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Special Event



Au Bon Bagel

By Laurence Civil

The first bagel was most likely a stirrup shaped bread called “Beugal” baked by a Jewish baker in Krakow in honour of the King of Poland for saving the city and it’s people from invaders. Over the years the shape became rounder and the name evolved to “bagel”.

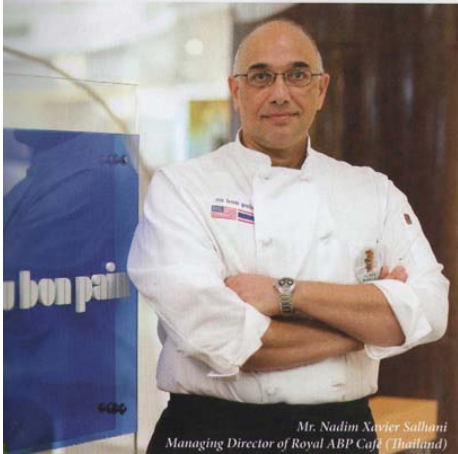


A bagel is bread made from yeasted wheat dough in the form of a roughly hand-sized ring which is first boiled in water and then baked. The result is a dense, chewy, doughy interior with a browned and sometimes crisp exterior. Bagels are often topped with seeds baked onto the outer crust with the most traditional being poppy or sesame seed. Today they are enjoyed all over the world, and have become one of the most popular breakfast foods.

Conscious of the trend for healthier eating, the US bakery franchise Au Bon Pain was one of the first restaurant companies to begin removing trans fats from its products back in 2003 and now, after four years of work in its test kitchen and collaboration with its suppliers, all products at Au Bon Pain have zero grams trans fat. Food labeled Zero Gram Trans Fat means it has less than 0.5 gram (or ½ gram) per serving, meaning it is ‘not a significant source of trans fat’.

Au Bon Pain has 30 outlets in Thailand serving nine varieties: Plain Bagel, Sesame Bagel, Cinnamon Raisin Bagel, Cheese Bagel, Poppy Seed Bagel, Onion Bagel, Wild Blueberry Bagel, Bacon Bagel and Double Cheddar Jalapeno Bagel.

Mr. Nadim Xavier Salhani, Managing Director of Royal ABP Café (Thailand) says, “At Au Bon Pain, we serve freshly-baked bagels every day. Customers can enjoy the original taste of bagels by having them plain, or by trying different flavours from our bagel sandwich menu. They can even design their own combination, matching their preferred bagel with top-



Mr. Nadim Xavier Salhani
Managing Director of Royal ABP Café (Thailand)

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au bon pain



plings and other healthy ingredients to design the bagel sandwich most pleasing to them as a tailor-made service from Au Bon Pain. We are tuned in to our customers' needs. As people are becoming more concerned with their health, our top priority is to provide not only delicious but also nutritious food options."

Au Bon Pain recently had three celebrities create fillings they would like to have at Au Bon Pain in the future. TV cooking show host Mrs. Vinder Balbir selected Au Bon Pain's Sesame Bagel, the one she felt most similar to Indian naan, to create the East-meets-West vegetarian bagel sandwich: the Malai Tandoori Paneer Tikka Bagel. She marinated fresh Indian paneer in a thick yoghurt paste with ginger, garlic, fresh lime and chili powder and then added mango powder, tandoori masala and fresh home made yoghurt and mixed it all together. This was then grilled in a traditional Indian tandoor oven.

Next was the Chicken and Salsa Sauce Bagel proudly presented by health guru Khun Chalida "Nok" Thowchalee. Rich in fibers from healthy, colourful vegetables like yellow sweet corn and red and green sweet chillies, this savoury dish provides plenty of protein from chicken cooked with black peas and seasoned with Mexican spices to suit Thai palates.

Last but not least was the Bacon Bagel with Smoked Salmon. In this masterpiece created by Khun Suthipong "Karb" Suriya, cream cheese was combined with bacon, smoked salmon and assorted vegetables carrots, asparagus and mushrooms. The vibrant orange, green and white colours from different ingredients make this dish a masterpiece both in terms of taste and presentation.

Au Bon Pain is the only retail food company in Thailand who freshly bake bagels twice daily. If you've never tried a bagel head for your nearest Au Bon Pain outlet, they are not only a marvellous treat, they are good for you!