

FREE COMMERCIAL STARTER GUIDE

The Salt Bread Profit Guide

Cost, price and launch Korea's viral butter-cave roll.



12-ROLL TEST FORMULA | COST MODEL | 7-DAY LAUNCH PLAN

MasterBaker.io K-Bakery Launch Lab

START HERE

Bake one test batch. Leave with a launch decision.

This guide is built for independent bakers and cafes testing Korean salt bread as a sellable menu item.

THE OUTCOME

A repeatable product with numbers attached.

By the last page, you will have a quality target, a test formula, a direct-cost example and a seven-day path to a controlled launch.

IN THIS GUIDE

- **01 Product standard**

Define the crisp base, soft center, butter cave and finished weight.

- **02 12-roll test formula**

Run a low-risk bake before you scale equipment, labor or demand.

- **03 Cost and price**

Separate ingredient margin from the contribution that pays labor and overhead.

- **04 Controlled launch**

Use a small batch, a visible sell-out target and customer feedback.

Use this as a starting point. Validate every time, temperature and cost in your own kitchen.

THE OPPORTUNITY

A simple-looking roll with a memorable reveal.

Salt bread, or sogeum ppang, earns attention through contrast: a glossy shell, crisp butter-fried base, soft crumb and a hollow center.

- **Easy to understand**

Customers recognize bread, butter and salt before the first bite.

- **Hard to forget**

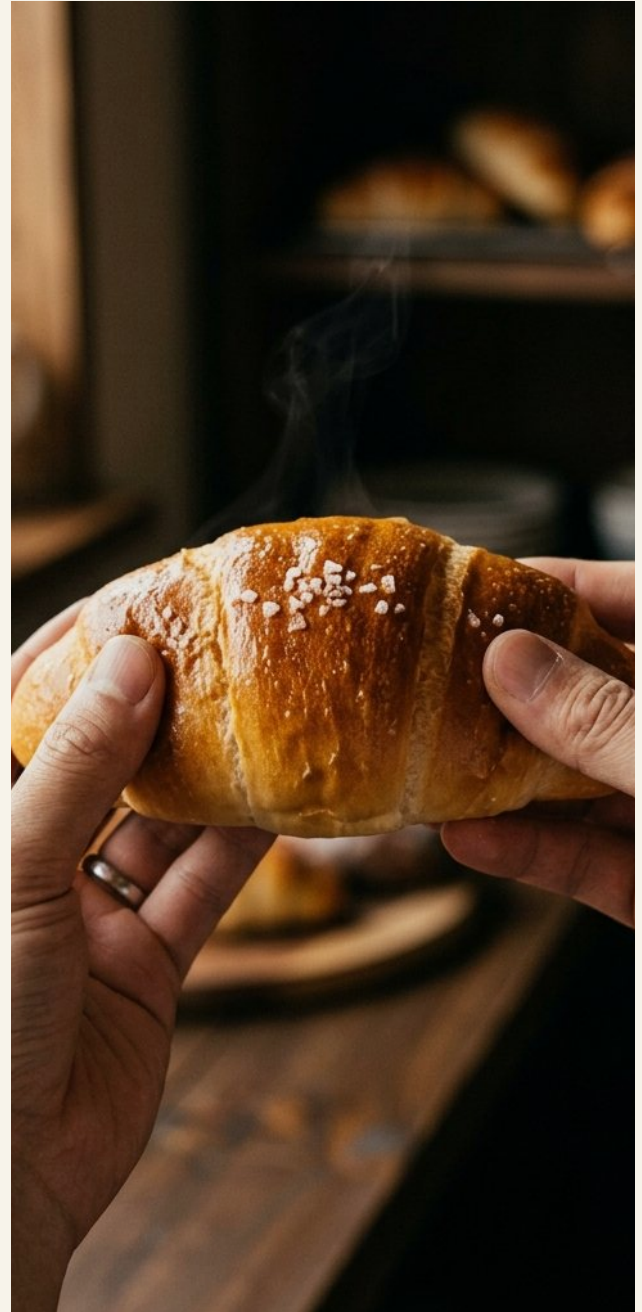
The crisp base and hollow butter cave create a product-specific texture.

