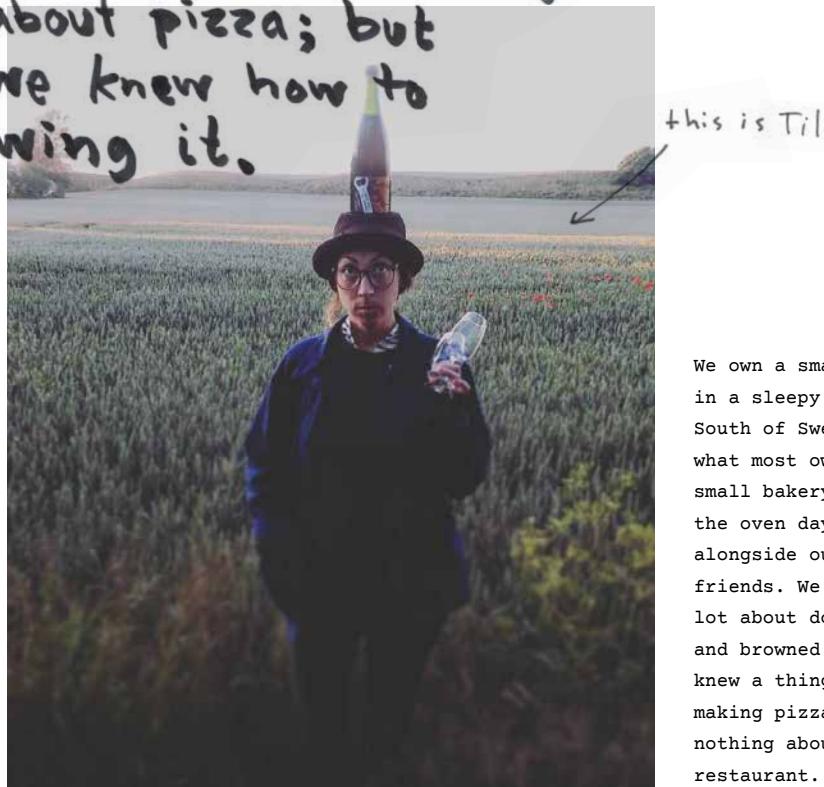




the timing was wrong.  
We didn't know anything  
about pizza; but  
we knew how to  
wing it.



We own a small bakery in a sleepy town in the South of Sweden, and did what most owners of a small bakery do: work the oven day and night alongside our staff and friends. We knew quite a lot about dough, coffee and browned butter. Even knew a thing or two about making pizza. But we knew nothing about running a restaurant.

The offer to take over an old country side school turned wood fired pizza place, came at the worst possible time: with our second kid on the way, and having doubled our space in Ystad, the timing was just so wrong. But the pizza place was too good an opportunity to miss out on. And, seeing as we knew how to do stuff with dough... Surely we could run a pizza restaurant?

Once we made the decision to go for it, we really went for it. We lived at the restaurant for the first months, which was pretty much necessary with our 19 hour work-days. It was a manic phase in our lives, but thanks to a great support system around us, we managed to find a good balance between our work and family life. Our parents were with us all the way and made it possible for us to spend plenty of quality time with our children. Had that not been the case, we wouldn't have started this project in the first place.

Us being us, we didn't exactly make it easy on ourselves. We were completely obsessed with the idea of building our own furniture - with no prior building skills whatsoever. Building one bench was a huge undertaking, but we were determined. On our opening day, we realized we'd forgotten about small but significant little details such as table numbers, so we ended up having to stalk the guests all night. Good times!

But it all worked out well because as it turned out, people liked our pizza, and within a few months we were making hundreds of them - on a daily basis. All of this with a wood fired oven built to work to a lesser capacity. The year before starting our second pizza place, we spoke to our Danish oven builder and told him we had made 450 pizzas on one particularly chaotic day that summer. He

laughed and told us that it was impossible in that oven. Proved him wrong. The idea was quite simple, and it still is. The pizza had to taste good, and there were no limits. To make it easier on ourselves, we started by looking around us. Were there any meat smokers, growers, and cheese makers nearby? Where could we find the best wine, the nicest beer and the tastiest soda? What was growing around us, by the roadside or in the forest? Could we use weeds on pizza? Yes, we could. Did the wine have to be Italian? No. Could we source tomatoes, meat, ham, cheese and flour locally? Yes. In the midst of a fair bit of chaos, we did what we wanted and had fun. We hired a staff that works with us to this day. We drove around the country side searching for free range pig farms when we ran out of ham in the middle of our first summer. Lots of things went wrong. We corrected most of them.



