

BON BRUNCH

LEMON POPPY SEED MINI SCONES | BREAKFAST STRATA | COFFEE CAKE

COST OF CLASS MATERIALS: \$30-\$45

Let's do brunch! Discover the wonderful possibilities that come with combining the best of two meals, breakfast and lunch. With a blend of sweet and savory recipes, everyone at your table will find something they love. Learn how to bake the perfect tender scone, whip up a delicious, make-ahead breakfast strata, and finish with a brown sugar pecan coffee cake that is sure to start your day off sweet. Our brunch recipes are simple enough to designate them weekend standards, but feel special enough to be a holiday feature. Gather your family and friends around your table and live the bon LIFE™ with bon BRUNCH!

CHAIR PREP

Confirm date/time of class and let the chair know your arrival time. Notify your Chair of any requests/items you may need them to pick up. Provide the shopping list. Suggest materials they will need to prepare, i.e. cups, plates, drinks, etc. You can always make suggestions in terms of beverages including flavored water or a signature cocktail that could highlight additional uses of bon COOK product. Also discuss what kind of space you will require for setting up a product display and order station.

CLASS PREP

- Read through class outline, and noting recipe components and assembly decide if you are going to make any aspects of the class interactive for the guests. Note portions of the recipes that can be completed ahead of time.
 - Provide the Chair with the Shopping List
 - Gather pans, tools, and demo product in one tote while separating the product you would like to set up on your product display in another tote.
 - bon COOK provides innovative solutions and education for every cook. Check to make sure you have enough class materials for each guest. You want to ensure each guest receives the full experience and some great take-aways to help them in recreating at home or share the amazing experience with friends! (recipes, tips, etc.)
- Include information on bon rewards, how to join the bon COOK family, and your business card. Attaching your business card to the brand flyer is a beautiful and professional way to accomplish all three.

KEY PRODUCTS

- Perforated Baking Sheet
- BONMAT™
- ROUL'PAT®
- FLEXIPAN® Straight Muffin Tray
- FLEXIPAN® Sunflower Mold
- Mixing Bowl(s)
- Set of three Spatula
- Polyimide Spatula

Optional

- Cake Server Knife
- French Pantry Mustard
- Sift and go Sifter
- Santoku Knife

SELLING FOCUS

- Key Ingredients 6-piece set
- Everyday Essentials 7-piece set
- The Ultimate 9-piece set

Add-ons

- FLEXIPAN® Sunflower Mold or Square Mold
- ROUL'PAT®
- Utensils: Le Petit Grater & Sift & Go Sifter
- French Pantry Mustard
- Cake Serving Knife

BON tip

The easiest way to sell a large set is to speak to/demonstrate how the customer will use every product. If you have a selling focus that doesn't feature all the products, have ideas or even additional recipes that uses the product if the guests decides to purchase. Use the offer of additional recipes as a selling feature.

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RECIPES

LEMON POPPY SEED MINI SCONES

2 c. flour
½ c. sugar
¼ tsp. salt
1 tsp. baking powder
¼ tsp. baking soda
1 ½ tsp. poppy seeds
Lemon zest of 1 lemon
½ cup (1 stick) chilled butter, cubed
½ c. sour cream
1 egg
Glaze:
4 Tbsp. lemon juice
1 ½ c. powdered sugar

Preheat the oven to 400. Place BONMAT™ on a Perforated Baking Sheet and set aside. In a medium bowl, combine the flour, sugar, salt, baking soda, baking powder, and poppy seeds. Add the lemon zest and whisk to combine. Add butter and work in with a pastry cutter until mixture resembles a coarse pea sized meal, set aside. In a small bowl, whisk together sour cream and egg. Add this to the flour mixture and incorporate. Turn out on a ROUL'PAT®. Split the dough into two equal parts and with your hands press and form dough into two rounds. Cut into equal wedges. Place wedges equal distances from each other on the BONMAT™. Bake 12-15 minutes until lightly golden. Cool 20-30 minutes. While the scones are cooling, prepare the glaze. Whisk together lemon juice and powdered sugar. With drizzling spoon, drizzle the glaze back and forth over the scones. Allow to set. Serve immediately or store in an air tight container up to 2 days.

