

JORDI BORDAS

Jordi Bordas is a **creative** professional with the motivation to revolutionise the Pastry world.

His entrepreneurial spirit has allowed him to develop the B·Concept method: a set of **innovative techniques** in **healthy trends** associated with patisserie, enhancing flavour profile, aromas and textures. Furthermore, this concept aims to promote production efficiency in patisseries and kitchens.

Jordi is passionate about his work and his involvement in his projects make him a charismatic, responsible and motivational leader. All these characteristics led him to become the **World Champion Pastry Chef at the 2011 Coupe de Monde competition**. He was the captain of the first ever-Spanish team to win this competition. In early 2015, he opened his own school in Viladecans, a place that is dedicate to patisserie training and learning.

Currently, Jordi combines teaching in his training centre as well as sharing his patisserie vision with other professionals throughout the world, besides the **B·Concept** method, which has allowed you to create your own recipes from scratch.

B·CONCEPT

Until now, the way to create a new recipe has been through researching recipe books to find out the ingredients, quantities required and techniques to achieve a good result. Common recipes used nowadays have been strongly linked to traditional recipes which limits the **creativity** of the professional.

With the desire to overcome these boundaries, Jordi Bordas has developed a method which has allowed you to create your own recipes from scratch.

Method

The trial and error process slows down, complicates and adds an extra cost to your patisserie production. With the B·Concept method, you can develop **new recipes** based on various parameters. B·Concept has been developed from a comprehensive study of ingredients, techniques, processes, phenomens and physicochemical reactions, as well as the tools and machinery involved in each recipe.

Results

B·Concept provides freedom and creativity. Each professional can define the attributes of their creations making them unique every time.

With B·Concept, Jordi Bordas, has managed to present his ideology and personality through his creations. The freedom to define attributes has allowed him to develop and create patisserie which is **healthier**, lower in fat and calories, with a more intense flavour and lighter textures which are easier to digest.

BRAND AMBASSADOR

Jordi Bordas is currently ambassador of **Felchlin** and **Ravifruit**. With both companies he travels around the world spreading its research and methodology through the highest quality ingredients of the companies.

SCHOOL

In 2015, Jordi Bordas opened its school, located in Viladecans, Barcelona. The school provides patisserie **courses tailored** which are adapted to different levels and enjoying great international prestige.

The learning methodology is based on the observation of the development of recipes by the chef and the **practical implementation** of the most interesting processes by the student.

The courses are **maximum for eight people**. Because small groups allow direct contact with the trainer, the techniques and ingredients.

In addition, the courses have a great **team of professionals** who prepare and weigh the recipes previously, optimizing the development of training to **take advantage of the time at maximum**. In each of the courses, Jordi Bordas applies his particular vision of patisserie, providing the necessary **knowledge** to each student to develop their own style of pastry.

SOCIAL NETWORKS