

# JOI

## MEDIA KIT

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# MEDIA RELEASE

## **Joï: Baking and Photographing Northern European Pastry focuses on the joy of creating and sharing experiences through delightful baked goods.**

Self-taught baker Joanna Struiksmas-Facey and photographer Cyntia Apps take us on a sensory journey through the world of pastry and confections from the Netherlands, Sweden, Norway, Denmark, Germany and Britain; sharing personal anecdotes and drool-worthy photos. Enthusiastic home-bakers eager to try their hand at some original recipes will enjoy preparing unpretentious, single-serving treats like cardamom buns, Bakewell tartlets, marzipan cookies, sour cherry pies, and more. Detailed instructions, troubleshooting tips and interactive resources make the recipes in this book accessible, including the more ambitious bakes.

Spread the joy by sharing your handiwork with friends and family; if not in-person, then through gorgeous photos you can achieve using Cyntia's photography tips.

Joï: Baking and Photographing Northern European Pastry was released worldwide in premium quality, full color, hardcover and paperback format on February 27th, 2023, through Amazon's Kindle Direct Publishing. It is targeted to baking enthusiasts with an interest in Northern European culture, and the aspiration to improve their food photography skills. Readers include home-bakers who enjoy sharing their baking projects on social media, food-bloggers, and pastry chefs looking for original pastry ideas and tips to enhance their photography abilities.

IT'S NO COINCIDENCE THAT NORTHERN EUROPEANS  
ARE SOME OF THE HAPPIEST PEOPLE ON EARTH.  
– THEY KNOW HOW TO TAKE A BREAK  
AND ENJOY A SWEET TREAT.

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# BOOK INFORMATION

Full title: **Joï: Baking and Photographing Northern European Pastry**

Authors: **Joanna Struiksmma-Facey, Cyntia Apps**

Page count: **252 pages**

Number of recipes: **52**

Language: **English**

Genre: **Cookbook, Dutch/Scandinavian/British baking, Food photography**

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Where to buy: **Amazon worldwide, through KDP print-on-demand**

Target audience:

**Baking enthusiasts with an interest in Northern European culture, and the aspiration to improve their food photography skills, e.g., home-bakers who enjoy sharing their baking projects on social media, food-bloggers, pastry chefs**

Online & social media:

Website: [www.joithecookbook.com](http://www.joithecookbook.com)

   @joithecookbook



# SYNOPSIS

Joï: Baking and Photographing Northern European Pastry was written with the goal of sharing the joy of creating and enjoying baked goods the way people do in Northern Europe. Whether it is referred to as Fika, Koffietijd, or Afternoon tea, *“the Northern European tea- or coffee break represents a true break in the day, a moment to sit and decompress, on your own or gathered with friends and family.”* Although ideally done in-person, social media has become a significant medium for sharing culinary experiences, as highlighted in the photography chapter of the book. Joï features a **unique combination of detailed recipe and photography instruction, personal storytelling, multi-media supplements and great design.**

Design professional by day, cookbook author by night, Joanna makes baking pastry un-intimidating with **clear layout and thorough, straightforward instruction.** She kicks off by saying, *“Don’t let the more exacting nature of pastry get in the way of your enjoyment of it!”* Next, she highlights the ingredients and equipment featured, how to use them and how/when to substitute. Recipes are sprinkled with **tips for troubleshooting, storage, scaling and variations.** Each recipe links to online resources on [www.joithecookbook.com](http://www.joithecookbook.com) through QR codes, including **how-to videos** for challenging recipe steps. It is as though Joanna is standing next to you in your kitchen lending a hand.

Joï represents a personal journey that is all about authenticity, stories and sharing joy. The book follows Joanna’s family history - each recipe is introduced through an **anecdote, memory or cultural narrative** to set the scene for the pastry. The recipe titles in their language of origin add to the genuine charm of the book. Audio recordings of the correct pronunciation can be accessed through the QR codes.

Photographer, Cyntia’s style is natural match to Joanna’s fresh take on pastry. Cyntia explains, *“My approach to photography is very simple: natural light and very little gear, yet with compelling storytelling and emotion.”* In a dedicated chapter, focusing on food styling and photography, Cyntia lays out a map to success for capturing pastry creations on film, beautifully and mindfully. She provides guidance for **getting professional results with minimal equipment** – perfect for the beginners (equipped with a mobile phone) and enthusiasts, alike. She includes **camera settings** for each full-page photograph in the book, so advanced photographers can recreate them.



# KEY FEATURES AT A GLANCE

**QR codes** provide instant access to online resources like how-to-videos, FAQs, where-to-buy links, and pronunciation audio recordings.

**Recipe names** are in their language of origin, with an English description.

**Anecdotes, memories or cultural narratives** set the scene for each pastry recipe.

**Yield, estimated active-, waiting- and baking times, and necessary equipment** are clearly indicated per recipe.

**Ingredients** are listed in the order in which they appear in the recipe (in g, oz, tbsp, tsp). Alternatives are offered where relevant.

**Detailed recipe instructions** are split into logical steps.

- Ingredients are bolded in the text so they cannot be missed.
- Advanced preparation steps are suggested up front.
- Oven temperatures appear in °C and °F.

