

**APPLICATION FOR REGISTRATION
OF THE ~~DESIGNATION OF ORIGIN~~ / GEOGRAPHICAL INDICATION
FOR AN AGRICULTURAL PRODUCT OR FOODSTUFF**

I. Applicant

1. Name:

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Each representative may act separately.

5. Group:

The group includes 30 producers of 'rogal świętomarciński' (confectioners and bakers) associated in the Rogal Świętomarciński Producer Group and the City of Poznań as one of the initiators of activities aimed at promoting the most traditional baking in the capital of Wielkopolska and the region.

II. Specification

1. Name:

'Rogal świętomarciński'

The name ‘**rogal świętomarciński**’ satisfies the conditions of Article 2(2) of Council Regulation (EC) No 510/2006.

The name ‘rogal świętomarciński’ is the name customarily used to designate a croissant baked in the capital of the Wielkopolska region – Poznań and in a significant part of Wielkopolskie Voivodeship. The name of the croissant derives from the tradition cultivated in this area of baking croissants with characteristic filling and consuming them on St. Martin’s Day (11 November). The tradition of the holiday dates back to the 16th century and is associated with the celebration of the end of the year’s fieldwork, which was traditionally marked on St. Martin’s name day. St. Martin’s Day has been celebrated in Poznań for centuries, especially due to the fact that some of the main sites of Poznań are the church dedicated to St. Martin, which already existed when Poznań was founded (1253), and Św. Marcin Street, which is a remnant of the old settlement named Św. Marcin, which was incorporated into Poznań in the late 18th century.

The first written references to baking in Poznań and the surrounding area of special, exquisite croissants for St. Martin's Day – ‘rogal świętomarciński’ – date back to 1852. The tradition of baking ‘rogal świętomarciński’ has endured to this day and is closely associated with the area of the capital of Wielkopolska.

2. Application for registration of:

Mark with a cross if the applicant is seeking to register the name referred to in Section 1 as a designation of origin or geographical indication.

1) designation of origin

2) geographical indication

X

3. Category:

Class 2.4. Bread, pastry, cakes, confectionery, biscuits and other baker’s wares

4. Description:

Provide a description of the agricultural product or foodstuff and, where necessary to demonstrate the link referred to in Section 8, also information on the raw material composition, physical, chemical, microbiological, or organoleptic characteristics.

Raw materials:

The raw materials used to make ‘**rogal świętomarciński**’ are: wheat flour, margarine, sugar, egg mass, white poppy seeds, icing, milk, water, crumbs, yeast, raisins, nuts, candied fruit or fruit in syrup, salt, flavourings, including almond flavouring.

The flour used to make ‘**rogal świętomarciński**’ should be of the proper quality, i.e. contain the right amount of elastic gluten (above 27%), which makes it easier to roll out the dough and to obtain the characteristic flaky consistency after layering and rolling with fat.

Description of the finished product:

‘**Rogal świętomarciński**’ is crescent-shaped, coated with icing and sprinkled with chopped nuts. Its outer shape is a crescent, its cross-section is oval. The croissant weighs between 200 and 250 g. It fits into a square with a side of approx. 14 cm, its height at the thickest point is approx. 7 and its width is approx. 10 cm. Its surface colour varies from dark golden to light

brown, white icing with sprinkles is used as decoration. The dough has a cream colour and the filling is creamy brown – varying from pale to dark creamy brown. The baked dough is of elastic consistency and flaky, and presents a porous cross-section, with visible layers. Closer to the centre, the rolls of dough are interspersed with a poppy-seed filling. Inside, the croissant is filled with a moist poppy-seed filling. The characteristic taste and smell – sweet and with a slight almond taste – derive from the ingredients it contains: the yeast dough and the poppy-seed filling.

The following are essential to the product’s exceptional nature:

- croissant dough – the flaky croissant dough, containing the following ingredients: wheat flour, margarine, milk, eggs, sugar, yeast, salt, flavourings /for example, lemon/;
- the filling of the croissant, the basic ingredient of which is a paste prepared from white poppy seeds, in addition to sugar, crumbs, egg paste, margarine, raisins, nuts, fruit in syrup or candied fruit and almond flavouring. The combination of these ingredients and the specific flaky dough make ‘**rogal świętomarciński**’ an exceptional and unique product, linked to the tradition of the place of manufacture and outside the geographical area defined in Section 5 of the application;
- the method of folding the dough and stuffing it with a poppy-seed filling and the icing and nut decoration, which influence the final unique shape and general appearance of the pastry.



