

E P G B

escolapastisseria

gremide barcelona



CURS 2011/12

Programa d'activitats



EPGB

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English version

The school today is very different from when it began. It was initially founded as a result of the need to train the sons and daughters of Guild members who wanted to continue the family trade, combining work in the bakery with their studies. Since then confectionery has changed and so has the profile of our students. More and more students at the school have had no previous experience in bakeries and they arrive eager and committed to learning a profession that requires a lot of dedication but which also brings great satisfaction. We are also seeing the gradual internationalisation of the school. Although our roots are in Catalonia, each course, there are more and more students from the rest of Spain and different countries throughout the world. For us this is a huge satisfaction because it means that the school's level of teaching is good and that we are becoming a leader in confectionery training. A good example of this is that our professors will travel to the CIA (Culinary Institute of America) to give a course to students of one of the most prestigious confectionery schools in the world. Proof of this is the continuous collaboration of school teachers with the teaching staff of the CIA (The Culinary Institute of America), one of the most prestigious pastry schools in the world.

Over these 35 years we have learnt a lot. 35 years is a long time and obviously it hasn't all been a walk in the park. We have stumbled many times but we have always bounced back with more enthusiasm and motivation to continue with the school and become an international benchmark in the confectionery sector and above all a place of which all those students, who trusted in us for their training in this passionate profession, can be proud.

We are excited about the current project and have opened new classrooms on the first floor of the school, and we plan to continue adding to the space available in order to increase the courses we have on offer, both at a workshop as well as a business level. We have also worked towards our students being able to obtain an official diploma for their studies with us, which have more hours and content than public education, but which until now were not officially recognised.

All that remains is to be able to fill these pages in 35 years' time with renewed enthusiasm, new projects, new challenges, new training courses, new students and above all to feel proud and satisfied for having given continuity to the profession and for having trained the best professionals in the world within the confectionery sector.

School Council

School year 2011/2012

First year

Pastry I
Chocolate I
Savoury I
Drawing I
Diet and nutrition I
Food hygiene
Chemistry of foods

Second year

Pastry II
Chocolate II
Savoury II
Drawing II
Diet and nutrition II
Food hygiene II
General management of the workplace
Health and socio-cultural characteristics of confectionery

Third year

Pastry III
Chocolate III
Savoury III
Ice cream and caramel
Drawing and airbrushing III
Diet and nutrition III
Management
Professional training
Ingredients and additives in confectionery

Fourth year

Savoury III
Decoration
Pastillage
Airbrushing
Caramel II
Management II
Laboratory: food technology
Compulsory practical work

Groups A & B

Tutor:

Delfi Massó

Course times:

* **Group A:** Tuesday to Friday from 10am to 2pm

* **Group B:** Tuesday and Friday from 10am to 2pm and Wednesday and Thursday from 4pm to 8pm

Students:

16+ year olds

The course content is adapted partially and accumulatively to the curriculum of the formative non-degree higher education course in pastry (*cicle formatiu de tècnica de grau mitjà de pastisseria*), and to the various units of competence established by the Catalogue of Professional Qualifications of Catalonia, in order to access the title of Professional Training or the Professional Certificate, upon passing the respective tests and accreditation. The teaching materials shown in this programme are references.

Starting date: second half of September

End of course: first half of June

Teaching hours first year : 512

- **CREAMS AND FILLINGS.** Explanation of the different types of creams and fillings (pastry cream, truffle, cooked yolk, buttercream...), ingredients and forms of preparation.
- **SUGARS AND MERINGUE.** Explanation, learning about the different points of sugar, preparation of glaçage, fondants and types of meringue (Swiss, Italian...).
- **CRUST PASTRY.** Explanation of the different types of crust pastry (shortcrust, sweetcrust...), ingredients, cooking and various preparations and finishes.
- **TEA BISCUITS I.** Explanation, learn to make a traditional assortment of basic tea biscuits, ingredients, cooking, finishes and decoration.
- **CAKES AND PASTRIES** Explanation, preparation of a basic assortment of pastries, ingredients, preparation, cooking, assembly and decoration.
- **CAKE BATTERS.** Explanation of the main types of batter (Génoise...) and creation of basic cakes using sponge cake batter (Massini, Black Forest...).
- **CAKE BATTERS WITH FAT** Explanation, ingredients, preparation (muffins and basic plum-cake), cooking and finishes.
- **CHOUX PASTRY.** Explanation, origin, ingredients, preparation (éclairs, profiteroles...), cooking and finishes.
- **INTRODUCTION TO BRIOCHE.** Explanation, origin, ingredients, creation of traditional, individual pieces.

