



## ATELIER DE LA CRÊPE

fter opening restaurants and shops that reflected the culinary culture of my region, Brittany, I opened Atelier de la Crêpe in November 2018 following years of reflection.

This international school, which specializes in learning the trade of the crepe maker, or crêpier, and features a teaching restaurant, is located in Saint-Malo, on quai Duguay-Trouin. It welcomes, for six-week training sessions, interns who are interested in making this their career. It all happens in 600 square meters in a former boathouse. The theoretical knowledge is offered upstairs, in a conference room. On the ground floor, the restaurant (which seats 70 people) is bright and elegant, furnished with light wood. Beauty and fine foods intertwine: the food products displayed on the shelves — flours, ciders, honey, jams — also have a decorative function.

This place strongly evokes our regional identity and radiates values that I wanted to breathe into it: conviviality, hospitality, local products, local distribution channels. For me, it's an ecological and social commitment. Beyond showcasing the craft, my goal is to keep the flame alive, to evoke emotions.









At Atelier de la Crêpe, quai Duguay-Trouin, in Saint-Malo.

My career has been made up of encounters and travel. I learned a lot, I was given a lot, and now I want to share that. For me, creating this workshop is a civic act. It corresponds to one of my primary motivations: giving others the desire to enter this profession and spreading the culture of taste as widely as possible.

Bertrand Larcher, founder and brand manager Breizh Café and Atelier de la Crêpe

## BERTRAND LARCHER: A PORTRAIT

FOUNDER OF BREIZH CAFÉ AND ATELIER DE LA CRÊPE

Crepe ambassador, Breton buckwheat pioneer in Japan, cooking entrepreneur without borders: over the years, Bertrand Larcher has acquired a unique reputation. Born on a farm near Fougères, in France, he is still a farmer at heart and has always kept in close touch with the land. Thanks to his upbringing on the farm, he has high standards when it comes to the quality of products and a deep respect for those who grow them. He chose to express these standards through his passion for cooking: after leaving hotel school in Dinard, he worked for a while at Harry's Bar in Geneva before following his wife, Yuko, to Japan.

There, he discovered an ancient buckwheat culture – soba, mainly in the form of noodles – but realized that

there were no Breton crepe restaurants. That is how the Breizh Café concept was born. It's a creperie with many variations to choose from, built on solid principles: the excellence of farm products and traditional expertise, expressed through two main themes — buckwheat and cider.

Breizh Café, which is more than a restaurant, is a cultural and social project, a bridge between farm producers and the public. With Bertrand, the foundation of a simple and pared-down Breton cuisine is enhanced by Japanese elements. He built on the concept by constantly refreshing it: creperies in Japan, Paris and Brittany; deli counters, buckwheat house, Japanese restaurant, izakaya (sake bar), cider bars featuring dozens of options from around the world... The teaching restaurant Atelier de la Crêpe, which opened in 2018, aligns perfectly with this approach, along with the farm purchased in 2017. This philosophy promotes the integrity of artisan farmers and Breton land and proves that to bring together the world's cultures, it's important to remain faithful to your roots and your terroir.

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#### **MAKES 4 GALETTES**

PREPARATION: 30 MIN
COOKING TIME: 20 MIN

#### FOR THE GALETTES

- 2 cups (500 mL) galette batter (see recipe on p. 15)
- 3 tbsp (40 g) butter, melted
- 1 cup (120 g) grated Emmental cheese
- 12 green asparagus spears
- 4 handfuls green peas in pods or shelled
- Salt

## FOR THE CHORIZO SAUCE

- 1 shallot
- 1 tsp (5 g) butter
- 4 tsp (20 mL) cider
- 2 tbsp (20 g) finely diced cured chorizo sausage
- 1/4 cup (50 mL) heavy or whipping (35%) cream

#### TIP

WHEN THE PEAS ARE
BLANCHED, POUR COLD
WATER GRADUALLY
INTO THE BOILING
WATER TO KEEP THEIR
SKINS SMOOTH.

#### **HOW TO FOLD**



# GALETTE WITH GREEN ASPARAGUS, PEAS

#### AND CHORIZO SAUCE

Prepare the vegetables: blanch the asparagus in boiling water in a saucepan, then run under cold water. Drain and cut into segments. Shell the peas, if necessary, and blanch in boiling salted water in a saucepan, then drain. Set aside.

Make the sauce: peel and chop the shallot. Melt the butter in a saucepan on high heat, sauté shallot until softened. Add the cider and boil. Add chorizo; sauté until lightly browned. Add the cream. Set aside.