**Camera setting notes** allow advanced photographers to experiment with recreating hero-photos.

**Tips** for troubleshooting, pastry storage, scaling up and down, ideas and variations, and baking science are added in gray boxes.



# AUTHORS



## Joanna Struikma-Facey

Prior to moving to North Carolina with my family in 2021, I was the owner and baker at Bright Spot Bakeshop, a cottage bakery located in the South Bay Area, California. Although my professional training and career is in design and innovation rather than in the culinary arts, I have always loved baking. My mother shared her enthusiasm for cooking and baking with me when I was a child. Both of my grandmothers were talented home bakers and feature often in the book.

Joï's Northern European inspiration is a reflection of my own personal history. My father is English and my mother is Dutch. I was born in Norway, and grew up in Sweden and the Netherlands. Having quite the sweet tooth, I've enjoyed my fair share of baked treats from these countries over the years!

Now that I'm living in the United States with my husband and two little boys, I am having fun replicating the sweets and baked goods I remember from my childhood. It fills my heart to pass these recipes on to other enthusiastic home bakers and to share a taste of my pastry-heritage. I hope you will love them as much as I do!

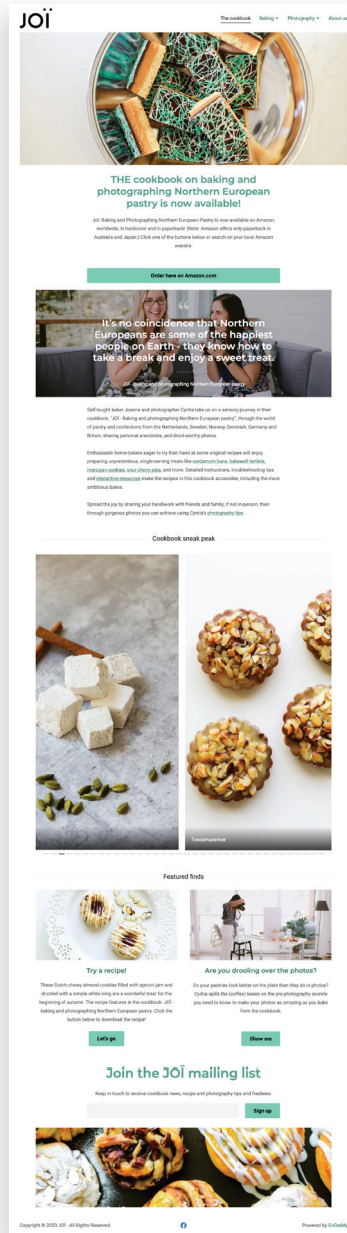
## Cyntia Apps

I tell stories through pictures for a living. I am an explorer and storyteller from Panama, and have lived in Canada and in the Netherlands. Love and life brought me to the beautiful state of California to find my path in life: to help people and businesses be seen. I am passionate about creating connections and absolutely in love with my craft of photography.

I have thrived on photographing people for many years, especially families, and have been featured in several online publications. My art has evolved to apply my signature use of beautiful light and storytelling and this book spotlights what I consider the most photogenic subjects outside of my comfort zone: Joanna's Northern European pastry.

The collaboration with Joanna on this project was the inception of a whole new path in my life and art. I am so thrilled I get to share this journey as a Food/Pastry Photographer with you. I am delighted to show my approach to Food/Pastry Photography and honored beyond words to be working with such a talented baker and extraordinary human being, Joanna.

# ONLINE & SOCIAL MEDIA PRESENCE



## www.JoiTheCookbook.com

The website is Joï's digital homebase. It includes:

- baking tips for each recipe with how-to instructional videos, pronunciation of recipe titles and recipe variation ideas
- where-to-buy resources for specialty ingredients, and baking- and photography equipment
- baking and food photography blog articles
- subscriber newsletter



## Joï the Podcast

Cyntia and Joanna talk about the creative journey of writing a cookbook, their cultural backgrounds, creative passions and more. And we want to inspire listeners to pursue their own creative journey.

## @JoiTheCookbook on Instagram

Joanna bakes a recipe from the cookbook every week and shares videos and photos of the process.



## JoïTheCookbook Facebook Community

Joï's readers and baking enthusiasts gather to share the results of their baking projects and ask questions.

## JoïTheCookbook on Youtube

Audio-visual content for Joï's digital experience lives on a dedicated Youtube platform.

# Q&A

Joanna and Cyntia welcome opportunities participate in podcasts, publications and collaborations. Suggested interview questions or conversation starters are:

- This is your first book and first collaboration together. Tell me about the inception of the book and the journey of creating it. What were the challenges? What did you learn?
- There are thousands of cookbooks for sale. What is unique about your book?
- What was the inspiration for the recipes featured in the book? Why Northern European pastry?
- What does Joï mean? Why is it the title for your cookbook?
- I'm a beginner baker/photographer. Is this book for me? Why?
- You mention the words authenticity and storytelling in the synopsis. What do those words mean to you in context of the book you created?