- **Operationally compact**

One base dough can support plain, cheese, garlic and seasonal versions.

- **Built for a daily drop**

A visible batch time and limited quantity can turn freshness into a sales cue.



Your real advantage

Do not sell only a trend. Sell a product standard your team can reproduce at the same weight, color and texture every day.

QUALITY CONTROL

Five non-negotiables for a sellable roll.

Write the standard before you chase volume. A good batch is one that can be measured, taught and repeated.

01 Shape

Even crescent with the tip tucked underneath.

02 Color

Deep golden top with a caramelized butter base.

03 Texture

Thin crisp bottom, elastic soft crumb, clean hollow.

04 Weight

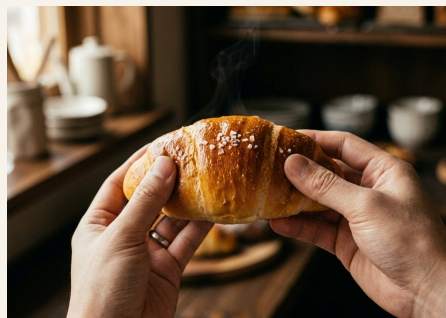
Target 60-63 g after baking; log your actual loss.

05 Flavor

Butter-forward, lightly sweet, clean salt finish.

06 Freshness

Best inside four hours; bake in visible drops.



SMALL-BATCH VALIDATION

12-roll test formula.

This reference formula is designed for product testing. Flour is always 100 percent; every other baker's percentage is measured against flour weight.

Ingredient	Baker %	Batch	Per roll
Bread flour	100.0	400 g	33.3 g
Whole milk	50.0	200 g	16.7 g
Water	15.0	60 g	5.0 g
Sugar	8.0	32 g	2.7 g
Fine salt	1.8	7.2 g	0.6 g
Instant yeast	1.3	5.2 g	0.43 g
Unsalted butter - dough	8.0	32 g	2.7 g
Salted butter - filling	30.0	120 g	10.0 g

DIVIDE STANDARD

61 g dough + 10 g chilled salted butter

Target baked weight: 60-63 g

BEFORE YOU MIX

- Use a strong bread flour that can hold medium gluten without becoming tough.
- Chill filling butter into 12 batons. Soft filling escapes before the dough lifts.
- Start with cool liquids and aim for a final dough temperature of 24-26 C / 75-79 F.
- Record your flour brand, room temperature and finished yield on every test.

Formula note: adjust water by flour absorption. Do not scale commercially until the test is validated in your oven.

METHOD

Mix for strength. Shape for the cave.

The butter cave comes from a balanced combination of dough strength, chilled filling, seam control and oven lift.



- | | | |
|----|----------------|--|
| 01 | Combine | Mix flour, milk, water, sugar and yeast for 3 minutes. Rest 15 minutes. |
| 02 | Develop | Add fine salt and soft dough butter. Mix 6-8 minutes to medium gluten. |
| 03 | Bulk | Ferment 60-75 minutes at 25-27 C / 77-81 F until about 1.7 times larger. |
| 04 | Divide | Scale 12 pieces at 61 g. Preshape as short teardrops; rest 15 minutes. |
| 05 | Shape | Roll each piece 25-30 cm long. Add a 10 g butter baton and roll tightly. |
| 06 | Proof | Keep the tip underneath. Proof 35-50 minutes until visibly puffy, not doubled. |
| 07 | Bake | Brush lightly with milk, add flaky salt and bake at 210 C / 410 F for 12-15 minutes. |

BUTTER CAVE CONTROL

Fix the symptom, not the story.

Butter leakage is part of the product, but uncontrolled flooding, dense crumb and pale bases are process signals.

Symptom	Likely cause	Next test
No hollow center	Butter too soft or weak dough	Use 8-10 C filling butter; mix to medium gluten
Butter floods early	Warm proof or exposed seam	Keep the tip under; shorten or cool the proof
Dense center	Underproofed dough	Wait for visible puff; fingertip dent returns slowly
Pale, soft base	Low heat or cold tray	Fully preheat; test a dark or preheated tray
Tough crumb	Too much flour or overmixing	Hold back bench flour; review water absorption
Salt hits unevenly	Finish added by eye	Weigh finishing salt per tray, then distribute

THE THREE-ROLL CHECK

Cut one. Weigh one. Hold one for two hours.

