

The wonderful world of the
stroopwafel

The famous Dutch
cookie that sticks!

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So what are they made of?

YOU CAN'T HAVE A STROOPWAFEL WITHOUT STROOP (SYRUP) OF COURSE! SOME PEOPLE ARE EVEN CONVINCED THAT STROOPWAFELS TASTE BEST WHEN YOU USE AS MUCH SYRUP AS DOUGH. ALSO ESSENTIAL IS BUTTER, CASTER SUGAR AND CINNAMON, WITH PERHAPS A TOUCH OF VANILLA. AND THEN OF COURSE EGGS, PREFERABLY FARM-FRESH, SOME GOOD QUALITY FLOUR. AND LAST BUT NOT LEAST, LOVE. A LOT OF LOVE...





Stroopwafels with Yeast

**FOR 30 LARGE (8CM Ø) OR
60 SMALL STROOPWAFELS
(5,5CM Ø)**

LUKEWARM MILK
50G FRESH YEAST
(or two sachets dried)
250G MELTED BUTTER
150G WHITE CASTER SUGAR
1 EGG
500G WHEAT FLOUR PINCH OF
SALT
¼ TEASPOON GROUND
CINAMMON
EXTRA BUTTER
(to grease the waffle griddle)
1 PORTION SYRUP (see page 25)

Of course, we asked all the bakers we have spoken to for their stroopwafel recipe. And of course, none of them wanted to reveal their secrets. The vaults remained locked, the lips tightly closed, despite the fact that the first ever recipe for stroopwafels seems to date back to 1784. So we are indebted to many generations of bakers for the following recipes. There are recipes going around with yeast, baking powder and no raising agents at all. Here are some variations for you try out yourself. Good luck!

Dissolve the yeast in the lukewarm milk. Beat the egg. Mix the melted butter (not too hot!), the caster sugar and the egg into the milk with yeast. Mix the flour with the salt and the ground cinnamon. Add the butter-egg mixture and mix into a smooth dough. Cover the dough with a warm, damp cloth and leave to rise for 1 hour somewhere warm (for example, in a sunny spot in the house, or next to a radiator). Meanwhile, make the syrup. From the dough, make small balls weighing about 30g (for a large waffle) or 15g (for a small waffle) and lay them in a dish or on a baking tray, not too close to each other, to prevent them touching each other as they rise. Cover them once again with a warm, damp cloth and leave them to rise for 10 minutes. Grease a waffle griddle with a little bit of butter and bake the balls into golden-brown waffles (about 2 minutes). If required, cut out a circle with a strong, metal cutter. Save the cuttings in a container. Not cutting the waffles gives them a more 'traditional' appearance. Carefully cut the waffles as quickly as possible after baking with a sharp knife, horizontally through the middle. Smear one side with syrup, put them back together and press lightly. It's a bit of trial and error to see how much syrup you need. Use too little and the waffles will be too dry. Too much and the syrup will run out of the sides.

Cinnamon Biscuits with Syrup

FOR 25 BISCUITS Prepare the syrup biscuits according to the basic recipe for syrup biscuits on page 33. Cut out the biscuits and lay half on a separate baking tray. Decorate these biscuits (which will later become half of a double) using different decorative templates and ground cinnamon: place a round template in the middle of the syrup biscuit and sieve over the cinnamon as carefully and evenly as possible. Remove the template carefully. Bake the biscuits with the others in a pre-heated oven until golden brown. The cinnamon bakes onto the biscuits and so stays in place. Smear the inside of the non-decorated biscuits with syrup and place a decorated half on top. Press carefully around the edges. If you are a bit of an artist, why not try making your own custom-made templates?

