



Confédération Nationale
de la Boulangerie
et Boulangerie-Pâtisserie
Française



The baguette, a symbol of french culture

PRESENTATION



PRESENTATION

The baguette, a symbol of french culture

2 ROLL-UPS

2 roll-ups featuring a woman and a man holding baguettes to introduce the presentation.



PRESENTATION

The baguette, a symbol of french culture

BOX 1 - CULTURE AND COMPOSITION

- 1 - The baguette, a symbol of french culture
- 2 - History of the baguette
- 3 - Albert Dubois-Pillet's lady carrying bread
- 4 - What's in a baguette?
- 5 - Shape of the baguette

LA BAGUETTE, UN SYMBOLE FRANÇAIS | THE BAGUETTE, A SYMBOL OF FRENCH CULTURE



LA BAGUETTE, UN SYMBOLE FRANÇAIS
THE BAGUETTE: A SYMBOL OF FRENCH CULTURE

La baguette de tradition française est plus qu'un pain long, mince et croustillant, c'est un symbole. Elle ne possède pas de définition précise et son origine est assez floue, pourtant, la baguette fait partie du patrimoine immatériel des Français.

The French baguette is more than a long and slim bread with a crunch; it's a symbol. It may not have a clear definition, and its history may be rather hazy, but the baguette is part of French heritage.

Patrimoine Culturel Immatériel en France

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The baguette, a symbol of french culture

LA BAGUETTE, UN SYMBOLE FRANÇAIS | THE BAGUETTE, A SYMBOL OF FRENCH CULTURE



1770
À Paris, les pains longs fendus de quatre et six livres supplantent les pains ronds.
In Paris, long breads with slashes weighing four and six livres supplanted round breads.

1834
Mention de la scarification à la lame de rasoir sur des pains longs de type flute.
Mention of flute-shaped breads being cut with razor blades.

1840
En contrepartie d'une taxation sévère du pain ordinaire, l'administration autorise la vente de pain dit de fantaisie.
The government authorized the sale of so-called fancy bread while issuing a heavy tax on ordinary bread.

1890
Les parisiens se détournent du pain rassis et achètent de plus en plus de pain frais et croustillant.
Parisians increasingly eschewed stale bread for fresh and crisp bread.

1900
Dans certains bistrot parisiens, le pain « marchand de vin » destiné aux casse-croûte peut atteindre 1,70 m.
In some bistros in Paris, "wine-seller bread" used for snacking could be as long as 1.70 m.

1922
La baguette de 300 grammes mesurant environ 70 cm peut être consommée quelques minutes après sa cuisson.
A 300-gram baguette measuring around 70 cm could be eaten just minutes after baking.

1960
La mode du pain blanc et l'emploi des premières façonneuses mécaniques altèrent la texture de la mie et le goût de la baguette.
A trend for white bread and the use of the first mechanical production methods altered the baguette's texture and taste.

1980
Moins pétrie et plus longuement fermentée la baguette croustillante à mie crème renoue avec son standard de qualité.
With less kneading and a longer fermentation process, the crisp baguette with its soft inside gained a standard of quality.

HISTOIRE DE LA BAGUETTE
HISTORY OF THE BAGUETTE

Issue d'une longue tradition de consommation de pains longs, la baguette qui représente aujourd'hui plus de 70% des ventes de pain en France doit être consommée quelques heures après sa cuisson pour bénéficier de sa croustillance et de ses arômes.

The baguette comes from an old tradition of long breads and today represents more than 70% of bread sales in France. To enjoy the full effect of the baguette's crunch and flavors, it should be eaten within hours of baking.

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History of the baguette

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LA BAGUETTE, UN SYMBOLE FRANÇAIS / THE BAGUETTE, A SYMBOL OF FRENCH CULTURE



LA PORTEUSE DE PAIN D'ALBERT DUBOIS-PILLET
ALBERT DUBOIS-PILLET'S LADY CARRYING BREAD

La porteuse de pain est un tableau réalisé en 1888 par le peintre impressionniste Albert Dubois-Pillet. René Magritte ou Pablo Picasso, comme de nombreux autres peintres, ont également représenté le pain dans leurs œuvres.

Lady Carrying Bread is a painting made by the impressionist painter Albert Dubois-Pillet in 1888. Like many other artists, René Magritte and Pablo Picasso also painted bread in their works.