So, we know some of you guys are starting pizza places all over. Some of you make pizzas at home - a lot - and keep mailing us with questions we never thought you'd ask - where we source our salami, and how we roast our mushrooms. This one is for you, and for all those who have visited and returned to Söderberg & Sara. We tend to share our recipes freely, both in the bakery and our pizza places, but here you'll mainly find the basics. Dough, tomato sauce and some other easy stuff. Most of our pizzas rely heavily on other people anyway: the meat smokers, growers, and cheese makers, for example.

# time to get your hands... floury!!



Knead the dough using your favorite method. What you're looking for is an elastic-but-not-too-firm dough that can be shaped easily.

Cover the dough with plastic foil or a damp kitchen towel until it starts to relax a little. We wouldn't wanna stress out our dough now, would we? If you're opting for the slow method, this is the point at which you would stick the dough into the fridge to rest overnight.

Divide the dough in four equal parts. Form the dough into balls and let it rest under cover yet again. The choice is yours: Can you wait or are you already hallucinating pizzas you're so hungry? Whatever you do: don't ever let the dough dry out. Dry parts create cracks in the dough making it hard to shape. Not that there's anything wrong with a triangle-shaped pizza but, you know - respect the authenticity and all that.

#### Shaping the pizza:

Basic tip: Use a lot of flour on a smooth kitchen surface. There's a reason why you often see fake marble tops on pizza work surfaces: it has nothing to do with the glamorous look, and everything to do with its frictionless qualities.

#### Start out with a ball of dough:

Now, don't think of the dough as one of those stress-balls you can squeeze and knead to your heart's content. There's actually somewhat of a system to the process. You're going to want to press your fingers into the middle of the dough and alongside the slightly raised edges. Don't be shy, get right in there! Once you've molded the edges (the soon to be crust) to your liking, keep your fingers off - you're gonna want the edges to stay intact throughout the whole process.



If the dough feels like it's getting stuck on the table, add some more flour to your work-surface before you flip the pizza upside down. As the pizza gets bigger, start using more fingers and, eventually, your whole hand, to spread the dough evenly. Maintain the slow rotation.