BREAKFAST STRATA

1 lb roll of sausage
10 eggs
10 slices bread, cubed (10 cups)
3 C milk
2 C shredded cheddar cheese (8 oz)
2 C sliced mushrooms (8oz)
10 oz pkg frozen cut asparagus, thawed and drained
2 T melted butter
2 T flour
1 T ground mustard
2 tsp dried basil
1 tsp salt

Brown and drain sausage. In large bowl beat eggs, add melted butter, milk, flour, mustard, basil, salt and mix well. Stir in bread and cheese until mixed well. Cover and refrigerate 8 hours or overnight. Preheat oven to 350 F. Place a FLEXIPAN® Muffin Tray on a perforated baking sheet. Spoon mixture into the 12 wells. Tuck mushrooms and asparagus into each well, so they are evenly distributed. Bake uncovered 25-30 minutes or until knife inserted into center comes out clean.

COFFEE CAKE

2 c. all-purpose flour
1 tsp. baking soda
½ tsp. baking powder
½ tsp. salt
½ c. butter (room temp)
1 ½ c. sugar
3 eggs
1 c. sour cream
1 tsp. vanilla extract

STREUSEL

1 c. brown sugar, packed
1 c. pecans, finely chopped
1 tsp. cinnamon
4 Tbsp. flour
4 Tbsp. butter, melted

Preheat oven to 325F. With an electric mixer cream butter and sugar until light and fluffy. Beat in eggs one at a time. Set aside. In a separate mixing bowl, whisk together flour, baking soda, baking powder and salt. With the electric mixer on stir, slowly add the flour mixture one spoonful at a time. Add sour cream and vanilla and stir for an additional 30 seconds.

Directions For Brown Sugar Streusel

Mix brown sugar, nuts, cinnamon and flour until incorporated. Stir in melted butter until crumbly.

Putting it all together: Add 1/3 streusel to the bottom of bundt pan. Add half of the cake batter. Layer 1/3 streusel. Top with remaining batter. Top with remaining streusel. Bake in preheated oven for 50 minutes or until cake pulls away from pan, insert toothpick in middle of cake; if comes out clean, then the cake is done. Let cake cool on a rack in pan 30 minutes. Turn cake out onto a serving plate.

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RECIPE PREP

General Information

- All three recipes require some decent baking time, so you will need to decide ahead of time which one you will be baking at home and bringing to the class. My suggestion would be the coffee cake. You can create a 'wow' moment at the end, popping out a delicious cake with ease.

LEMON POPPY SEED MINI SCONES

- Measure out all your ingredients except the lemon zest
- Wash and dry lemon
- Set the lemon aside and use it as an interactive moment with the le petit grater.
- Once the dough is prepared it can be kneaded together on the ROUL'PAT®. It not only is an opportunity for the guests to see the features of the ROUL'PAT® but an opportunity to add value for guests by showing them how to properly knead dough.

BREAKFAST STRATA

- Wash and dry produce
- This dish is best when all ingredients (minus the vegetables) are assembled and allowed to sit in the refrigerator for at least 6-8 hours. You may want to prep ahead and bring to the class or include the recipe instructions with the chair prep information so they can have it ready for you.
- The mushrooms and asparagus are best placed after the egg mixture has already been divided in muffin tray. That way you get consistency in placement and flavor.

COFFEE CAKE

- Because of bake time required by the first two recipes, it is suggested that the cake is prepared ahead of time and presented at the end of class
- In line with traditional execution of a classic coffee cake, the instructions direct you to start by placing struesel in the bottom of the pan and then the batter. To better feature the definition of the pan you may consider adjusting layering of batter and struesel so that you start with batter in the bottom of the FLEXIPAN® Sunflower mold.