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Albert Dubois-Pillet's lady carrying bread

LA BAGUETTE, UN SYMBOLE FRANÇAIS / THE BAGUETTE, A SYMBOL OF FRENCH CULTURE



MATIÈRES GRASSES FAT	FIBRES ALIMENTAIRES FIBER	PROTÉINES PROTEIN	EAU WATER	GLUCIDES CARBOHYDRATES
0.4 %	5.3 %	9.2 %	28.0 %	54.6 %

MINÉRAUX ET VITAMINES
MINERALS AND VITAMINS 2.2 %

SEL-SALT 1.4 %

COMPOSITION DE LA BAGUETTE FRANÇAISE
WHAT'S IN A BAGUETTE?

Une baguette de tradition française est composée de farine de froment type 55 ou 65, d'eau (650 g pour 1 kg de farine), de sel (18 g) et de levure (12 g). Elle ne contient ni matière grasse, ni sucre ajoutés et aucun additif.

A baguette is made of wheat flour, water (650 g per 1 kg of flour), salt (18 g), and yeast (12 g). It is free of fat, sugar, and additives.

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What's in a baguette?

LA BAGUETTE, UN SYMBOLE FRANÇAIS / THE BAGUETTE, A SYMBOL OF FRENCH CULTURE

LA MIE
THE SOFT PART INSIDE
De couleur crème et de saveur douce, la mie de la baguette présente des alvéoles de taille variable.
Cream-colored and sweet, the soft inside of a baguette features air pockets of different sizes.

LA SOLE
THE SOLE
Est ainsi nommée car le pâton est déposé directement sur le sol chaud du four. Cette transmission instantanée de la chaleur va permettre la création d'une croûte plus épaisse que celle du dessus.
This part gets its name from its position on the oven's sole or hearth. Since it is in direct contact with the heat source, the bottom of the baguette forms a thicker crust than the top.

LE CROÛTON
THE TIP
Le croûton est l'extrémité de la baguette. Cette partie croustillante et délicate est également nommée quignon.
The tip of the baguette is crunchy and scrumptious. In French it is known as the croûton or the quignon.

LE DESSUS
THE TOP
La croûte sur le dessus est peu épaisse. Elle présente une belle couleur dorée avec des nuances de caramel.
The crust on top is rather thin. Its hue is golden, with hints of caramel.

LA GRIGNE
THE SLASH DESIGN
La grigne est le résultat d'une incision pratiquée sur la partie supérieure du pâton. L'ouverture des jets de grignes dans le four en début de cuisson est un moment magique.
The slash design on the top of the baguette comes from a cut into the dough prior to baking. It's magical to watch as the cuts open into wider slashes in the early stages of baking.

MORPHOLOGIE DE LA BAGUETTE
SHAPE OF THE BAGUETTE

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Shape of the baguette

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The baguette, a symbol of french culture

BOX 2 - PRODUCTION

- 6 - Different baguettes
- 7 - Making a baguette
- 8 - Fermentation
- 9 - Shaping of the french baguette
- 10 - The soul of the baguette: the slashes in its crust

LA BAGUETTE, UN SYMBOLE FRANÇAIS \ THE BAGUETTE, A SYMBOL OF FRENCH CULTURE



DIFFÉRENTES BAGUETTES
DIFFERENT BAGUETTES

La baguette fait partie de ce que l'on appelle au XVIII^e siècle les pains de fantaisie. Ainsi, la forme de la baguette française n'est pas standardisée. À partir d'une même pâte, on peut en effet obtenir une large variété de formes et de goûts.

In the eighteenth century, the baguette was considered a free-form bread. Back then, the French baguette did not have a standard shape. A large variety of shapes and flavors could be made from the same dough.

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Different baguettes

LA BAGUETTE, UN SYMBOLE FRANÇAIS \ THE BAGUETTE, A SYMBOL OF FRENCH CULTURE



La farine, la levure et l'eau sont versées dans le pétrin ainsi que le sel.
Flour, yeast, water, and salt are poured into a kneading machine.



Frasage en vitesse lente durant 4 minutes.
These ingredients are mixed on slow for 4 minutes.



Pétrissage en vitesse rapide durant 6 minutes.
The resulting paste is kneaded on fast for 6 minutes.