· INTRODUCTION TO PUFF PASTRY.

Explanation, origin, ingredients, preparation of individual and family pieces (tarts and *galette de rois*...).

· **MARZIPAN AND PANELLETS.** Explanation, origin, ingredients and preparation of a selection of classic Catalan *panellets* -almond paste biscuits-.

· **CROISSANT.** Explanation, origin, types, ingredients, preparation, fermentation and cooking of pieces.

· **ENSAIMADA.** Explanation of this traditional cake from Majorca, origin, types, ingredients, preparation, fermentation and cooking of pieces.

· **BASIC MOUSSES I.** Explanation, ingredients and preparation process of basic mousses (chocolate, lemon...).

· INTRODUCTION TO CHOCOLATE

- History: from cocoa to chocolate

- Knowledge of the different types of chocolate.

- Chocolate techniques: tempering and temperature curves, explained and practised. Creation of pieces.

- BASIC FLAT FIGURE. Explanation and application of the pattern designing technique applied to a piece.

- FLAT FIGURE WITH BASIC VOLUME. Explanation, planning and assembly of a flat piece with volume.

- BASIC MOULDED FIGURE. Explanation of the technique for using moulds and the correct assembly of a piece.

savoury

- Vinaigrettes and cuts
- Jams and marmalades
- Fresh pasta
- Pizza
- Focaccia and Thick pizza crusts
- Seasoning and spices

complementary subjects

- Food hygiene
- General management of the workplace
- Diet and nutrition
- Drawing

Groups A & B

Tutor:

Jordi Sempere

Course times:

Group A: Monday and Thursday from 10am to 2pm and Tuesday from 4pm to 8pm

Group B: Monday from 10am to 2pm and Tuesday and Wednesday from 4pm to 8pm

Students::

students who have successfully completed the first year of the study plan or have a minimum of one year's experience in the workroom of a confectionery. In the case of the latter, the School will assess the person's qualifications for the course using an entry exam.

The course content is adapted partially and accumulatively to the curriculum of the formative non-degree higher education course in pastry (*cicle formatiu de tècnic de grau mitjà de pastisseria*), and to the various units of competence established by the Catalogue of Professional Qualifications of Catalonia, in order to access the title of Professional Training or the Professional Certificate, upon passing the respective tests and accreditation. The teaching materials shown in this programme are references.

Starting date: second half of September

End of course: first half of June

Teaching hours second year : 372

- **TEA BISCUITS: ASSORTMENT II.** Explanation, variety, ingredients, preparation of assortments, cooking, finish and decoration.
- **TRADITIONAL *TURRONES*.** Explanation, origin, ingredients and preparation of traditional *turrones* –nougat- (egg yolk, Agramunt -honey and nuts-, coconut...).
- **BASIC CAKES II.** Explanation, origin, ingredients and elaboration of traditional cakes (Opera, Sacher...).
- **PLATING DESSERTS I.** Explanation, ingredients, textures and how to present desserts.
- **FRIED PASTRIES II.** Explanation, origin, ingredients and elaboration of traditional products (*bunyols de l'Empordà* -choux puffs from the Empordà region-, *chuchos* -custard-filled buns-, doughnuts...) fermentation, cooking and finish of pieces.
- **BRIOCHE II.** Explanation, origin, ingredients, creation of pieces, fermentation and decoration of Festive holiday pieces (*coca de Sant Joan*, king cake...) and Danishes.
- **PUFF PASTRY II.** Explanation, origin, ingredients and preparation of pieces, cooking and finish (confectionary, *coca de llardons* and individual pieces).
- **CAKE BATTERS II.** Differences between types of cake batters. Explanation, origin, ingredients and preparation of different types of batter, cooking and finishes (special sponge cakes: *Coca Vigatà*, flourless sponges...).
- **CAKE BATTERS WITH FAT II.** Explanation, origin, ingredients and preparation of different types of batter, cooking and assembly (brownies, Cupcakes, German tart...)