1 PORTION OF DOUGH FOR SYRUP BISCUITS (see p.33)
EXTRA GROUND CINAMMON
FINE SIEVE
DECORATIVE TEMPLATES

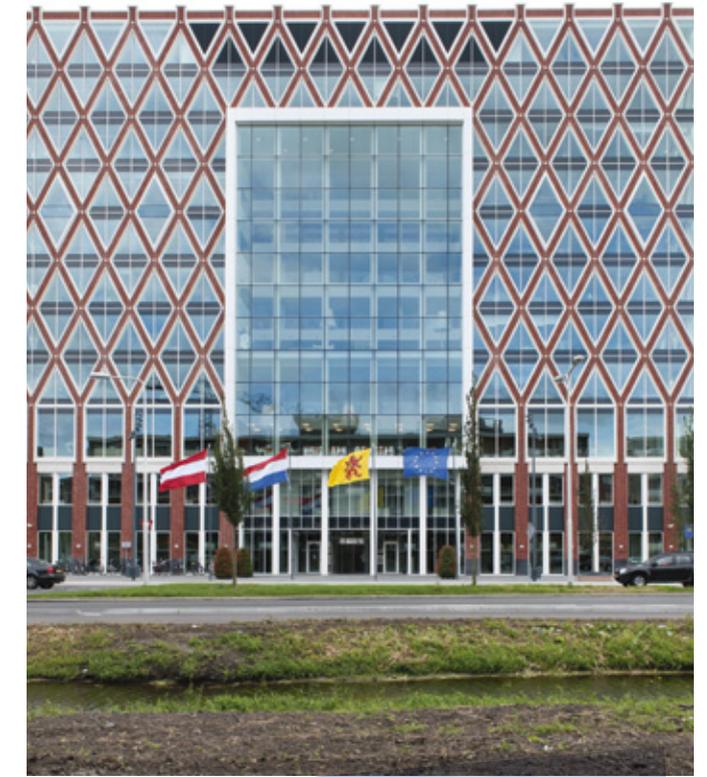


The Syrup Crusade

IN GOUDA THEY-OVEREGG
THE PUDDING

We of course didn't want to make this book without delving into the home of the stroopwafel itself. And no sooner said than done. As hardened big-city dwellers, we had to prepare ourselves mentally, but the prospect of warm, creamy stroopwafels with cinnamon beckoned from the county border. Gouda, here we come!

B By chance we entered the birthplace of Erasmus from the side where the 'Huis van de Stad' is also situated. This modern town hall was designed by Soeters Van Eldonk architects, and since its opening in 2012 has affectionately been named 'The Stroopwafel' by residents. Whoever has seen it understands why. Also fun, although maybe architecturally less sophisticated, is the 'cheese cube' next door, which is a cinema. We can't be mistaken - we're in Gouda!



Stroopwafel

THE SECRET OF AALTJE'S
'KUE WAFEL ISI KARMEL'

A MOTHER-IN-LAW THAT MAKES THE SYRUP ACCORDING TO A SECRET RECIPE, AN INCONSPICUOUS ROOM WHERE SIX BAKERS RUN THE PRODUCTION FROM START TO FINISH, AND A WORLD-WIDE COFFEE GIANT AS THEIR LARGEST CLIENT. WITH THESE INGREDIENTS, THE FRISIAN BAR-TELE SANTEMA HAS CONVERTED THE INDONESIANS TO STROOP-WAFELS.

I t's unmistakable, the warm, sweet stroopwafel aroma that you expect on the market in any Dutch town. But not in the First Kemang Street in South Jakarta. On the left is the Little Baghdad tea house, and next to that the lawyers offices of Willem & Radhitja. Neither businesses that you'd expect to spread a waffle aroma. The aroma comes more from the other side of the road, where the H2O bar is the most eye-catching. The bar is shut, but the smell remains strong. Then the neighbour's door swings opens: a small building with a few mopeds in front of it and a Bordeaux-red sunscreen. Globes - Maps - Prints - Books - Photographs is printed on it. But through the large window in the front you get a glimpse of something very different: the hard-working bakers of the Aaltje Bakery, the first stroopwafel bakery in Indonesia.



|||||
**'TO KEEP OUR
NEIGHBOURS HAPPY
we handed out
stroopwafels'**



AS A FRISIAN IN INDONESIA

Bartele Santema is founder and owner of Aaltje Bakery. He named the bakery after his now 78-year-old mother. 'My mother visited Indonesia in 2004 for the first time', says the 47-year-old from Friesland, who has been living in the country since 1990. 'I'd asked her to bring a waffle griddle with her from the Netherlands. Those things weigh 35 kilos, but she managed.'

A Frisian who's going to bake waffles in

Indonesia? 'There was a demand', says

Bartele. Not a surprising answer

from a born entrepreneur. He is

also owner of five cafés in Jakarta,

one on Bali, a magazine for for-

foreigners in Indonesia and two

galleries selling antique globes,

maps, prints, books and photos

from the region. That explains the

text on the Bordeaux-red sunscreen

outside the bakery. 'I also thought

about making drop (liquorice), but they don't

like it here', Bartele tells us, sitting at a wooden table

in his gallery, not far from the bakery. 'All the Indonesians that

are familiar with stroopwafels ask people who are coming back

from a visit to the Netherlands to bring them back with them.'

Bartele saw a gap in the market. Baking waffles himself also

solved another of his problems. 'I was about to outsource the

kitchen in my first café to an external company. Because of this,

my own kitchen staff were without work. Aaltje Bakery meant

that I could continue to offer them a job.'

HEAT RESISTANT SYRUP

His mother had barely landed with the heavy waffle griddle when Bartele started experimenting. 'We used the house of the Dutch manager of one of my cafés to bake there,' he tells us. 'The smell, however good it may have been, soon got the neighbours complaining. To keep them happy, we handed out packets of stroopwafels.' The sticky biscuit proved no

contest for the scorching Java heat. The syrup

had not even been smeared between

the two waffle halves before it was

already running out. Bartele: 'We

had to find a syrup that would

melt less quickly in this heat.'

