

SOURCE

Rising Star

King Arthur's sticky buns are gooey perfection

BY KATHLEEN BRENNAN

FOUNDED IN BOSTON in 1790 shortly after George Washington became president, King Arthur Flour is America's oldest flour company—and, arguably, its most beloved. In addition to selling high-quality, all-natural flours and other baking ingredients, the employee-owned company donates generously to numerous social causes and provides friendly advice via phone and e-mail to anyone with baking-related questions. And then there are those sticky buns.

In 2000, the company, now located in Norwich, Vermont, opened the King Arthur Bakery. Run by certified master baker Jeffrey Hamelman, it turns out a range of artisanal-style breads and pastries, including outstanding sticky buns (right) that balance sweetness with a chewy but light texture. At first, the buns were available only at the bakery. In 2005, however, King Arthur began offering them, as well as a handful of other items, through the mail. "A lot of people don't have access to really fresh, handmade baked goods," explains Monte Peterson, one of King Arthur's bakers. "We wanted to give them an option."

The bakery's standard sticky bun recipe was reworked so that it would yield a product that could withstand the shipping and reheating process. Instead of the usual croissant dough, the modified recipe calls for an equally tasty but firmer brioche dough prepared with King Arthur's all-purpose unbleached flour and Cabot Creamery butter. A mix of brown sugar, cinnamon, and chopped pecans is sprinkled over the dough before it is rolled up, sliced, and baked; the honey and brown sugar glaze is applied afterward, along with additional pecans. The buns are made at four in the morning and sent out a few hours later, arriving at their destination within one or two days. After ten minutes in the oven, they're all gooey and fragrant, ready to be devoured wherever you happen to live. A package of six pull-apart sticky buns costs \$16.95, plus shipping. To order, call 800/827-6836 or visit www.bakerscatalogue.com. 