En fin de pétrissage, un temps de fermentation en masse est laissé à la pâte : le pointage.
After kneading, the dough sits to allow for the first fermentation process, also known as bulk proof, to take place.

LA FABRICATION DE LA BAGUETTE
MAKING A BAGUETTE

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Making a baguette

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LA FERMENTATION

FERMENTATION

La fermentation se déroule durant les deux phases de repos de la pâte : le pointage et l'apprêt. Sous l'action de levures, les sucres de la farine vont se transformer en alcool et en gaz carbonique, ce qui provoquera le gonflement de la pâte et le développement des arômes.

Fermentation takes place over two phases. The yeast acts to transform the flour into alcohol and carbon dioxide, which will cause the dough to rise and and let the flavors develop.

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Fermentation

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La pâte est divisée en portions de 350 g.
The dough is divided into 350-g portions.



Chaque portion est délicatement mise en boule.
Every portion is gently rolled into a ball.



Les boules sont placées sur une toile de lin avant d'être façonnées.
The balls are placed on a linen cloth (one layer) before being shaped.



La boule de pâte est aplatie...
Each ball is flattened out...



puis repliée sur elle-même...
then folded...



pour former un boudin.
to create a sausage shape.



Ce boudin est roulé...
The sausage shape is then rolled...



pour lui donner la longueur souhaitée.
into the desired length.



Les baguettes sont placées sur une toile de lin.
The baguettes are placed onto a linen cloth.

LE FAÇONNAGE DE LA BAGUETTE

SHAPING OF THE FRENCH BAGUETTE

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Shaping of the french baguette

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LA GRIGNE, L'ÂME DE LA BAGUETTE

THE SOUL OF THE BAGUETTE: THE SLASHES IN ITS CRUST

Réalisée à l'aide d'une lame tranchante, la "grigne" est caractéristique de la baguette française. Ces coups de lame dans la pâte vont avoir une influence sur la couleur, le volume et la formation de la croûte. La grigne est la signature du boulanger.

These slashes, which are made with a sharp blade, are characteristic of the French baguette. The cuts in the dough will impact the color, volume, and shape of the crust. The grigne, as it is called in French, is the bread maker's signature mark.

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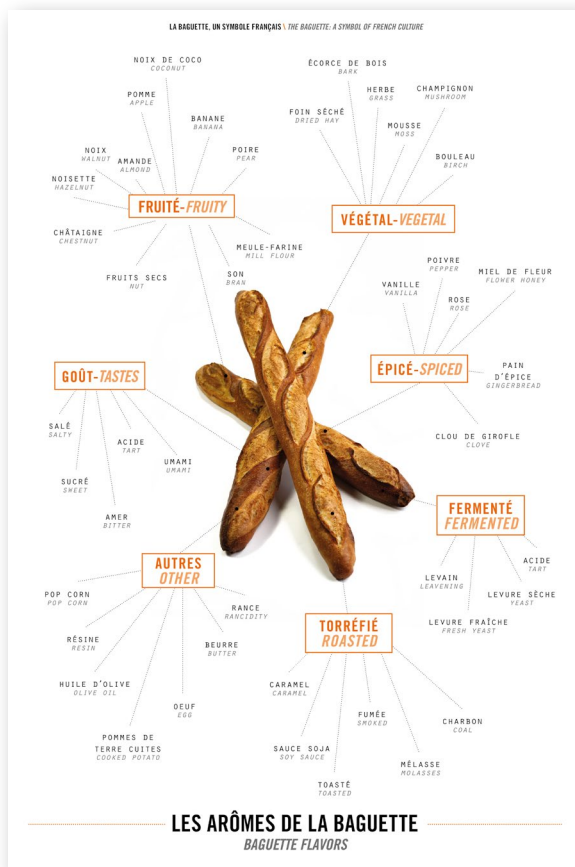
The soul of the baguette: the slashes in its crust