The first checks internal structure, the second checks consistency and the third tells you what the customer experiences after the first display window.



SALT BREAD ECONOMICS

The \$0.62 example, opened up.

This is a sample direct unit cost based on the current MasterBaker.io model. Replace every line with your supplier invoice and actual yield.

Direct cost item	Per roll
Flour, milk, sugar, yeast, salt	\$0.20
Butter - dough and filling	\$0.28
Finish and waste allowance	\$0.05
Sleeve or bag	\$0.09
DIRECT UNIT COST	\$0.62



IMPORTANT

\$0.62 is not your true cost.

It excludes direct labor, occupancy, utilities, merchant fees, unsold product and owner profit. Use it to understand food cost, then build a second number that can run the business.

BUILD YOUR CONTROLLABLE UNIT COST

\$0.62

DIRECT PRODUCT COST

+ \$0.56

DIRECT LABOR EXAMPLE

+ \$0.35

OVERHEAD ALLOCATION

Sample controllable unit cost: \$1.53

Taxes, fees and owner profit still need a place in your final price.

PRICE WITH TWO MARGINS

A beautiful food-cost percentage can still hide a weak business.

Track both direct product margin and contribution after controllable labor and overhead.

$$\text{Margin} = (\text{price} - \text{cost}) / \text{price}$$

Example assumptions: \$0.62 direct product cost and \$1.53 controllable unit cost.

ENTRY

\$4.50**86.2% DIRECT MARGIN**

66.0% CONTRIBUTION

Validate against local willingness to pay.

CORE

\$5.00**87.6% DIRECT MARGIN**

69.4% CONTRIBUTION

Validate against local willingness to pay.

PREMIUM

\$6.00**89.7% DIRECT MARGIN**

74.5% CONTRIBUTION

Validate against local willingness to pay.

PRICE DECISION

Start with one clear core price.

Use bundles to raise the basket, not to apologize for the roll. A coffee set or four-pack should feel simpler, not cheaper than the product deserves.

YOUR WORKING PRICE

Reason customers will believe it:

DEMAND BEFORE VOLUME

Model the batch you can sell, not the batch you can make.

These scenarios use an 85 percent sell-through rate, a \$5 selling price and costs applied to every unit produced, including unsold rolls.

Made	Sold	Revenue	Product	Labor	Overhead	Contribution
12	10	\$50.00	\$7.44	\$13.50	\$4.20	\$24.86
48	41	\$205.00	\$29.76	\$27.00	\$16.80	\$131.44
100	85	\$425.00	\$62.00	\$54.00	\$35.00	\$274.00

READ THE TABLE

- **Unsold product is still a cost**
The direct product cost is based on every roll made, not only the ones sold.
- **Labor improves with repetition**
The example assumes the larger batch is produced with more efficient active time.
- **Contribution is not net profit**
Rent, administration, tax, marketing and owner profit may still sit outside the model.

FIRST LAUNCH TARGET

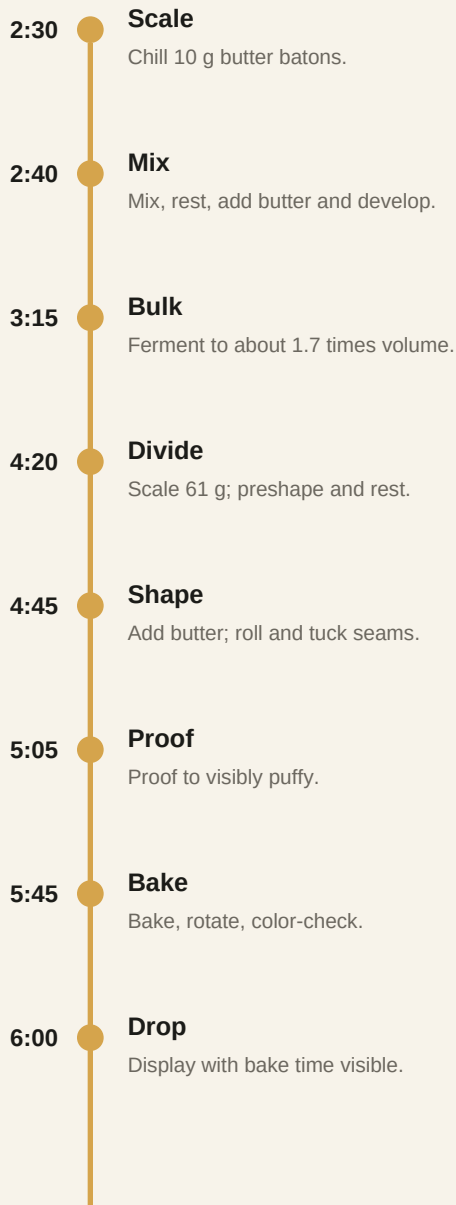
24 rolls. Two bake times. One sell-out log.