- **MOUSSES II.** Explanation, origin, ingredients and elaboration of different types of mousses and contemporary finishes (various textures and formats).
- **CHOCOLATE II.** Chocolate techniques: explanation, preparation, uses, edible coatings, chocolate modelling clays, basic paints and creation of pieces.
 - FLAT FIGURE II
 - FLAT FIGURE WITH VOLUME II
 - MOULDED FIGURE II. Chocolate finishes, textures and moulding of eggs.
- **INTRODUCTION TO BONBONS.** Explanation, ingredients and preparation of products (nuts and dried fruits, molded chocolates, etc.).
- **PASTILLAGE I.** Explanation, ingredients, preparation of clays and decoration with glaçage.
- **CARAMEL I.** Explanation, ingredients, elaboration and assembly of a piece with pulled caramel.

savoury

- Use of eggs in cooking
- Cold appetisers
- Warm appetisers
- Salads for catering
- Savoury pies and pastries
- Vacuum cooking
- Seasoning and spices

complementary subjects

- Food hygiene II
- Health and socio-cultural characteristics of confectionery
- Diet and nutrition
- Airbrushing

Groups A & B

Tutor: Raúl Bernal

Course times:

Group A: Monday and Wednesday from 4pm to 8pm and Friday from 10am to 2pm

Group B: Monday, Wednesday and Thursday from 4pm to 8pm

Students:

students who have successfully completed the first year of the study plan or have a minimum of one year's experience in the workroom of a confectionery. In the case of the latter, the School will assess the person's qualifications for the course using an entry exam. Students who successfully pass the third year of confectionery will obtain the School's Diploma in Confectionery.

The course content is adapted partially and accumulatively to the curriculum of the formative non-degree higher education course in pastry (*cicle formatiu de tècnic de grau mitjà de pastisseria*), and to the various units of competence established by the Catalogue of Professional Qualifications of Catalonia, in order to access the title of Professional Training or the Professional Certificate, upon passing the respective tests and accreditation. The teaching materials shown in this programme are references.

Starting date: second half of September

End of course: first half of June

Teaching hours third year : 380

- **TEA BISCUITS III:** ASSORTMENT OF SPECIAL TEA BISCUITS AND MACAROONS. Explanation, origin, ingredients, preparation, cooking, fillings and finishes.
- **CAKES AND PASTRIES OF TODAY.** Assortment of contemporary small cakes and pastries.
- **TURRONES II:** TRUFFLES. Elaboration of covered *turrones* with a ganache base (liqueurs, fruits...) and new finishes.
- **MOUSSES II.** REINVENTING THE CHRISTMAS LOG. Update of a classic.
- **LITTLE GLASSES.** New formats in confectionery. An assortment of textures and sensations in the same glass.
- **MOUSSE CAKES.** Basic concepts, preparation, interior montage, new finish and decorations.
- **PLATING DESSERTS II.** Explanation, ingredients, textures and how to present desserts.
- **BASIC INTRODUCTION TO ICE-CREAMS.** Explanation, origin, ingredients, preparation and possibilities of the use of ice-cream in confectionery.
- **PUFF PASTRY III.** Explanation, ingredients, preparation, cooking and finishes.
- **CHOUX PASTRY.** Explanation, origin, ingredients, cooking and classic preparations (Special *éclairs*...).
- **MOULDED CHOCOLATE FIGURE III.** Creation of designer eggs.