# ENDORSEMENTS

I just leafed through the book, and WOW! It's really a beautiful book. Great photos, gorgeous women, the recipes (drool smiley, heart-eyes smiley)... And too fun that the titles are in the language the recipes come from. And then the food photography tips! So complete and beautiful. You should be very proud of yourselves.

- Elyse Teerink (reader from the Netherlands)

If you use the QR code, aside from all kinds of other videos, you can hear how the names of the cookies should be pronounced. The Danish ones are really funny! The book is full of little jokes, especially in the introductions to the recipes. The author has a weakness for Nutella!

- Christa van der Stelt (reader from the Netherlands)

Really a beautiful book. It has a lot of recipes, lovely photos. I like all the Dutch recipes with their regular Dutch names. It will have a prime spot in our cookbook collection.

- Patrick Sanwikarja (reader from the Netherlands)

The book is awesome! Quite the masterpiece! Well done!

- Michael Facey (reader from Spain)

What an amazing baking guide! The recipes are very well written with personal stories that make it really fun to read. It connects you to the author. The book takes you by the hand to make the mouthwatering bakes in this book. Very concise and clear instructions. I've made the kanelbullars and I was amazed at how easy it was to follow the recipe and they turned out so delicious!!

- Sharon Vermeiden (reader from Spain)

These are some of the yummiest pastries EVER!! This book is beautifully illustrated. We have tried several of the pastries and they are of the highest quality we have ever tasted. Can't wait to try these recipes for ourselves. Great inspiration!!

- Ross Martin (reader from USA)

If you enjoy baking this is a great help and inspiration. I've tried some of the recipes in this book and my God they are so yummy and the instructions and illustrations makes it possible even for a novice like me.

- Freddy74 (reader from USA)

I showed my wife the PDF of the cookbook that you two sent me, and she said that it's one of the most beautiful and well-designed cookbooks she has ever seen. And she should know - she has a few. Tonight she's making the cherry streusel recipe in the book. You have a new fan!

- dr. Steven Shepard (mentor and collaborator from USA)

TO DIE FOR!!!!!!!!!! My god Joanna... you are my new cinnamon bun hero! I have never done the dough the way you instructed with the boiling of the milk and flour and I always mix all dry ingredients together before adding it. But this was wow! Great recipe and will from here on be my go-to when it comes to cinnamon buns.

- Frida Ross (recipe tester from Sweden)

I so enjoyed baking the chewy apricot-almond cookies! They came together so quickly and I think they will be my new go-to treat when I get a cookie craving. The almond flavoring is absolutely divine! They are so pretty too! The recipe was very easy to follow.

- Elizabeth Jones (recipe tester from USA)





# EXCERPT

**IT'S NO COINCIDENCE THAT NORTHERN EUROPEANS ARE SOME OF THE HAPPIEST PEOPLE ON EARTH - THEY KNOW HOW TO TAKE A BREAK AND ENJOY A SWEET TREAT.**

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**JOI** Baking and Photographing Northern European Pastry

Joanna Struikma-Facey  
Cyntia Apps



# JOI

baking and photographing  
northern european pastry

Joanna Struikma-Facey & Cyntia Apps

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## TAKE A BREAK

The average American leads a hurried lifestyle. We grab our grande vanilla latte in a paper cup with a mass-produced muffin to-go, to fuel up and keep moving. We rarely use our coffee consumption as an opportunity to stop everything and savor the moment.

Although this style of taking our coffee is becoming increasingly commonplace all over the world, traditionally the coffee or tea break plays a much more prominent role in Northern Europeans' daily lives.

Every Northern European country has its own cultural variation on the tea- or coffee-break. The Swedish like to 'fika', the English enjoy afternoon tea, Dutch have their 'koffietijd', etc. The traditional time and place for the break and the specific sweet treats that accompany the hot drink differ. But the thing that all have in common, and what distinguishes them from most American coffee consumption, is that it is about slowing down and appreciating the good things in life.

THE NORTHERN EUROPEAN TEA- OR COFFEE BREAK REPRESENTS A TRUE BREAK IN THE DAY. A MOMENT TO SIT AND DECOMPRESS, ON YOUR OWN OR GATHERED WITH FRIENDS AND FAMILY.

As you try the recipes in this book, I encourage you to enjoy them like a Northern European would. Create your own little ritual: Make yourself a cup of tea or coffee. Sit down in a pleasant place, for example by a window with a view, outside in the sunshine, or near a fireplace in a cozy armchair. Invite a friend, a neighbor, a family member or even a pet if you like to share the moment with you. Take the time to enjoy the pastry you created, the company you are with and the special moment away from hectic daily life.

## THE EQUIPMENT

There are some basic kitchen tools that you need to be able to bake successful pastry. I'll assume you have access to standard kitchen equipment like sharp knives, spoons, mixing bowls, chopping boards, baking parchment and plastic wrap. In this section I'll list out what I think are the other essentials you must have in your arsenal, and some very-nice-to-haves that are worth purchasing. I'll note here that I try to resist purchasing single-purpose tools to avoid cluttering my kitchen.

