



The Serious Bread Club Application

For those who refuse to eat bread that lasts longer than their milk.

At La Baguette French Bakery, we believe bread isn't just something you eat — it's something you respect.

That's why Chef Ludovic created The Serious Bread Club — a private bake, available only twice a month, for those who truly understand what real bread means. This isn't about selling more bread — it's about keeping a tradition alive.

We're talking about a loaf made the old-fashioned way:

no shortcuts, no chemicals, no nonsense.

Just time, patience, and a crackling crust that could make a Parisian cry.

But here's the catch — it's not for everyone.

And if you're part of it, you're not just buying bread — you're joining the story of it.

We want to know who you are, how you treat your bread, and if you'd ever betray it for that factory-made, chemical-filled grocery-store loaf — the one so pumped with additives it refuses to grow mold like real bread should.

If you pass the test, you'll be invited to pick up one of the most exclusive loaves in Delaware — baked by Chef Ludovic himself, with passion, humor, and a touch of rebellion.

👉 Apply now. Respect the bread. Join the story.

Basic Info

Name: _____

Email: _____

Phone (for bread emergencies): _____

Section 1: Bread Compatibility Check

1. What's your relationship status with bread?

- ☐ I am committed — I feed it, I nurture it, I even talk to it.
- ☐ I am casual — I grab whatever's on the shelf.
- ☐ It's complicated — I once dated sliced bread from the grocery store.
- ☐ It's complicated — I've cheated with keto.
- ☐ I only use bread for sandwiches.

2. How do you really eat the crust?

- ☐ I honor it — the crust is where the soul lives.

- ☐ I cut it off like a savage.
- ☐ Depends on the mood (and the butter).

3. Would you ever store bread in the fridge?

- ☐ Never — I have morals.
- ☐ Once. I still wake up guilty.
- ☐ Yes. (You're already disqualified, friend.)
- ☐ Oh no, but I would freeze it.

Section 2: Character Check

4. Be honest — are you a Karen?

- ☐ No, I respect the process.
- ☐ I want it sliced. (automatic disqualification. We don't have a slicer big enough).
- ☐ I once asked to "speak to the baker."

5. What would you use this bread for?

- ☐ To share with friends who understand life.
- ☐ To show off on Instagram (we see you).
- ☐ To feed ducks — instant ban.
- ☐ Make sandwiches
- ☐ Use it to dip in sauces.

Section 3: Bread Beliefs

7. In your opinion, sourdough is...

- ☐ A religion.
- ☐ A lifestyle.
- ☐ A trend for people who still buy "bread-shaped foam" from supermarkets.
- ☐ A trend I pretend to understand.

8. Choose one:

- ☐ A warm, crusty loaf straight from the oven.
- ☐ A lifeless, plastic-wrapped supermarket-bought sliced bread (you monster).

9. The proper way to store bread is:

- ☐ Wrapped in linen, like a treasure.
- ☐ In a paper bag, on the counter, ready for breakfast.
- ☐ In a plastic bag next to sadness.
- ☐ I eat it all before I have to store it.

 Section 4: Bread Rebellion

10. How do you feel about grocery-store bread?

- ☐ It's not bread — it's a chemistry project.
- ☐ It's fine for sponges.
- ☐ It should come with a warning label.

11. What words come to mind when you hear “preservatives”?

- ☐ Betrayal.
- ☐ Science experiment.
- ☐ “Not in my dough.”
- ☐ “It will help keep me healthy.”

12. If someone offered you “soft white bread that lasts 30 days,” you’d say:

- ☐ “That’s not bread, that’s a lie.”
- ☐ “Do I look like I eat plastic?”
- ☐ “No thanks, I have standards.”
- ☐ “Perfect for sandwiches?”

 Section 5: The Science of Levain

13. What is a levain?

- ☐ A living culture of flour and water that gives life to bread.
- ☐ A fancy French word bakers use to sound cool.
- ☐ Something I once saw on TikTok bubbling in a jar.

14. How often should a healthy levain be fed?

- ☐ Every day — like a loyal pet.
- ☐ Once a week, when I remember.

☐ Never. **Mine feeds on positive energy.**

15. What's the ideal smell of an active levain?

☐ Fruity, tangy, and a little like apples or yogurt.

☐ Sour enough to clean a car battery.

☐ I don't know, I stopped smelling things after 2020.

16. Why is levain considered "alive"?

☐ Because it's full of natural yeast and bacteria doing their magic.

☐ Because it moans at night.

☐ Because my baker said so, and I don't question him.

18. True or False: Real levain doesn't need commercial yeast — it *is* the yeast.

☐ True

☐ False

☐ Wait, yeast is alive?



"I swear to honor real bread , to choose flavor over convenience,
and patience over plastic. bread that fights back when you tear it,
that sings when you break it.

I stand against the tyranny of preservatives.

I pledge loyalty to crust, crumb, and the sacred bubble.
I reject the soft, soulless loaves of industry
and every additive that tries to cheat time.

I am a defender of fermentation,
a guardian of gluten.

My bread will mold, because it lives.
My bread will crack, because it's real.

May my meals stay humble, my butter generous,
and my bread forever real. So help me levain"

Signature: _____ Date: _____