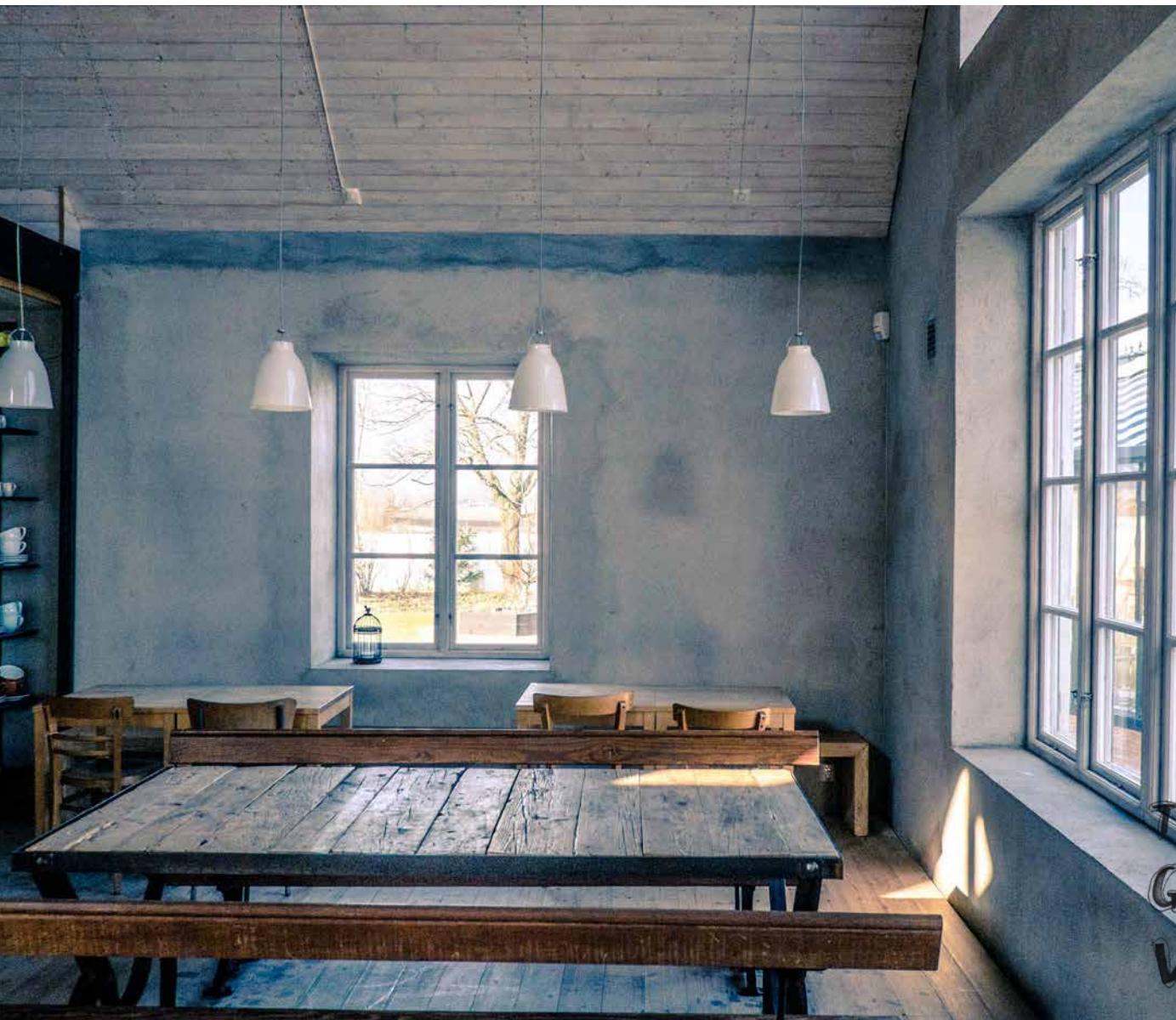
All the flour you used? You don't want this under your pizza, so the last thing to do before sending the pizza on its way: gently lift the dough, rest it on one hand and pass it to the other a few times. This will get rid of any excess flour.

This is the stage at which baking pizza at home starts to differ from doing it at a bakery - while we have all the tools of the trade - wooden peel for pizza-to-oven transport, aluminum peel for turning and taking it out, and most importantly of all, an aggressively warm wood fired oven that will burn the hairs off your arms if you get too close to it - you probably don't. If you do: all the more power to you.



# FIND YOUR VOICE / HOW TO CREATE AN ATMOSPHERE

Finding a voice that can be heard in the next town over. How to make your menu pop. Embracing your obsessions.



The  
CARPENTER  
GRANDPA.

It's hard to explain how to find your company's own voice, and you rarely notice all the small things that make up the sum of it. We usually end up with things being the way they are due to flukes and very temporary fancies. The amount of time we put into completely idiotic but equally important ideas is astonishing. One of the most notable is the hunt for black rubber-bands. We spent countless hours scouring the internet's darkest corners for a big pack of correct-sized, black rubber bands for our menus. We ended up buying collections of multi colored bands and picking out the black ones. We currently write every blackboard in the style of The Carpenter Grandpa, an evolution of our Ghostly Way trend last year. It's very important, and very beautiful, and most of our staff, as good as they are, can't seem to get it right. The clipart wine dinosaur serving as a logo for Hedvigsdal is the result of drinking wine whilst getting very bored of making a very detailed logo. We spent a lot of hours debating whether we should spend a lot of hours laying the tiles for the counter at Hedvigsdal ourselves, because we don't seem to trust professional tilers to tile professionally.

We sincerely try to only do what we think is tasty, good or nice. Sometimes, we might be the only ones to consider something specific as tasty, good or nice, but that's okay. And sometimes we do change abruptly; and that's ok too. Writing things the Ghost Way feels SO LAST YEAR, and strangely enough, the black rubber bands resulted in a particularly nasty email and a bad review.