### BAKER'S KITCHEN 'MUST-HAVES'

#### OVEN

When our recipe testers were baking the recipes from this book and providing feedback, one of the hardest things to account for was the differences in the way people's ovens work. Even if you set your oven to the temperature prescribed, your particular oven may be hotter or cooler than mine or heat more from the top or from the bottom. It may have hot spots. It may have a fan or convection setting. It may be a gas oven or an electric oven. It may be larger or smaller in volume. Unfortunately, I cannot come into your kitchen and adjust for your specific situation, but there are some rules of thumb you can keep in mind as you get to know your oven:

- If you find your oven heats more from below (i.e. cookies brown on the bottom faster than on top) as is often the case with **gas ovens**, you can try baking your pastries on a higher shelf closer to the top of the oven. Or you could put an extra baking sheet under your cookies to shield the bottom a bit. If your oven heats more from above, you can bake your pastries lower in the oven.
- If you notice hot spots in your oven (i.e. on a full tray of cookies, some areas brown more quickly than others), try rotating your baking pan two thirds of the way through the baking time. Be careful with rotating trays of unbaked cake batter - handling an unstable aerated

batter may knock the air out of it and cause it to collapse. I find that mini cakes like the ones in this book tend not to suffer from that issue very much.

- A **fan or convection oven** will ensure a more even temperature throughout your oven will, but bear in mind that your pastries will bake faster. It is recommended to decrease your oven temperature by about 10% if you are using a fan or convection oven.

### THE TEMPERATURES INDICATED IN THE RECIPES IN THIS BOOK ARE FOR A CONVENTIONAL OVEN.

#### THERMOMETERS

It helps to have an **oven thermometer** to check the actual temperature of your oven when the oven's thermostat reaches the temperature you set it to. Mine is a simple linear thermometer that I can hang on one of the oven shelves, but a dial will work as well. They cost about \$5 online or in a department store. I adjust the

temperature of the oven if the thermometer says the interior temperature of the oven is too hot or cool, regardless of what the oven's thermostat is indicating.

Besides the aforementioned oven thermometer, an **instant-read thermometer** is very helpful tool for the avid baker. It's more of a specialty kitchen item, but I use mine all the time when I'm cooking and baking. An instant-read thermometer is a digital thermometer with a display and a long metal probe that you stick into a food item to measure the internal temperature. The probe can be attached directly to the thermometer and display or via a flexible cable. I prefer the type with a flexible cable because I can drape it

over the side of a pan or bowl when I'm making a syrup or caramel or tempering chocolate without running the risk of the dropping the whole thermometer into the pan or bowl. I speak from experience... (The flexible cable also allows you to use the thermometer to check internal temperature of a roast in the oven continuously during baking because the thermometer and display are outside of the oven while the probe is inside.)

Instant-read thermometers range in price from about \$15-\$30 online or in a specialty store. They are absolutely necessary when making caramel and marshmallows, and very helpful when working with chocolate.

#### THE EQUIPMENT





ISO 800 50MM 1.4 Lens f/ 2.8 1/125 sec

Store buns in a single layer in a pastry box or a loosely covered container, so the pastry is able to breathe. Yeast risen dough has the best texture the same day it is baked. If you have leftovers after the first day, you can refresh a yeasted pastry by reheating it in a 180°C/350°F oven for a few minutes until warmed through. Warm buns are their own kind of wonderful!

**To freeze baked buns:**

Let the buns cool to room temperature before placing them in an airtight container. You can separate the buns with a sheet of wax- or parchment-paper to keep them from sticking together. Then freeze the buns in the sealed container for up to 3 months. When you want to eat them, let your desired number of buns thaw at room temperature, and briefly heat them up in the oven.

**To freeze unbaked buns:**

If you don't want to bake a whole batch of buns at once, you can freeze them after shaping, before the second rise. Just set them on a sheet of parchment paper or a silicone baking mat on a chopping board or tray in the freezer. When they are solid, transfer the frozen buns to a freezer bag. When you have a craving for fresh buns, let them thaw out at room temperature on a lined baking tray, covered with plastic wrap. Then preheat the oven and let the buns have their second rise. You'll have to keep an eye on them to make sure they don't over-proof. Follow the rest of the instructions for baking according to the recipe.

## SWEET BREAD AND YEASTED PASTRY

Sweet buns and rolls are popular in Northern Europe. The most famous are Danish pastries, which are made with laminated dough similar to croissant dough. Creating Danish pastry dough is a labor intensive, technical process. Fortunately there are other, simpler-to-prepare yeast doughs that don't involve hours of layering, rolling and chilling dough and butter. This chapter is dedicated to buns in many shapes and flavors. Most of them are typical to Scandinavia, but there are also some from the Netherlands and Britain. Give them a try! They make a fantastic brunch treat.