- **ARTISTIC CHOCOLATE PIECE.** Introduction, creation techniques and assembly of an artistic chocolate piece.
- **BONBONS II.** Planning, preparation, dipping and decorating framed or moulded chocolates.
- **CARAMEL.** Ingredients, explanation of pulled and glossy.
- **PASTILLAGE.** Explanation, ingredients, planning of an artistic piece, preparation and assembly.

savoury

- Sushi
- Nigiris and dim sum
- Sandwiches and filled bread rolls
- Canapés and cocktail pastries
- Sweet and savoury rice
- Seasoning and spices

complementary subjects

- Decorative writing
- Airbrushing
- Diet and nutrition
- Ingredients and additives in confectionery
- Seminar on Business Management and Administration

Group A

Tutor:

José Romero

Course times:

Monday and Tuesday from 4pm to 8pm

Students:

People with the Diploma in Confectionery or a minimum of 3 years experience in a confectionery workshop .

Students who successfully pass the higher level diploma in confectionery will obtain the Confectionery School's Qualification.

Starting date: second half of September

End of course: first half of June

Teaching hours fourth year : 272

CONTENTS

Compulsory practical work:

- **Tea biscuits:** 3 types (including 1 macaroon)
- **Bonbons:** 3 types (1 dipped framed bonbon, 1 moulded bonbon and 1 own-creation bonbon)
- **Cake:** 1 large cake or 3 small ones
- **Classic cake with decorative writing:** 1 false classic cake, decorated and with writing
- **Mousse cake:** 1 mousse cake
- **Puff pastry:** 1 puff pastry tart decorated with fruit
- **Plated desserts:** 1 plated dessert
- **Glass:** 1 free-creation glass
- **Savoury appetisers:** 3 types (1 warm and 2 cold)
- **Artistic sugar piece:** 1 artistic sugar piece using at least three sugar techniques (pastillage, pulled, glossy, blown sugar...)

SAVOURY

- Foie
- Textures applied to savoury confectionery
- Preparation of savoury tasting pieces for the final window display
- End of course thesis
- Thesis defence
- Final window displays

COMPLEMENTARY SUBJECTS

- Food technology (laboratory)

Masters in Chocolate

For the fifth year running the *Escola de Pastisseria* organises the Masters in Chocolate, the first of its kind in Catalonia and in Spain, designed for all those who wish to study the subject of chocolate in more depth. Currently, chocolate is in fashion and to respond to the requirements of a market that is demanding what was considered the food of the Gods more and more, the School of the Confectioners' Guild of Barcelona has designed a three week intensive Masters course, offering the chance for professionals to specialise in the world of chocolate.

The course begins with a theoretical part about cocoa and chocolate, but above all involves practical work on the application of chocolate in confectionery, artistic pieces, bonbons and savoury pastries with chocolate. The physical-chemical aspects of chocolate and tastings of chocolates from different origins will also be studied.

Last year's course was given by recognised professionals within the sector who have extensive experience working with chocolate, such as Clémentine Alzial and Pierre Costet from Valrhona, Francisco Migoya, teacher at The Culinary Institute of America in New York; Yann Duytsche, owner of Dolç confectionery; Jordi Farrés, owner of Cookies BCN; Olivier Fernández, Director of the *Escola de Pastisseria*; Carles Mampel, MMAPPE 99 and owner of Bubó confectionery; Rafa Blázquez, professor at the *Escola de Pastisseria*; José Romero, Head Chef at the *Escola de Pastisseria* and Jordi Sempere, professor at the *Escola de Pastisseria* of the Barcelona Guild.

Masters in Chocolate 2012

16 January 2012 - 3 february 2012

Syllabus:

1. Introduction to chocolate: history, cultivation and transformation
2. Chocolate tasting
3. Development and cultivation of cocoa
4. Handcrafted chocolates
5. Chocolate en the confectionery sector
6. Artistic piece and sculpture
7. Airbrushing
8. Applications of chocolate
9. Tasting of chocolate from different origins
10. Savoury confectionery with chocolate

Minimum group of 6 people

Savoury Masters

Objectives:

For the second time, the Barcelona Confectioners' Guild School will give a masters course in savoury cuisine and confectionery for all sector professionals who should wish to specialise in this area, which is becoming more and more prominent in the day-to-day of confectionery and pastry shops. During the Masters course, the different preparations found in many of the most contemporary and avant-garde procedures of today will be dealt with in depth.