Heat the crepe maker to 480°F (250°C) (or the skillet) and grease as directed. Pour and spread  ${}^{1}\!\!/_{2}$  cup (125 mL) of batter evenly. Brush the galette with melted butter and sprinkle with one-quarter of the Emmental. Add one-quarter of the vegetables and one-quarter of the sauce, then cook. When the edges start to lift, use the spatula to fold the galette into an open triangle. Brush the folded edges of the galette with melted butter.

Remove the galette from the crepe maker (or skillet) and serve on a plate.

Repeat the above steps for the other 3 crepes.



#### **MAKES 4 CREPES**

PREPARATION: 30 MIN

COOKING TIME: 6 HOURS FOR THE MERINGUE, 10 MIN FOR THE CURD, 8 MIN FOR THE CREPES

#### FOR THE CREPES

- 12/3 cups (400 mL) crepe batter (see recipe on p. 17)
- 3 tbsp (40 g) butter, melted

#### FOR THE MERINGUE

- 2 tbsp (25 g) egg white (about 1 egg)
- 3 tbsp (25 g) confectioners' (icing) sugar
- 2 tbsp (25 g) superfine granulated sugar
- 2 eggs
- · ¹/4 cup (50 g) superfine granulated sugar
- · ¹/₄ cup (50 mL) lemon juice
- · ¹/₄ cup (50 g) butter, cut into small pieces

#### TIP

WHEN COOKING
THE CURD, THE
TEMPERATURE OF
THE WATER SHOULD
NOT BE TOO HIGH
TO AVOID SCRAMBLING
THE EGG MIXTURE.

#### **HOW TO FOLD**



## LEMON MERINGUE CREPE

Make the meringue: preheat the oven to 200°F (90°C). Using an electric mixer, manual beaters or a whisk, beat the egg white while gradually adding the confectioners' sugar and granulated sugar. Using a pastry bag or a tablespoon, place mixture in small mounds on a baking sheet lined with parchment paper. Bake for about 6 hours, until meringue is crispy. Let cool.

Make the lemon curd: whisk the eggs with the sugar in a heatproof bowl until the mixture lightens in color. Place the mixture over a saucepan of simmering water and add the lemon juice; cook, whisking, until curd is thickened. Add the butter; stir until melted and the texture is creamy. Set aside.

Heat the crepe maker to  $430^{\circ}F$  (220°C) (or the skillet) and grease as directed. Pour and spread one-quarter (about  $6\frac{1}{2}$  tbsp/100 mL) of batter evenly. Brush the crepe with melted butter. Use the spatula to fold the crepe into a fan shape.

Remove the crepe from the crepe maker (or skillet) and serve it on a plate.

Spoon one-quarter of the lemon curd on crepe, then garnish with crumbled meringues.

Repeat the above steps for the other 3 crepes.



## Authentic Recipes and Instruction from the Founder of France's Breizh Café

Crepes and Galettes are a French food speciality enjoyed around the world.
Originally a "peasant" food, because they required few fresh ingredients, crepes and galettes are now enjoyed as both a delicacy and street food. Whether sweet or savory, the soft and delectable food is easy to make and a guaranteed hit for breakfast, lunch or dinner at creperies around the world.

Mastering Authentic Crepes & Galettes includes 50 recipes from Bertrand Larcher, founder of Breizh Café – the world-famous crepes restaurant in Paris and Tokyo, and the founder of Atelier de la Crêpe, an international school specializing in learning the craft of crepe and galette making for beginners and professionals. In Mastering Authentic Crepes & Galettes you'll discover a collection of genuine recipes for crepes and galettes, many including the traditional buckwheat flour. You'll find step-by-step photos and detailed instructions for batters, different modes of cooking, folding and presentation, and delicious sweet and savory recipes for every flavor palate.

#### **AUTHOR BIO**

Bertrand Larcher is a successful French chef and entrepreneur who started the Breizh Café, a restaurant devoted to crepes and pancakes with more than twenty locations around the world. TITLE: Mastering Authentic Crepes & Galettes

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#### MARKETING & PUBLICITY

- Robert Rose will launch a targeted marketing and publicity campaign across North American platforms.
- Extensive national and regional specialty and food print and online publicity campaign.
- Blogger and reviewer campaign targeting all specialty and food sites.
- Influencer outreach to leading baking and crepe professionals.
- Strategic social media campaign including all author and publisher platforms and channels (Website, Facebook, TikTok, Twitter, Instagram, Newsletters).
- Focus on special online and virtual opportunities for advertising and direct to consumer marketing.



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