## CHOKLADBULLAR

### Scandinavian chocolate and pecan cardamom buns

Makes: 12 buns

Active time: 20min  
Rising/baking: 45min  
\*not incl. bullar dough

Equipment: rolling pin, scraper or spatula, lined sheet pan, small sauce pan, pastry brush



Europeans eat a lot of bread, and they really enjoy chocolate... preferably combined. As a child I was allowed a 'sweet' sandwich after I'd eaten my 'healthy' sandwich with cheese, ham, or liverwurst. My sweet topping of choice was chocolate in some form or another. I think it's safe to say that chocolate-spreads like Nutella (which to all intents and purposes is chocolate frosting) enjoy global popularity. But there are many more chocolatey sandwich toppings available in Northern Europe. In the Netherlands, we have hagelslag (chocolate sprinkles) which are delicious on a piece of buttered rusk bread. The similar but much larger vlokken (chocolate shavings) are best on a slice of freshly baked white bread. The Danes, Germans, and Belgians prefer very thin slabs of chocolate, called pålægschokolade, Eszet-Schnitten, or Matinettes respectively, on their open-faced sandwiches. The Norwegians and Swedish put chocolate in their cardamom buns.

#### FOR THE FILLING

**85g/3oz unsalted butter, melted**

**55g/1.9oz granulated sugar**

**15g/0.5oz cocoa powder**

**¼ tsp ground cinnamon**

**60g/2.1oz dark chocolate, chopped**

#### FOR THE BUNS

**1 batch of Bullar dough (see page 35)**

**½ large egg, beaten to make an egg wash**

**50g/1.8oz granulated sugar**

**50g/1.8oz water**

**75g/2.6oz pecans, toasted and roughly chopped**

*Note: You can make the filling and the bullar dough a day in advance.*

**1 FOR THE FILLING:** Melt the **butter** in a small bowl in the microwave. Mix in the **sugar, cocoa powder, and cinnamon**.

**2 FOR THE BUNS:** Prepare the **Bullar dough** according to the instructions on page 35.

**3** After the first rise, turn the dough out onto a lightly floured work-surface. Roll out the dough to a 45cm/18 inch square using a rolling pin. Use a scraper or spatula to spread the filling evenly over two thirds of the rolled-out dough, all the way to the edges (A).

**4** Fold the bare third section of dough in towards the center, over the filling and then the other third over that, like you're folding a business letter (B). This should result in a three-layer dough rectangle with filling between each layer.

**5** Gently run the rolling pin over the dough to press out any big air bubbles and to make the rectangle a little wider (C). Trim off the uneven edges on either end of the rectangle and then cut the dough into 12 strips about 3½cm/1½ inch wide (D). Cut three 'tails' from each strip, leaving the top 1cm/½ inch connected (E). Then, braid the three tails (F) and pinch the ends together.



**6** Wrap the braid around your fingers to tie a knot (G, H), tucking the pinched end up through the middle of the knot (I, J). Place the bun on a sheet pan lined with a silicone baking-mat or parchment paper.

**7** Repeat for the other dough strips. Cover the buns loosely with a sheet of plastic wrap and let them rise for 30 minutes or until puffy.

**8** While your buns are rising, preheat the oven to 220°C/430°F. The buns are ready to bake when they are puffed up and an indentation remains when you gently press the dough with your finger. Brush the buns carefully with **egg wash** using a pastry brush.

**9** Bake the buns for 12 minutes. Meanwhile make the sugar syrup. Heat the **water** and **sugar** in a saucepan and bring the mixture to a boil on high heat. Do not stir - let the sugar dissolve undisturbed. Boil for a minute and then take the pan off the heat.

**10** Bake until buns are golden brown and glossy. Remove the sheet pan from the oven and brush the buns with the sugar syrup. Sprinkle **chopped pecans** over each bun while the syrup is still sticky and moist. Set the buns on a rack to cool. Let the buns cool down for at least 15 minutes to allow the dough to finish baking. Otherwise the texture will be gummy. You can warm them again for a minute in the oven right before you eat them.

*For twice the yield, you can double the recipe. If you want less than 1 batch of buns, try freezing them (see page 33).*





CHOKLABBULLAR

ISO 640 50MM 1.4 Lens f/3.2 1/250 sec



ISO 800 50MM 1.4 Lens f/3.2 1/125 sec

HALLONBULLAR



ISO 400 50MM 1.4 Lens f/2.2 1/200 sec

## ABRIKOZEN-BITTERKOEKJES

Dutch chewy almond cookies with apricot jam



Makes: 15 cookies

Active time: 20min

Cooling, drying: 30min

Baking: 15min

Equipment:

piping bag,

lined sheet-pan

My husband and I bought our first home in the historical center of Dordrecht, the Netherlands. It was a three story, very narrow, mid-19th century house with a brick façade typical of old Dutch cityscapes. Living downtown, my favorite thing to do on the weekend was to check out the local delicatessen and specialty food shops. The farmers' market, the award-winning cheese shop, and the artisanal bakery were always on the destination list. One day, in the bakery's display case, I spied a stack of pretty little almond cookies filled with a scoop of sweet apricot preserves and decorated with a puddle of icing. The lady at the counter explained they were an invention of the pastry chef and named after his daughter. They were gorgeous. These chewy cookies are called bitterkoekjes in Dutch, i.e. 'bitter cookies', referring to the bitter almonds that are traditionally added to produce the characteristic flavor. My recreation of these little jewels, uses almond extract instead.