General contents:

The following specialities will be dealt with, prepared and tasted:

1. Bread and Appetisers: Adapted to today's style of catering and with the participation of specific and specialised faculty staff

2. Fish: Cooking, handling and cutting techniques

3. Meat: Cooking, handling and cutting techniques

4. Plated desserts: Preparation and development

The master will be coordinated by the School chef, Jose Romero, who also takes part as a teacher. The 2011 edition will include the collaboration of renowned professionals such as Daniel Jordà (Panes Creativos), Leo Ortega (cook at Babette Catering and executive chef of the FC Barcelona), Hung Fai Chiu Chi (specialist in Japanese cuisine).

Savoury Masters 2011

3 - 14 July, 2012. Mondays to Fridays from 3pm to 8pm. Duration: 35 hours.

Minimum group of 6 people



Masters in sales and marketing management for the confectionery sector

Objective:

Participants will discover the key to defining a successful marketing strategy. They will also learn how to achieve better market orientation and how to apply the new strategic approaches to marketing management and relations with customers.

Contents:

1. Strategic marketing and innovation for the confectionery sector
 - Strategic and operational marketing plan
 - The concept of marketing as a business philosophy and tool
 - Viewpoints of supply and demand
2. Consumers / customers: How to identify our customers and what they want
 - Factors that affect consumer behaviour
 - The purchasing process
3. Brand and communication strategies
 - Introductory concepts
 - Communication as an element of the marketing mix: price, communication, distribution and product
 - Advertising
4. Pricing strategies
 - Prices from a marketing point of view
 - Price fixing methods
 - Product launch pricing strategies
5. Products and services
 - Product portfolio: organisation and classification

6. Marketing strategies

- The concept of marketing
- Strategies and trends
- Trade marketing

7. Relationship marketing

- From traditional marketing to relationship marketing
- Customer satisfaction and loyalty

Teaching staff :

- **Ignasi Guitart:** Teacher in the Marketing Department and Management Adviser
- **Francesc Castanyer:** Journalist and Managing Director of the agency Pauta Media
- **Salvador López:** Teacher in the Marketing Department at Esade and Management Adviser
- **Paco Gil:** Director of the Chocolate Museum and teacher in the Marketing Department at Esade
- **Santiago Jordán:** Associate professor at the UAB and publicist

Masters in sales and marketing management for the confectionery sector

7-30 November 2011. Mondays and Wednesdays from 9am to 2pm.

Who is it aimed at?:

Artisan confectionery managers and/or product marketing managers

Minimum group of 6 people

Specialised Courses

The *Escola de Pastisseria* also offers a wide range of courses with the aim of providing specialised courses on specific subjects to professionals. The range of courses includes Christmas and Easter courses which are of particular note. During the Easter course new trends and formats are presented with a view to the Easter period and also traditional artistic figures are created, inspired by the celebrities of the season. Live demonstrations are given and all those attending receive patterns. Furthermore, the Guild of Women Confectioners offers a window decorating course inspired by this festival. For Christmas and coinciding with the ExpoNadal trade fair, different specialised courses are organised on subjects including savoury confectionery, confectionery in glasses, classic confectionery... Again, the Guild of Women Confectioners prepares window decorating courses inspired by the Christmas period. These courses are complemented by others that are organised throughout the year, specialising in confectionery in glasses, ice-cream making, brioche making... The purpose of these courses is to provide on-going training to confectioners with regard to both technique and new and original formats of the sector that could be of interest to the profession.