A small sold-out batch gives you cleaner demand data than a full case of leftovers. Record time baked, time sold, customer comment and waste.

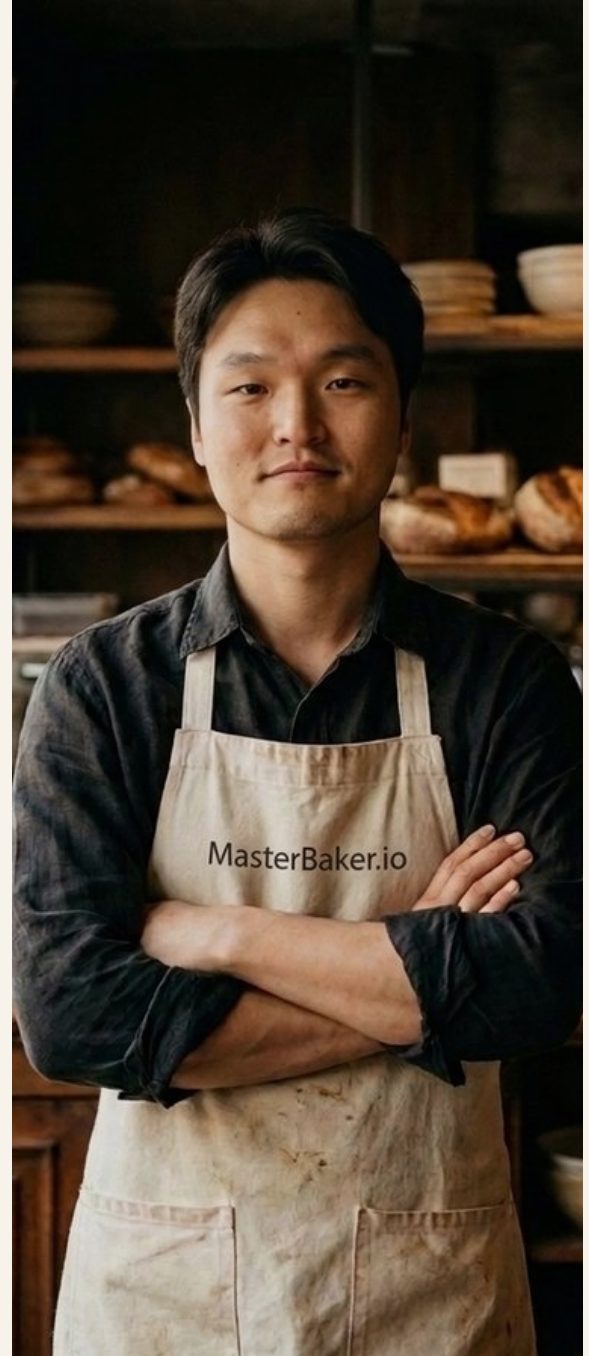
SAME-DAY RHYTHM

Build the display backward from the drop time.

Example schedule for a 6:00 PM release. Adjust for your mixer, fermentation temperature, staff skill and oven load.

**LOG EACH DROP:**

baked / displayed / sold out / wasted



LAUNCH IN ONE WEEK

Seven days from test dough to a controlled menu drop.