**1** Preheat the oven to 200°C/395°F.

**2** FOR THE ALMOND COOKIES Stir the **almond flour**, **powdered sugar**, **almond extract**, **salt**, and **egg whites** together to form a sticky paste. Transfer the almond paste to a piping bag with a 1cm piping tip (or cut off the end of a disposable piping bag).

**3** Use half of the almond paste to pipe 15 flat disks of about 3cm/1¼ inch diameter on a silicone baking-mat or baking parchment-lined sheet pan. Scoop a ½ teaspoon of **apricot preserves** onto the center of each disk. Then use the remaining almond paste to pipe a ring or dam around the apricot preserves on each cookie. Sprinkle sliced almonds over the almond paste, trying to avoid the preserves, and press gently to adhere.

**4** Bake the cookies for 15 minutes until they get some color. Slide the baking-mat or parchment off the sheet pan and onto the counter to let the cookies firm up a little. After a few minutes you should be able to separate them from the mat or parchment by carefully sliding a spatula or sharp knife under each cookie. Finish cooling them on a wire rack.

**5** FOR THE ICING DRIZZLE Mix the **powdered sugar**, **almond extract**, and 1½ tsp of **water** to make the icing. Stir it together well and test the consistency. Add a few drops of the water at a time to form a pipeable icing that will not run, the consistency of thick honey. Scoop the icing into a small piping bag and snip off a tiny corner. Pipe a zigzag over each cookie and let the icing dry before serving.

FOR THE ALMOND COOKIES

**50g-64g/1.8-2.3oz egg white** (~1½-2 large US egg whites)

**150g/5.3oz almond flour**

**150g/5.3oz powdered sugar**

**1½ tsp almond extract**

**pinch of fine sea salt**

**100g/3.5oz sliced almonds, lightly crushed**

**3 Tbsp apricot preserves**

FOR THE ICING DRIZZLE

**50g/1.8oz powdered sugar**

**A drop of almond extract**

**1½-2 tsp water**





ISO 500 50MM 1.4 Lens f/4.0 1/200 sec

## LEMON BAKEWELL TARTS

English iced almond-tarts with lemon and lavender



Makes: 8 tartlets

Active time: 20min

Baking: 25min

\*not incl. tart shells

Equipment:

offset spatula

I love lemons. I love the fragrant zest; the puckeringly sharp juice. I love how the little flowers on a lemon tree smell like warm summer evenings and sunscreen. In my garden in California, I had a lemon tree that received by far the most love and care (and water) of all the plants in my garden. I was surprised to learn how long it takes for a ripe, juicy lemon to form from a little white and pink blossom, but I enthusiastically tracked every step of the way. If you don't have the privilege of owning a lemon tree, try to buy organic lemons. They are better for zesting as the skin is not polished or sprayed. Lemon zest makes pastries subtly brighter and more complex, even if you use only a little. And it pairs well with many other flavors like thyme and lavender. These floral lemon-lavender tarts make me think of a lovely afternoon tea in an English garden on a sunny day. Just add some cucumber sandwiches and a pot of Darjeeling tea.

*Note: You can make your tart shells several days in advance.*

**1** Prepare and par-bake the **tart shells** according to the recipe on page 123.

**2** Preheat the oven to 180°C/350°F.

**3** FOR THE ALMOND CREAM Mix the **butter** and **sugar** with an electric mixer or whisk until it is light and pale. Add the **eggs** and beat well. Then fold in the **almond flour**, **flour**, **almond extract**, and **lavender**.

**4** FOR THE FILLING Evenly spread a teaspoon of **lemon marmalade** or **lemon curd** into each (cooled) pastry shell. Top the marmalade or curd with almond cream. Spread the almond cream all the way out to the pastry, leaving no gaps. Otherwise the marmalade or curd will bubble up between the almond cream and the pastry during baking.

**5** Bake the tarts for 25 minutes or until the almond cream is puffed up and golden brown. Then let the tarts cool down. When they are cool to the touch, gently lift the tarts out of the tart pans and remove the loose bottoms.

**6** FOR THE TOPPING When the tarts are cool, mix the **powdered sugar** with 2 teaspoons of **lemon juice**. Stir it together well and test the consistency. You want to form spreadable icing that will self-level after about 20 seconds. If you need to add more lemon juice, add a couple of drops at a time.

**8 Shortcrust pastry tart shells (see page 123)**

FOR THE ALMOND CREAM  
**85g/3oz unsalted butter**, soft

**85g/3oz granulated sugar**

**75g/2.6oz egg**  
(~1½ large US eggs)

**85g/3oz almond flour**

**10g/0.4oz AP flour**

**¼ tsp almond extract**

**2 tsp dried lavender buds**, chopped

FOR THE FILLING  
**8 tsp lemon marmalade** or **lemon curd (see the recipe tip on page 144)**

... MORE ON NEXT PAGE ...



