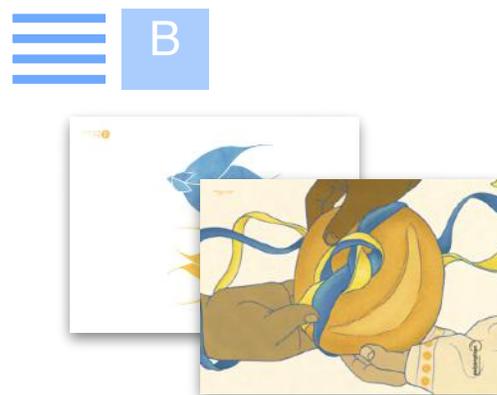
Shelf-Labels with the name of the bread and a logo

Countertop Display or an **A4 display cabinet poster** with the details of the campaign (incl. revenue share model, the purpose of the donations and the organization behind it)



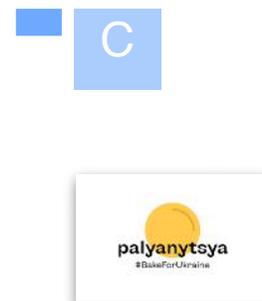
Storefront-Poster with the announcement of supporting Ukraine with a special Ukrainian bread. Hang this poster in your shop window.

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



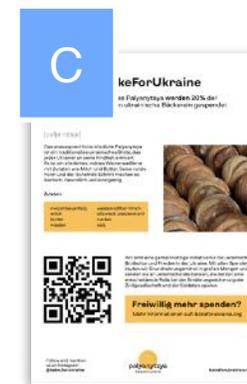
Postcards with basic information and a link to our website to share with your customers. Put them on the countertop for customers to take.

We will can you postcards to your store address. Or you can print them yourself. [Download here](#)



Shelf-Labels with the name of the bread and a logo. Hang them directly next to the bread on the shelf. Add price if necessary

Print yourself! [Download here](#)



Countertop Display or an A4 display cabinet poster with the details of the campaign (incl. revenue share model, the purpose of the donations and the organization behind it). Tape this in your countertop display or place it on top.

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



Want to generate more revenue for the cause?

You can sell these beautiful bread bags at a minimum price of 12 € in your store.

They are made of organic cotton, screen printed in Germany with an illustration by the famous illustrator Maria Ruban.

Please get in touch with us directly via hello@bakeforukraine.org. We will deliver the bags to you.