Keep the experiment small enough to learn and specific enough to measure.

DAY 1**Set the standard**

Choose finished weight, core price, bake color and first batch cap.

DAY 2**Bake the formula**

Run 12 rolls. Photograph every stage and record dough temperature.

DAY 3**Repeat one variable**

Change only one input: water, proof time, butter temperature or bake.

DAY 4**Cost the real roll**

Enter supplier costs, packaging, active labor and overhead allocation.

DAY 5**Create demand**

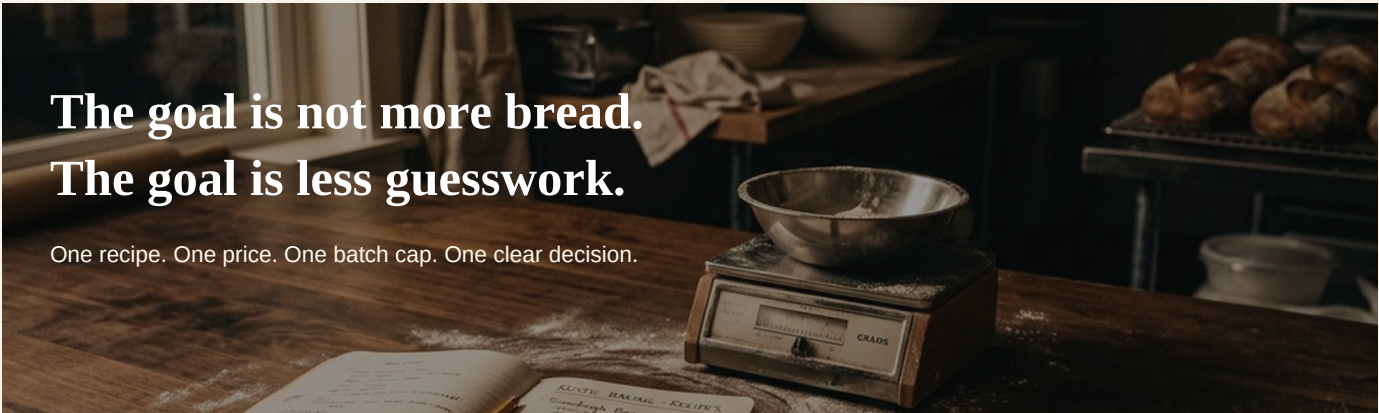
Post the cross-section, release time and limited quantity. Take reservations.

DAY 6**Soft launch 24**

Bake two drops of 12. Track sell-through time and customer language.

DAY 7**Decide the next cap**

Keep, revise or stop. Scale only the process that repeated cleanly.



**The goal is not more bread.
The goal is less guesswork.**

One recipe. One price. One batch cap. One clear decision.

MERCHANDISE THE CONTRAST

Let the product explain itself in eight seconds.

Customers should understand what it is, why it is different and when it was baked without needing a long trend story.

MENU CARD COPY

Korean Salt Bread

Buttery crescent roll with a crisp base, soft center and flaky salt.

BAKED AT ____ | NEXT DROP ____ | TODAY'S CAP ____

DISPLAY RULES

- **Show the cross-section**
One cut display sample communicates the butter cave faster than a paragraph.
- **Show the bake time**
Freshness becomes visible and gives the next drop a reason to exist.
- **Keep the case narrow**
A controlled row looks fresher than a deep pile and makes the cap believable.

SAMPLE BUNDLE ARCHITECTURE

Offer	Example	Job
Solo	\$5.00	Protect the product's value
Coffee set	\$8.50	Lift the average ticket
Four-pack	\$18.00	Create take-home behavior

YOUR NEXT BATCH

Turn the test into a repeatable launch.

Go deeper with the Salt Bread Commercial Masterclass:

- commercial batch scaling and production rhythm
- cost-sheet workflow and price decisions
- butter-cave troubleshooting and launch assets



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Commercial Korean bakery craft, built for business.

GUIDE COMPLETE

**Bake.
Cost. Launch.**

Educational reference only. Ingredient performance, fermentation, oven behavior, local food rules and costs vary. Test in your own kitchen and follow applicable food safety, labeling, tax and licensing requirements.