ISO 500 50MM 1.4 lens f/3.5 1/250 sec

## DRØMMEKAGE

### Danish almond cakes with coconut-caramel topping



Drømmekage translates to dream cake. This is apparently what Danish people dream of on a cold wintry day when they are in need of a sweet treat. I don't blame them! Allegedly this cake was first made by a woman called Jytte Anderson for a cake-baking contest held by a Danish food company in the town of Hjøllerup in 1960. Her cake won the contest and became a big hit throughout Denmark. It is a simple recipe - a true home-bake - and a real crowd-pleaser. Most Danish people will remember eating this cake as a child. The slightly crispy, chewy, salted caramel-coconut topping is kind of a cross between a coconut macaroon and a Swedish 'Tosca' (see page 135 and 175). It balances perfectly with the soft cake below and makes a fantastic treat with a cup of coffee.

Makes: 6-8 mini loaves

Active time: 15min

Baking: 20min

\*not incl. cake batter

Equipment:

mini loaf pan,

offset spatula

**1 FOR THE CAKES:** Preheat the oven to 200°C/395°F. Grease the cavities of a mini loaf pan with butter and line with baking parchment. Lay in a strip of parchment wide and long enough to cover the base and the two long sides.

**2** Make the (gluten-free) **almond cake batter** according to the recipe on page 164. Mix the **vanilla extract** into the batter when the recipe calls for mix-ins.

**3** Distribute the resulting batter over the cavities in the mini loaf pan using a cookie scoop or spoon. Then use a small offset spatula to spread the batter evenly and into all the corners. The cavities should be no more than  $\frac{3}{4}$  of the way filled. You may fill 6-8 cavities depending on the dimensions of your cake pan.

**4** Bake the loaf cakes for 15 minutes or so until golden brown and a skewer comes out with a few sticky crumbs.

**5 FOR THE COCONUT TOPPING:** While the cakes are baking, mix the **butter**, **brown sugar**, **milk** and **vanilla extract** in a saucepan over medium heat. Stir constantly to prevent the sugar from burning. Cook the topping for 5 minutes until it has begun to thicken, some of the liquid has evaporated, and it has become a darker shade of brown. It must be thick enough to spread over the surface of the cakes and not run. Finally add the **coconut** and **salt**. The mixture will thicken more as it cools.

FOR THE CAKES

**1 batch of Almond cake batter (see page 164)**

$\frac{1}{4}$  tsp vanilla extract

FOR THE COCONUT

TOPPING:

**70g/2.5oz unsalted butter**

**70g/2.5oz light brown sugar**

**35g/1.2oz whole milk**

$\frac{1}{4}$  tsp vanilla extract

**50g/1.8oz shredded unsweetened coconut**

$\frac{1}{4}$  tsp fine sea salt

💡 Pastry cream is delicious as a simple dessert with some fresh fruit or for filling a tart shell. To make a chocolate pastry cream, just chop up 100g of dark chocolate and stir it into the pastry cream along with the butter until it is melted.



ISO 2000 50MM 1.4 Lens f/3.2 1/160 sec

## PASTRY CREAM

### Vanilla custard



Makes: 1 batch  
(approx. 680g/24oz)

Active time: 15min  
Chilling/cooling: 60-75min

Equipment: saucepan,  
whisk, sieve

Pastry cream is a great basic recipe to have in your baking-arsenal. You can use this smooth, soft, creamy pudding for all kinds of things, like filling tarts, eclairs and donuts, layering between cakes, or baking onto cardamom buns. You can lighten it with whipped cream, meringue or whipped butter to make various French crèmes. Or you can just eat it with a spoon. Pastry cream is not difficult to make. You just need to keep in mind a couple of tricks. Be careful not to overheat or overcook the cream. Be sure to keep whisking while the cream is being heated. Don't step away for a minute to do something else or your egg yolks will be scrambled before you know it. The other trick is to hold the cream at a near-boil for one minute to neutralize a starch-dissolving protein in the egg yolks called amylase. That enzyme is the culprit if your nice thick pastry cream slowly turns into a runny sauce. If you follow the recipe below carefully, I promise it will work out just fine.

**1** In a medium saucepan, combine the **sugar**, **corn starch**, and **salt**. Whisk in the **egg yolks** until the mixture is smooth and pale, about 1 minute. Then pour the **milk** and **vanilla extract** into the egg mixture.

**2** Heat the saucepan on medium heat, whisking constantly, until you notice the pastry cream begin to thicken. This can take around 3-5 minutes. Then stop whisking every five seconds to check for bubbles. As soon as you see bubbles forming in the cream, meaning it is just coming to a boil, continue whisking for exactly one minute. Set a timer to be sure. This will neutralize the amylase in the eggs.

**3** Take the pan off the heat and whisk in the pieces of **butter** until they are thoroughly incorporated. Strain the pastry cream through a sieve over a shallow bowl or tray to remove any small lumps of egg. Use a rubber spatula to push it through the mesh. Cover the pastry cream with plastic wrap immediately - making sure the plastic wrap makes contact with the entire surface of the cream - to keep a skin from forming as it cools.

**4** Let the cream cool down to room temperature and then set it in the fridge to chill for a couple of hours. When you are ready to use the pastry cream, whisk it until it is smooth.