BON tips

- The Brown Sugar Pecan Coffee Cake can be made in the Sunflower Mold. But, it can also be made in the Fluted Square Mold or the Fluted Bundt Mold. Just remember what you feature is what they will buy. So make sure your choices support a broader strategy of what you are trying to sell and what your sales goal is.
- Customer Added Value: The ingredients for the scones are relatively inexpensive. Have extra ingredients purchased and turn the scones into an interactive activity. Guests will get excited at the opportunity to get their hands dirty, try something new, and learn scone baking skills. Keep their portions small so they make one small round of scones each (6 mini scones each). You could even have small containers or bags ready for the customers to take their tasty treats home.
- If you choose to make this portion of the class hands on, focus on techniques and tips. Explain the best way to knead dough, speak to butter temperature importance, and how to cut scones into perfect triangles.
- Substitute a French Pantry mustard for the dried mustard as required in the Breakfast strata recipe. It is another way to integrate our product and adds additional depth of flavor.

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CLASS OUTLINE

ARRIVAL AND INTRODUCTION

1. Arrive 45-60 minutes prior to the start of the class
 - a. Set up Product Display, Order Station, and Cook Station
 - b. Obtain any host provided materials
 - c. Organize guest hand-out packets
2. 30 minutes prior to start
 - a. Preheat oven to 350
 - b. Divide breakfast strata egg mixture into muffin tray. Make sure mushrooms and asparagus are ready.
 - c. Continue with standard prep
3. 15 minutes prior to start
 - a. Ensure cook top is organized

ORDER OF RECIPES

- Breakfast Strata
- Lemon Poppy Seed Mini Scones
- Brown Sugar Pecan Coffee Cake

DURING THE CLASS

- Before starting the class, introduce yourself, and share a little about you. Then provide a brief statement about bon COOK and what bon COOK is to you.
- Describe what will be featured during the class. Example: Today we are going to discover three more reasons to love brunch! We will be making a savory breakfast strata, learn how to make delightful mini scones, and see how to make a classic brown sugar pecan coffee cake. These are recipes that are simple to create for a simple family meal but special enough they are great for holidays or other gatherings.
- Set the expectations and rules. Introduce the recipes, share what they might be able to help with, and inform them they will cook for about 45-60 minutes and then get to discover more bon COOK products and shop!
- Sponsorship Plug
- Enhanced Experience: There are so many great ideas out there that you can present throughout the class to add to their experience. Research fun ideas for your guests or check out some of the bon TIPS in this class outline!

TALKING POINTS

- .As you begin the class, have the breakfast strata egg mixture ready in the FLEXIPAN® muffin tray. Talk the guests through how the mixture was prepared while you place the mushrooms and asparagus. Speak to the ability to customize this recipe with different combinations of veggies, meats, and cheeses.
- The FLEXIPAN® muffin tray is oven, microwave, and freezer safe. Great for muffins, cupcakes, creating individual portions of dishes (like featured in class) but is great for meal planning, and portioning out or preserving food.
- Le petit grater can be used to create the lemon zest needed for scones, but don't forget to mention that it can be used for all citrus zest, cheeses, and even chocolate.
- ROUL'PAT® should be used to knead scone dough. Show its ease of use and how it provides a non-slip, non-stick surface that means less flower usage. It is a miracle mat that will save you a lot of frustration when working with dough and more!
- Fluted round cutter or even heart cutters could be used to cut out round or heart shape scones to add a little fun.
- FLEXIPAN® Sunflower Mold produces amazing cake results. The even baking and nonstick surface creates natural sheen making for even browning and stunning results every time.
- Have a guest be the one to pop the coffee cake out. They will be amazed at how easy it is to pop out and will create excitement. In addition, you could have guests pop out the breakfast strata cups as well.
- Use the cake server knife to create perfect slices of coffee cake and feature another bon COOK utensil.