PRESENTATION

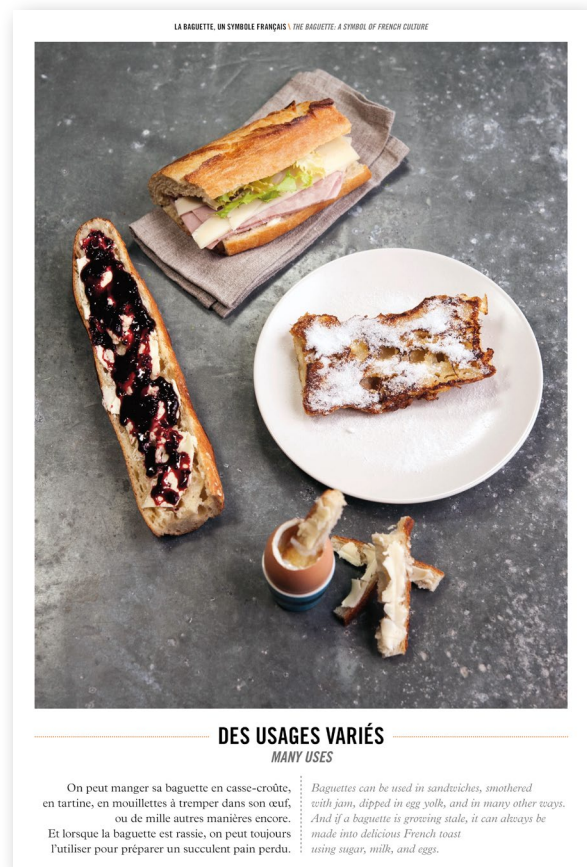
The baguette, a symbol of french culture

BOX 3 – FLAVORS AND USES

- 11 - Baguette flavors
- 12 - Many uses
- 13 - The quignon
- 14 - Bread, wine, cheese: a fermented trilogy
- 15 - The baguette around the world



11 Baguette flavors

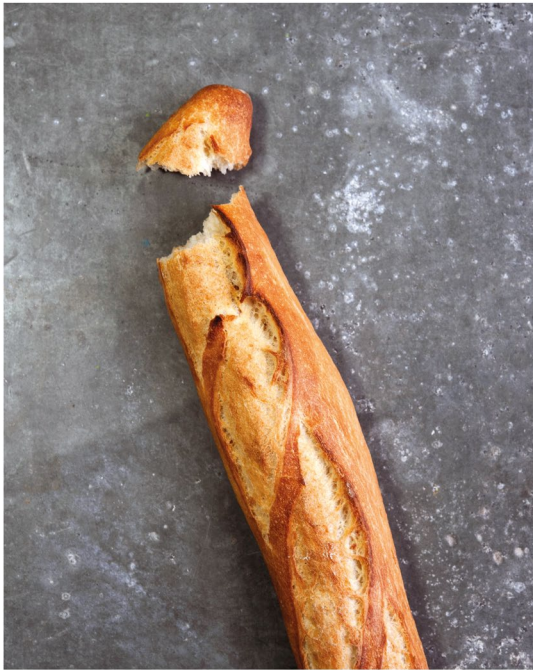


12 Many uses

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The baguette, a symbol of french culture

LA BAGUETTE, UN SYMBOLE FRANÇAIS | THE BAGUETTE: A SYMBOL OF FRENCH CULTURE



LE QUIGNON THE QUIGNON

Le quignon est une entame, un croûton, un morceau de l'extrémité de la baguette. Mais il est plus que cela. C'est un privilège qui appartient à celui qui porte la baguette en sortant de la boulangerie et qui pourra le rompre et s'en délecter.

The quignon is a first bite at the tip of the baguette. But it's more than that. It's a treat to the person who's gone to fetch the bread. Walking out of the boulangerie, they can break it off and enjoy.

13 The quignon

LA BAGUETTE, UN SYMBOLE FRANÇAIS | THE BAGUETTE: A SYMBOL OF FRENCH CULTURE



PAIN, VIN, FROMAGE : LA TRILOGIE FERMENTÉE BREAD, WINE, CHEESE: A FERMENTED TRILOGY

Entre le cru et le cuit, la fermentation a de tout temps fait partie de la culture des hommes tout en conservant une part de mystère. Le fromage, le vin et le pain sont trois exemples d'aliments fermentés à la forte charge symbolique.

Between raw foods and cooked foods, fermented foods have always been part of human culture, although they've always maintained a certain mystery about them. Cheese, wine, and bread are three examples of highly symbolic fermented foods.