*You cannot freeze pastry cream made with corn starch without impacting the texture, but you can store it for up to 3 days in the fridge. If I have leftovers they never last that long. I can't resist sneaking a spoonful every time I open the fridge.*



**115g/4oz granulated sugar**  
**30g/1oz corn starch**  
**¼ tsp fine sea salt**  
**72g/2.5oz egg yolk (~4 large US egg yolks)**  
**455g/16oz whole milk**  
**1 tsp vanilla extract**  
**30g/1oz unsalted butter, cut into small pieces**

## THE HOW: A SIMPLE MAP TO SUCCESS

### CREATIVE VISION

Establishing a creative vision for your pictures should be your first step before doing anything else. Having a clear idea of what you want to photograph, how and why, should give you the basis for your creation. I often visualize the images in my head before I create them.

REMEMBER THAT FOR ANY ARTIFACT  
THAT EXISTS IN THIS WORLD,  
THE IDEA WAS FIRST IN SOMEONE'S MIND.

I dedicated time studying great photos in cookbooks and magazines to understand how other people photograph food. I wanted to make sure that I stayed true to my voice as a photographer. So I asked myself, "How can I bring emotion to these pictures?"

My recommendations for establishing your creative vision would be to:

#### 1: FIND INSPIRATION

Get your creative juices flowing before you start creating. Go to the farmers market: look at the colors and textures. Browse through Pinterest, magazines, food blogs, recipe books. You are not copying anyone, but instead you are being inspired by someone else's work to create your own vision.

#### 2: CONCEPTUALIZE YOUR VISION

Before you start baking, make sure you have considered everything you will need to capture the kind of photos you want to take. Ask yourself what equipment you may need for the photoshoot. Do you have all the props and surfaces for the food styling? What time of the day are you photographing your pastry? Will you have enough available light?

As I have immersed myself in the world of restaurant and commercial food photography, I have learned that mood boards are a useful tool to conceptualize your vision.



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THE HOW: A SIMPLE MAP TO SUCCESS



A mood board is a collage or composition of images, visuals and other objects, often created for the purposes of design or presentation. Mood boards can help to figure out how to create unified styles or themes for a creative project.

### 3: CREATE YOUR VISION

Now that you are ready to start taking pictures, ask yourself "How can I photograph what I just baked in a way that is appealing to others?" "How can I make that pastry look delicious?" The answer may lie in incorporating some of the raw ingredients in the photo, or draping a kitchen towel under a plate for texture and layers. Play with it. Get different shots with different elements from your mood board in the picture.

I will reiterate my message: if I was able to create these beautiful images, **so can you**. I felt I already had the tools I needed. I just had to put them together, so I could create these beautiful images. My tools:

- Natural light
- Cameras
- Beautiful pastry
- A step stool
- Clean surfaces and backgrounds (e.g. painter's canvas, photography backdrop)
- Elements of texture and storytelling (including cutting boards, cooling racks, plates, etc).
- A vision and passion to create something beautiful.



A tripod was rarely used in the creation of this book, other than for video recording. But as I continue to immerse myself in the world of food photography, I realize it is a handy tool. Instead, I got to climb on a step stool a lot. From there I played with angles and different compositions.

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THE HOW: A SIMPLE MAP TO SUCCESS

WHEN TAKING A PICTURE, TRY TO TELL A STORY:  
**WHAT IS THIS PASTRY MADE OF? HOW WAS IT MADE? WHERE WAS THE PASTRY MADE? AND WHY THIS PARTICULAR PASTRY?**



#### FOOD STYLING & STORYTELLING

Food styling is the art of preparing food to be photographed or filmed to create an appealing image. The preparation, or styling, involved can be as simple as shopping for the perfect apple or as extreme as creating an elaborate dinner spread. Food styling is an art in itself - there are people who do it for a living. But when you are a (home) baker wanting to share your craft through images, you will have to wear the food stylist hat, as well as that of the photographer and baker.

I believe **food styling** is the single most important activity in any type of food photography. Food styling, in many instances, will be the determining factor in how well the photo tells a story.

Telling a story through images of pastry can be a challenge. A lot of Joanna's pastries are really photogenic. They have beautiful fruit garnish, a pretty shape, or interesting texture. It was the simpler pastries, without much to them, that forced me to think more carefully about how to make them appealing to the eye. Here are four powerful tools:

#### USE OF PROPS

Think of props as illustration elements in your pictures. They give the viewer information about the pastry you baked. They will help you achieve the end goal of creating a compelling image. For props, the possibilities are endless: kitchen towels, flowers, baking utensils, boxes, stencils, etc.

For this specific book, our theme is 'taking a moment to drop everything, relax and just be in the moment for 'fika' or a tea/coffee break with a yummy pastry'. So, we used coffee mugs, silverware, and pretty dishes to set the scene.

In addition, since most items in this book are baked, we used baking equipment like cooling racks, baking pans and cutting boards to add texture or contrast to the pastry.

*Storytelling Tip 1 - Juxtaposing elements can help highlight the pastry in the image.*



#### USE OF RAW INGREDIENTS

There is no better tool to tell a story with in a food image, than the raw ingredients that went into creating the dish. We could debate the fact that raw ingredients can be considered props. However, I believe raw