Coincidentally, his Indonesian

father-in-law had worked in the

bakery sector his whole life. 'He

knew one of the few real caramel

experts in the world. He developed

a caramel for us that can take these

temperatures. His discovery has be-

come the secret of our waffles.' That secret

stays in the family: in Bogor to be precise, a south-

ern suburb of Jakarta named 'Buitenzorg' in colonial times,

which was the summer home of the governors of Dutch-

Indonesia. Now, Bartele's mother-in-law makes the caramel

there for the Aaltje stroopwafels. Once every two weeks a

fresh supply arrives at the small bakery in the capital. 'The

caramel makes our stroopwafels a lot drier than the Dutch

ones', says Bartele. 'Your teeth sink into Dutch stroopwafels. With ours you need to give them a good bite and really use

**'AALTJE BAKERY
DELIVERS ON REQUEST
i across the whole of
Indonesia'**



your teeth. We carried out tests, and the Indonesians always chose our waffles and not the original Dutch ones.' Strictly speaking, they aren't stroopwafels then, but caramel waffles. Although the Indonesians continue to just call them "strup-waffel".'

A CARAMEL WAFFLE FOR THE ELITE

Printed on the red and yellow waffle packaging that goes

to Starbucks, in large decorative letters, is 'Caramel Stroop

Wafel', with the Indonesian name 'Kue Wafel Isi Karamel'

written in small letters underneath. And of course, right at

the top, in capital letters: AALTJE. But the American coffee

giant wants new packaging soon with its own name on it.

Aaltje Bakery delivers on mopeds to hotels and supermar-

kets, and even promises to deliver throughout the entire

Indonesian islands. Eighty percent of the waffles go to Star-

bucks. These have a diameter of twelve centimetres, three

more centimetres than the waffles for other clients, and are

sold for a euro per waffle. The smaller waffles are sold in the

familiar transparent packaging, adorned with a drawing of a

Dutch lady wearing a white hat, an apron and blue and white

clogs. The packets are sealed with an orange ribbon, and a

bag with eight waffles costs four euros. 'It's an elite product

here', Bartele says. He's now sitting on a stool in the bakery

watching how head baker Senan flattens dough balls in the

waffle griddle.

HANDIWORK WITH A FISH KNIFE

Senan removes the freshly baked waffles from the griddle

and routinely slices them open. 'He's at the head of the hier-



archy that they've put together themselves', laughs Bartele.

'That slicing is the most important.'

Udin is standing at the end of the line with a brush to sweep

away the waffle crumbs. Between them are Jumadi and Eni,

the duo that smear the caramel from the pan onto the waffles

with fish knives. Then there's Hakim, who dips some waffles

half in warm chocolate and then hangs them on a bar in the

freezer with iron pegs to let them cool off. 'It looks a bit bor-

ing', admits Bartele, 'but the bakers are fine with it. They're

happy to have work. The minimum wage in Jakarta is one

hundred and fifty euros per month. The middle class earn

about five hundred per month. And that's a group that is

Welcome Spring!

FOR 6 PEOPLE Divide the marzipan into two and put one half aside.

250G MARZIPAN COCOA POWDER For the bird, roll a ball about the size of a bird's body.

6 STROOPWAFELS Shape the ball into a cone. The pointed end will be

150G LIGHT-GREEN MELTING the tail. At the rounded end, form the neck and head.

CHOCOLATE Mould a small point into the beak. Using another

SMALL BOX OF EDIBLE GOLD POWDER small piece of marzipan, make two smaller triangles

(from specialist baking shop) and a larger one and place them as wings and tail on

COLOURED CHOCOLATE DROPS the bird. Using a delicate, small brush, apply some

CHOCOLATE SPRINKLES edible gold powder to the bird. Mix the remaining

PRETTY RIBBON marzipan well with ¼ teaspoon cocoa powder until the

GARLIC PRESS mixture is an even brown colour. Use the garlic press

6 PRETTY CUPS to make brown 'strings'. Lay out the stroopwafels, melt

the coloured chocolate in the bain-marie and brush

a circle of chocolate onto the stroopwafels with a

cooking brush. Arrange some of the brown marzipan

strings as a nest on the chocolate and then position

the bird on the edge. Scatter some of the chocolate

sprinkles as twigs around the nest. Put the stroopwafel

on top of a pretty cup and tie a ribbon around the cup,

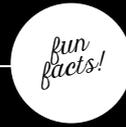
just below the stroopwafel. Pretty as a picture!





here. Sweethearts is a way of life for us, a mindset, and you can realise that in many ways. The waffle is where it all started. With Sweethearts we hope to inspire people and allow them to believe in love and their dreams. This also applies to us. Whatever happens, South Africa has a special place in our hearts, so we'll never completely let that go, whatever we do. Our motto for the future: "Wherever you go, go with all your heart".

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**'WE CHERISH THE
WARM MEMORIES
we have of the
stroopwafel at the
market'**
~



8
**HAPPY
NEW YEAR!**

The 'kniepertje' or 'iron biscuit', a crunchy waffle, gets its name thanks to the old wrought-iron griddles ('knijpijzers') it was baked in. According to tradition, the waffles are eaten flat in December as a symbol of the past year that has now completely unfolded.

From New Year's Day they take on the appearance of a roll, which represents the as-yet-unknown new year.