5. Geographical area:

The city of Poznań within its administrative boundaries, Poznań Poviast and the following poviats of Wielkopolskie Voivodeship: Chodzież, Czarnków, Gniezno, Gostyń, Grodzisk, Jarocin, Kalisz, and the city of Kalisz, Koło, Konin, and the city of Konin, Kościan, Krotoszyn, Leszno, and the city of Leszno,

Nowy Tomyśl, Oborniki, Ostrów, Piła, Pleszew, Rawicz, Sępca, Szamotuły, Śrem, Środa, Wągrowiec, Wolsztyn, Września.



6. Proof of origin:

Checks on the authenticity of origin and quality of ‘**rogal świętomarciński**’ are conducted in multiple phases, covering all stages of production, from dough preparation to the decoration of the finished baked product. This comprehensive control system ensures the consistent quality of the final product.

The designation ‘**rogal świętomarciński**’ can only be applied to products that fully meet each of the following conditions:

- a) they are produced in the specified geographical area outlined in Section 5, following the production method described in Section 7, and possess the characteristics specified in the description in Section 4;
- b) producers commit in writing to comply with the specification, including obligations arising from proof of origin;
- c) their producers will provide the following information to the Rogal Świętomarciński Producer Group.

Any producer wishing to produce the PDO product in question must submit a declaration to the Rogal Świętomarciński Producer Group. These declarations must include at least the following information:

- a) the manufacturer’s address;

- b) photocopies of documents confirming that the manufacturer has obtained all the necessary permits needed for production and sale;
- c) a statement by the producer that they undertake to comply with the specification.

The Rogal Świętomarciński Producer Group should always have an up-to-date list of establishments that are interested in producing ‘rogal świętomarciński.’ Establishments that are not registered but wish to produce the PDO product should submit a declaration on proceeding with the production at the latest by 11 October – one month before St Martin’s Day. Establishments notified after this date can only use the protected designation from the following year.

The Rogal Świętomarciński Producer Group has the authority to conduct inspections on the establishments, independently of the inspections carried out by the body referred to in Section 9 of the specification. If the group finds that the production process does not comply with the specification, it will notify the control body referred to in Section 9 of the specification.

Each establishment maintains records confirming the quantity of ‘**rogal świętomarciński**’ produced and records of purchased raw materials used in production. Producers must be able to trace which batch of raw materials corresponds to a specific batch of ‘**rogal świętomarciński**’ croissants. As part of in-house checks, producers are required to verify that the production method complies with the specification.

The compliance of the production method with the specification is verified by a control body. The different stages of the production process and the characteristics of the finished product are verified. All producers, as well as their association, are subject to controls in accordance with the control plan held and approved by the control body.

7. Method of production:

Step 1 – Making the yeast dough.

The dough is made using the traditional leavening method. The raising agent here is yeast – a biological raising agent.

First, part of the flour, milk, yeast, and a small amount of sugar are thoroughly mixed with a dough kneading machine to create a leavening starter, which is left to ferment, or rise, for about 60 minutes. The leaven should maintain a temperature of approximately 30°C. The leavening ingredients include 30% flour, 90% milk, 100% yeast, and 10% sugar.

Once risen, the rest of the flour (70%), margarine, the remaining milk (10%), eggs, the rest of the sugar (90%), salt, and flavouring are added to the dough, which is then left to ferment further.

Step 2 – Making the croissant dough.

The finished yeast dough is divided into pieces of the appropriate size and rolled out in a rectangular shape.

Two-thirds of the dough is spread with a layer of fat and the dough is then folded in three so that there are three layers of dough interspersed with two layers of fat. It is then rolled and folded in three a further twice or folded in four once. This produces the layering which is characteristic of croissant dough.

The dough is then rolled out again into an elongated rectangle, approximately 0.5 to 1 cm thick. Triangle-shaped pieces are cut from the dough using a cutter.

Step 3 – Preparing the poppy-seed filling.

White poppy seeds are steamed with hot water at a ratio of about 1:1 and then ground-crushed.

The second time the poppy seeds are ground, crumbs and sugar are added.

Next, the remaining ingredients are added: eggs, margarine, almond flavouring, and nuts, along with candied or fruit in syrup (e.g., orange peel, pear, cherry), raisins, and nuts.

Everything is then mixed thoroughly.

Step 4 – Filling and forming croissants.