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SHOPPING LIST

AVERAGE COST: \$30-45

PRODUCE

- 2 lemons
- 10 oz. pkg frozen asparagus
- 1 qt sliced mushrooms

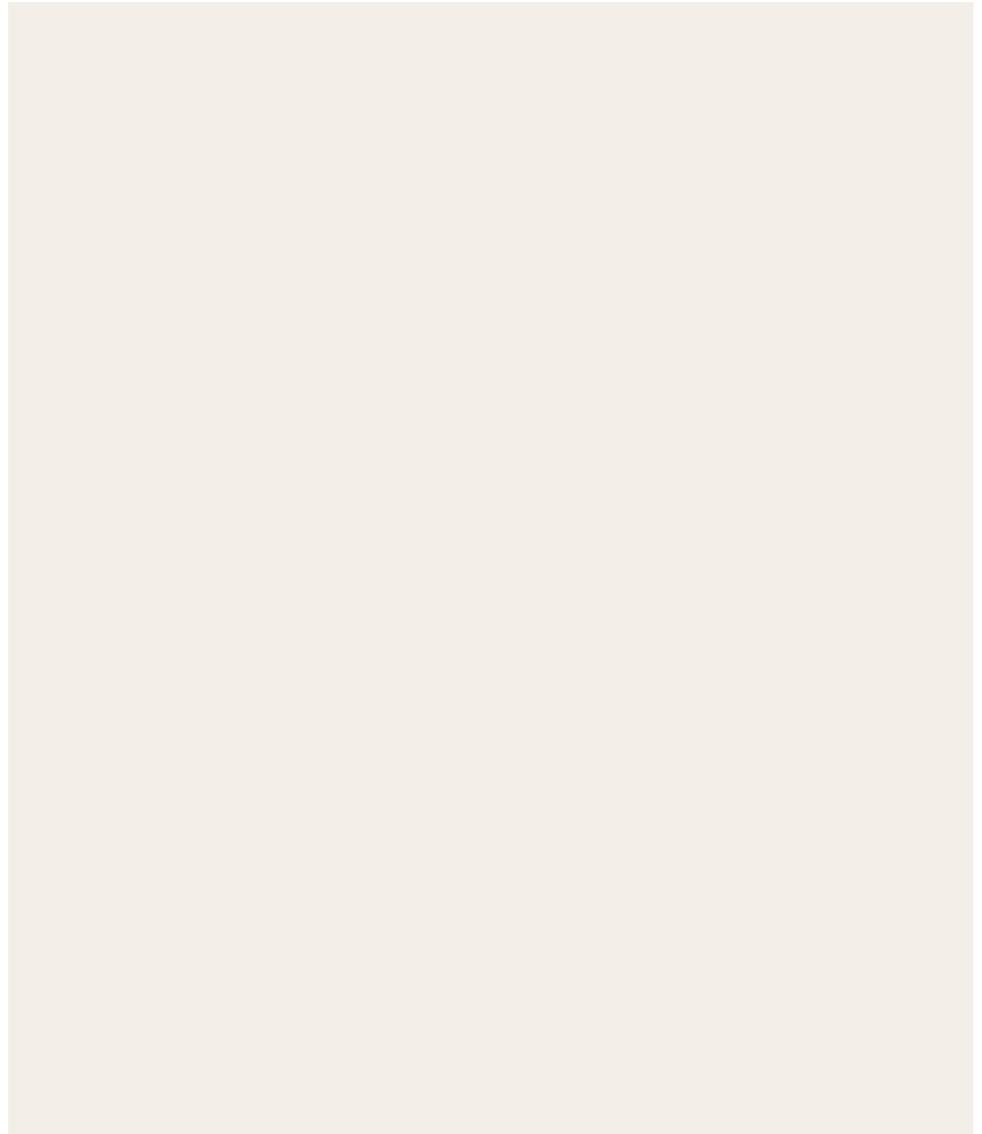
DAIRY/MEAT

- 1 lb package unsalted butter
- 16 oz. sour cream
- 1 1/2 dozen eggs
- 2 c. shredded cheddar cheese
- 3 c. whole milk
- 1 lb ground pork sausage

PANTRY

- 4 1/2 c. flour
- 3 c. sugar
- 2 c. powdered sugar
- 1 c. brown sugar
- salt
- baking powder
- baking soda
- poppy seeds
- basil
- ground mustard
- cinnamon
- 1 loaf of bread (soft, to tear)
- 1 c. pecans
- vanilla extract

MY NOTES:



SHOPPING TIPS

- Increase the amount of mini scone ingredients to make scone making a hands-on activity.
- Purchase frozen asparagus for the breakfast strata. If you use fresh asparagus it may not cook through. But make sure the frozen asparagus is thawed and drained well before tucking in the breakfast strata cups.
- The price of class materials is greatly affected by whether or not the Chair has many of these pantry basics. So if they have enough flour, sugar, salt, spices, extract etc. you can execute the class for \$30 or less.