Communication in the store

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

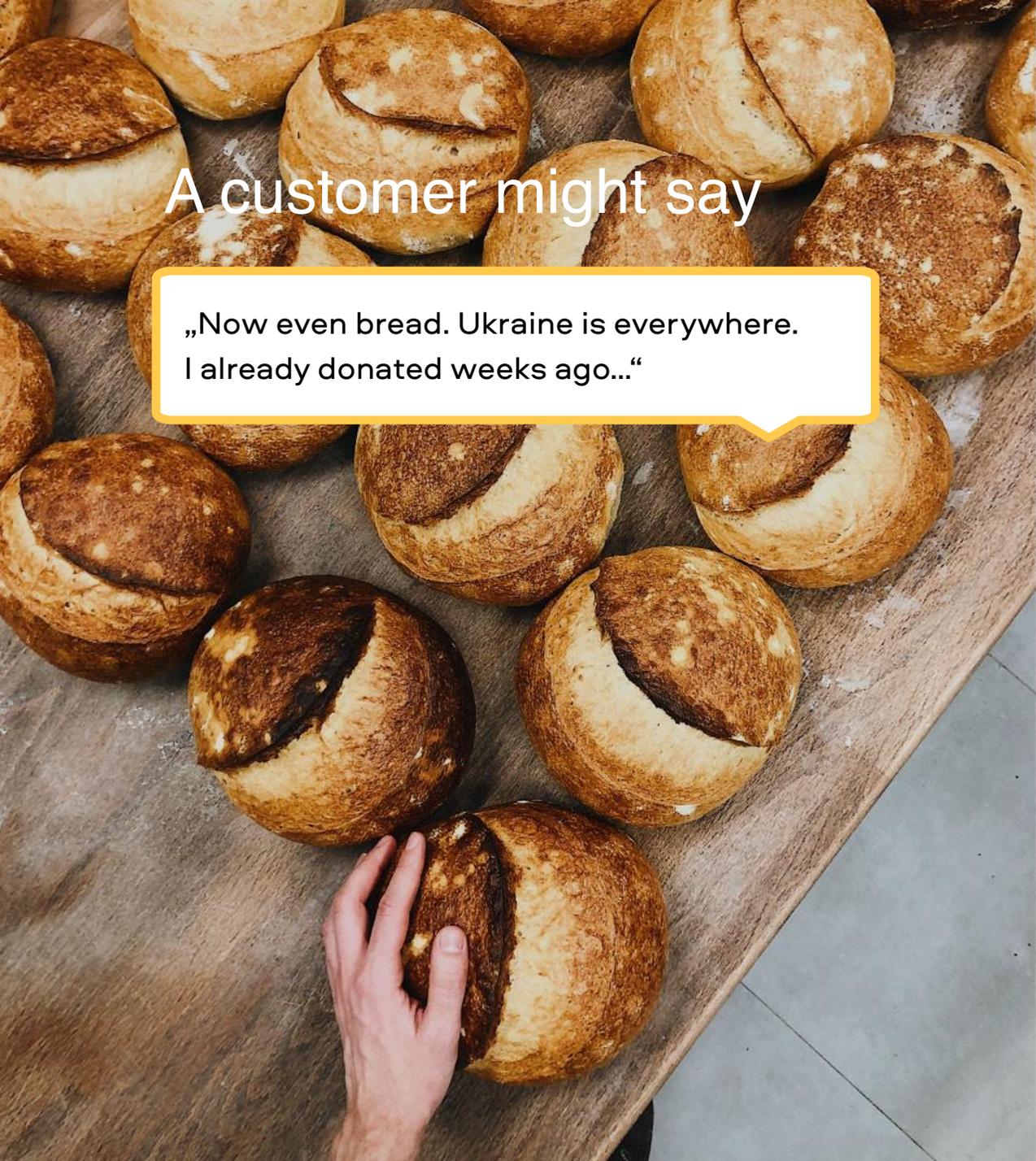
On the following pages you can find additional information about the project and what to answer to frequently asked questions.

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 made with milk and butter. x% of the sales go to Ukrainian bakeries that feed the refugees and soldiers“

„This week we became part of the #BakeForUkraine initiative where x% 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! IBM buying it you support Ukrainians directly.“



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 five wheat suppliers in the world. The whole world profits from Ukrainian harvest.

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 thereby 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?“



Palyanystya

[pəljə'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 shorter version „Palya-Bread“ has also been emerging recently.

During the war, local Ukrainians have asked people (mainly potential soldiers) to say Palyanytsya and therewith could identify if that person is Russian or Ukrainian. Because Russians have a slightly different

A customer might ask

„What will happen with the money?“

Use of the funds

Within the first months of the initiative, we used the money to buy bulk food for bakeries in Ukraine which currently play an important role in providing food security to soldiers and the civil society. To people who can no longer afford to buy food or have fled their homes.

The situation has changed meanwhile and food and transport have become much more expensive. Therefore, we decided to change the system: we are now supporting bakeries in Ukraine directly by buying food in Ukraine, paying salaries of the bakers and covering all their running costs.

We are directly in touch with bakeries in Ukraine and can transparently trace all the money and product flows.

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 elinor Treuhand e.V. based in Berlin. If you don't need a donation receipt, please donate to this account:

Account holder: elinor Treuhand e.V.

Bank: GLS Bank

IBAN: DE48430609677918887700

BIC: GENODEM1GLS

Purpose: ELINORG3NV5K (very important to mention!)

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

If you do need a donation receipt, please donate to our partner organisation that is managing the purchases of food:

Kulturverein Markthalle Neun e.V
IBAN:DE91 4306 0967 1176 7637 01
GLS Gemeinschaftsbank eG

Who we are?

We are the four initiators who are united by the passion for artisanal bread. We are a mixture of Ukrainian, German and Russian, who bring a wide international network in the food and particularly baking sector. By now, our team consists of 12 volunteers.

Mail:

hello@bakeforukraine.org



Olga Graf

Russian-German food sustainability strategist and consultant

www.foodkompanions.com



Maria Kalenska

Ukrainian Food writer, blogger and ambassador of Odessa cuisine

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Mykola Nevrev

Ukrainian-Slovak baker, author and photographer

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Olena Vorozheikina

Ukrainian Retail expert, Human Design researcher

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Thank you