14 Bread, wine, cheese: a fermented trilogy

LA BAGUETTE, UN SYMBOLE FRANÇAIS | THE BAGUETTE: A SYMBOL OF FRENCH CULTURE



Corée



Chine



Inde



France



New York - USA



Séoul - Corée



France



Nantes - France



Lyon - France



Séoul - Corée



Nantes - France

LA BAGUETTE DANS LE MONDE THE BAGUETTE AROUND THE WORLD

De la Chine au Canada, d'Australie au Brésil, de Russie au Japon, la baguette est produite dans de nombreux pays à travers le monde. Cependant, partout sur la planète, elle reste toujours le symbole de l'art de vivre à la française.

The baguette is produced in many countries: from China to Canada, Australia to Brazil, and Russia to Japan. However, it is internationally recognized to be a symbol of the French way of life.

15 The baguette around the world

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The baguette, a symbol of french culture

BOX 4 – SOURCING AND MODES OF PRODUCTION

- 16 - Common wheat
- 17 - Milling
- 18 - Artisanal production of baguettes
- 19 - Research
- 20 - The production of processed baguettes

LA BAGUETTE, UN SYMBOLE FRANÇAIS | THE BAGUETTE, A SYMBOL OF FRENCH CULTURE



LE BLÉ TENDRE
COMMON WHEAT

Le blé tendre (*Triticum aestivum*) est également nommé froment. Il est originaire du Moyen-Orient. C'est la céréale la plus cultivée en France. Le blé permet de produire la farine à la base du pain et de la baguette.

Common wheat (*Triticum aestivum*) is also known as bread wheat. It comes from the Middle East and is the most-produced grain in France. Bread is made from flour, which is in turn made from wheat.

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Common wheat

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LA MEUNERIE
MILLING

Quatorze étapes sont nécessaires pour passer du grain de blé à la farine. Le broyage et le tamisage du grain s'effectuent dans des moulins. Avec 100 kg de blé, on obtient 78 à 80 kg de farine.

There are fourteen stages between wheat and flour. Crushing and sieving are performed in mills. It takes 100 kg of wheat to make 78-80 kg of flour.

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Milling

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The baguette, a symbol of french culture

LA BAGUETTE, UN SYMBOLE FRANÇAIS / THE BAGUETTE: A SYMBOL OF FRENCH CULTURE



LA PRODUCTION ARTISANALE DE BAGUETTES

ARTISANAL PRODUCTION OF BAGUETTES

Le matériel usuel des 32 000 boulangeries françaises permet de produire chaque année 6 milliards de baguettes et divers autres pains. Seules les entreprises qui fabriquent et cuisent sur place ont droit à la dénomination « boulangerie ».

The typical equipment used by 32,000 French bakeries helps produce 6 billion baguettes and other breads annually. To be called a "boulangerie", a business's bread must be crafted and made in-house.

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Artisanal production of baguettes

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LA RECHERCHE

RESEARCH

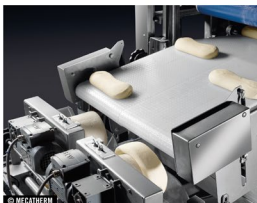
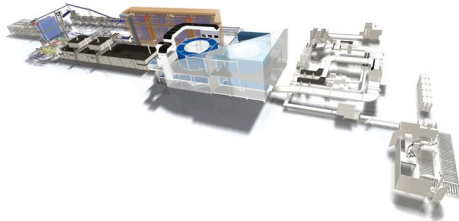
Le pain français fait l'objet d'études scientifiques constantes pour en optimiser l'aspect, le goût et la valeur nutritionnelle. L'image de droite montre des alvéoles de pâte à pain constituées de granules d'amidon encastrés dans un réseau de gluten.

Scientists are constantly working to optimize the aspect, taste, and nutritional value of French bread. The image on the right shows bread dough cavities which come from starch granules embedded in a network of gluten.

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Research

LA BAGUETTE, UN SYMBOLE FRANÇAIS / THE BAGUETTE: A SYMBOL OF FRENCH CULTURE



LA PRODUCTION INDUSTRIELLE DE BAGUETTES

THE PRODUCTION OF PROCESSED BAGUETTES

Les fabricants français de matériel, à l'issue d'une longue expérience, ont mis au point des lignes de fabrication optimisées pour la fabrication de la baguette et celle d'autres pains.

After much testing, French manufacturers perfected optimized production lines for making baguettes and other breads.