For more information about specialised courses programmed for 2011-2012 please contact the School's Secretary by 'phone (+34) 93 268 78 77 or by email escola@patisserie.cat

Cost of courses

COURSES	Prices 2010/11
First year confectionery (monthly price) -unique price-	392 €
Second year confectionery (monthly price)	402 €
Thrid year confectionery (monthly price)	402 €
Fourth year confectionery (monthly price)	465 €
Savoury Masters and Masters in sales and marketing management	2.175 €
Masters in Chocolate	2.500 €
3 days specialised course (part time)	310 €
1 day and 1/2 specialised course	280 €
1 day specialised course	217 €
1/2 day specialised course	120 €

IMPORTANT:

ALL THE COURSES HAVE A **33% DISCOUNT** FOR ALL THE WORKERS OF A COMPANY MEMBER OF THE BARCELONA'S PASTRY GUILD

Other concepts:	Prices 2011/12
Insurance	67 €
Mandatory materials - uniform and tools -	377 €
Airbrushing (second and third year)	180 €

Basic courses (first, second, third and fourth year):

- Payment terms: between the 1st and 5th of each month; 10 monthly payments: the first payment will be made in September and the last in June. Exceptionally, payment for the first month (September) will be made during the second half of the month.
- A discount will be given of 10% of the course cost if payment for the whole course is made in advance during September.
- The insurance is valid for all the courses. Paid in full with the first monthly payment for the course.
- In cases of force majeure, following authorisation from the School Council, a refund will be given of the proportional amount paid in advance.

Other discounts exclusive for the members of the Guild of Barcelona:

- Discount: 10% second person from the same company.
- Discount: 20% third and more people from the same company.

(*) The students of the fourth course will be able to attend for free all the specialised courses if there are available places.

Other considerations:

- Laboratory, masters and specialised courses must be paid in advance.
- The mandatory materials - uniform and tools and the airbrushing tool must be paid in full.
- The students who ask for a yearly certificate must pay the total cost of the course.
- **The amount for the enrollment is 350 euros and it can't be refund.**
- Employees of guild member companies will accredit their position by presenting a copy of their payslip.
- During the course, guild member or non guild member costs can be applied, following verification, at quarterly ends. .

Reserving a place and enrollment

To reserve a place and/or enrol on the course, please contact the School Secretary, Plaça Pons i Clerc, 2 (on the corner of Comerç), Barcelona. There you will be able to formalise procedures (reserve a place, requirements, payment methods...).

A deposit of 350€ must be made to reserve a place. This is paid at the moment of preinscription, it is independent of the course and no reimbursement will take place.

Foreign students who request a School certificate must pay the full amount for the course.

For more information, please call (+34) 93 268 78 77 or send an email to escola@patisseria.cat. Requests will be dealt with in strict order of enrolment and restrictions for each course will be taken into account.

The School's Executive Council awards 6 grants for the two best students of each of the three basic confectionery courses. This grant consists of a 50% discount of the cost of the following course.

Enrolment on the courses at the school implies the obligation to wear the established uniform and to use the established equipment. It also implies acceptance of the internal regulations and economic-administrative conditions of the School. All of the 2nd year, 3rd year and HLD students must combine their studies at the School with work in a confectionery. The School's Executive Council will study and decide on any unforeseen situation.

The School's Executive Council reserves the right to change, cancel or alter any programmed activity should circumstances of force majeure arise, always respecting the rights of the students.

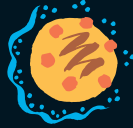
Important: The School can make any change in the school calendar because of the celebration of pastry festivities and the ExpoNadal trade fair, adapting thus the schedules to the needs of the school.



ELKOMA GRANT – In memory of Josep Balcells

ELKOMA, a company dedicated to the marketing, installation and maintenance, throughout Spain, of the well-known freezing, storage and fermentation cupboards and equipment for confectionery and sector industries, has created a grant in memory of the deceased confectioner Josep Balcells, for sponsoring the studies of the best third year student of the *Escola de Pastisseria* of the Barcelona Guild so that he/she can complete the Higher Level Diploma (fourth year) for free.

By awarding this grant, ELKOMA's objective is to support new generations of confectioners so that they become excellent professionals and to reward the enormous efforts of those who start out in the profession with passion and dedication. The systems and installations manufactured by KOMA are famous worldwide for their high level of innovation, quality and reliability, as well as for the quality guarantee of their finished products.



**Gremi de
Pastisseria**

BARCELONA
I PROVINCIA

Gremi Provincial de Pastisseria de Barcelona

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Grup Gremial de la Dona Pastissera

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