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The production of processed baguettes

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The baguette, a symbol of french culture

2. HOW TO RESERVE

A reservation can be made via email. Include an order form (last page of the pdf) with the following information:

- requester contact information and company name,
- requested presentation dates,
- numbers and titles of boxes being reserved
- presentation location,
- purpose and context of the presentation: an isolated event, a more general event on gastronomy, France, the wheat/flour/bread industry, etc.

And please attach proof of insurance with presentation specificities: amount insured against theft, fire, and any type of damage.

Contact to reserve the presentation

Email: aaldeguer@boulangerie.org

Phone: 33 (0)1 53 70 16 25

3. FINANCIAL CONDITIONS

The presentation is provided free of charge. The requester is only responsible for roundtrip transportation and insurance costs.

A 500-euro deposit (check or bank transfer) is requested at the time of reservation. This deposit can be adjusted on a case-by-case basis for partial presentation reservations. The check will only be deposited if there is any damage. The deposit will be returned to the requester when the material is returned and if it is in good condition.

Insurance Amounts:

- per box of 60 x 40 cm panels: 600 euros
- per box of 90 x 60 cm panels: 900 euros
- for the two roll-ups: 200 euros

4. PRACTICAL INFORMATION

The presentation comes in two choices of formats: 60 x 40 cm and 90 x 60 cm.

4.1. 60 x 40 cm Presentation Format

Panel dimensions and weight:

- Panel thickness: 2 cm (with cardboard glued to the back)
- Number of packing boxes: 4 boxes with 5 panels each
- Box dimensions: 46 x 66 x 18 cm
- Box weight: 8 kg
- Presentation footprint, with 5 cm between each panel: 9 m

Roll-up dimensions and weight:

- Base length and width: 90 x 20 cm
 - Height of roll-up when open: 200 cm
 - Weight of two roll-ups in their box: 11 kg
 - Dimensions of box containing the two roll-ups: 71 x 100 x 12 cm
- Each roll-up is placed in a canvas bag.

PRESENTATION

The baguette, a symbol of french culture

4.2. 90 x 60 cm Presentation Format

Panel dimensions and weight:

- Panel thickness: 2 cm (with cardboard glued to the back)
- Number of packing boxes: 4 boxes with 5 panels each
- Box dimensions: 71 x 100 x 20 cm
- Box weight: 16.7 kg
- Presentation footprint, with 10 cm between each panel: 14 m

Roll-up dimensions and weight:

- Base length and width: 90 x 20 cm
 - Height of roll-up when open: 200 cm
 - Weight of two roll-ups in their box: 11 kg
 - Dimensions of box containing the two roll-ups: 71 x 100 x 12 cm
- Each roll-up is placed in a canvas bag.

Hanging

The panels feature a ring on the back at the center (see photo). Simply use the hooks provided to hang them on different stands, preferably grating. A number on the back of the panels indicates the hanging order. However, you are free to change the order, particularly if you are not presenting all the panels.



*hook ring on the back
of the panels*



hanging hooks provided

PRESENTATION

The baguette, a symbol of french culture

6. RETURN

When you unpack the materials, you should keep the boxes, dividers, and roll-up bags for repacking.

– Send the boxes to this address:

*CNBPF
Service Communication
27 avenue d'Eylau, 75782 Paris Cedex 16*

– Inform the date when you send the boxes via email:

aaldeguer@boulangerie.org

Thank you for the care taken to return the materials, and we hope you have enjoyed presenting these panels as much as we enjoyed making them.

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The baguette, a symbol of french culture

ORDER FORM

Company name:

.....

Address:

.....

.....

Name of contact person:

.....

Phone:

.....

E-mail:

.....

First day of
presentation:

.....

Last day of
presentation:

.....

Presentation location:

.....

Presentation purpose
and context:

.....

.....

Format choice: **60 x 40 cm** or **90 x 60 cm**

.....

Choice of boxes: **Box 1** / **Box 2** / **Box 3** / **Box 4**

.....

Roll-up reservation: **Yes** **No**

.....

.....

Notes :

.....

.....

Please include proof of insurance with your order form.

Date :

.....

Signature :

Order form to be sent:

– by email : [aaldegue@boulangerie.org](mailto:aaldeguer@boulangerie.org)

– by mail : CNBPF

Service Communication

27 avenue d'Eylau, 75782 Paris Cedex 16