Portions of poppy-seed filling are placed on the triangle-shaped pieces of dough using a pastry bag. The dough is then rolled up from the base of the triangle towards the top, forming a crescent shape, or croissant. The filled and shaped dough pieces are placed on baking trays, brushed with an egg mixture, and left to rise one final time.

Step 5 – Baking.

The croissants are baked at approximately 180°C. For croissants weighing around 200 grams, the baking time is about 30 minutes, until the desired degree of baking and crust colour is achieved.

Step 6 – Decorating.

The croissants are covered with a layer of icing of the right consistency, and then sprinkled with chopped nuts, or other dried fruit and nuts.

8. Link with the geographical area:

8.1 Historical link

8.1.1 Tradition and legends

According to a widely circulating opinion in Poznań, the precursor of baking ‘**rogal świętomarciński**’ was Józef Melzer, a confectioner at a bakery, who persuaded his employer to bake **croissants** and distribute them to the city’s poor. This idea came to him in November 1891, inspired by a sermon from Father Jan Lewicki, the parish priest of St. Martin’s, who urged him to celebrate the feast of the patron saint of the parish and bakers by performing a charitable act for Poznań’s indigent inhabitants. In subsequent years, other confectioners and bakers in Poznań adopted this idea, giving birth to a tradition that has lasted over a hundred years.¹

The tradition of sweet baking can also be traced back to folk customs in the 16th to 18th century, when people celebrated St. Martin’ Day by eating fat goose, feasting, and preparing for Advent, which began the following day –a long and monotonous period known as the ‘Forty Days’, referring to the days leading up to Christmas.² St. Martin’s Day also marked the end of autumn fieldwork. On this day, court tributes were paid. Haur wrote that ‘*around St. Martin’s Day,*

¹ M.J. Januszkiewicz, A. Pleskaczyński, *I haj vivat Poznańczenie: co o Poznaniu wiedzieć wypada* [And hey, long live the people of Poznań: what one ought to know about Poznań], Poznań 2001, p. 225; A. Zarzycki, *Chleb siwy i sznoka z glancem. Dzieje miasta chlebem wypiekane 1253–2003* [Grey Bread and Glazed Sweet Bun. The History of the City Baked with Bread 1253–2003], Guild of Confectioners and Bakers in Poznań, Poznań 2004, p. 65.

² J.St. Bystróż, *Dzieje obyczajów w dawnej Polsce. Wiek XVI–XVIII* [History of customs in old Poland. 16–18th century], vol. II, PVI 1976, p. 39.

peasant tributes are to be collected, namely capons, geese, game, chickens, grain... monetary rents, tenant's rents, grove rents, inn rents, fish rents, and honey rents'.³ Therefore, no wonder that this day stood out against other days of the years and it was widely known even by those who were not familiar with the calendar. St. Martin's Day was free from farm activities, and special care was taken to ensure that the mills were not working on this day. In the 1930s, it was noted that the most characteristic custom on St. Martin's Day was *'the widespread bleating of cattle and fowl'*,⁴ and it was also described as *'a day of meat-eating and drunkenness'*.⁵ Similar descriptions from others depicted the day as cold outside, with tables dominated by fat goose and wine, and merry company around.⁶ Thus, on Martin's name day, people feasted lavishly for the last time before Christmas and consoled themselves after losing part of their income to tributes.

Historically, indulgences and church consecrations were held around St. Martin's Day (traditionally celebrated on 11 November), and on these indulgence days, *'fairs were held in the parish, celebrated with parties, and inviting friends and relatives from other parishes'*.⁷

But why is the tradition of **'rogal świętomarciński'** so strongly associated with Poznań? Another hypothesis suggests the connection to Saint Martin's Church, which existed at the time of Poznań's founding on the left bank of the Warta River (1253), and the settlement of Święty Marcin around it, incorporated into Poznań at the end of the 18th century. Since then, it has been a central place in the city, with Święty Marcin Street remaining as a testament. It is likely that the indulgence feast in honour of the patron saint of the parish and the street became deeply rooted in the minds of Poznań's inhabitants, closely associating it with their city, and the local rituals accompanying the feast became the heritage of the entire Poznań community.

Irrespective of which hypothesis is true, in the minds of people who have been associated with the city for even a very short time, **'rogal świętomarciński'** is permanently linked to Poznań, the Saint Martin's name-day celebrations, and the Saint Martin's Street festival.

The shape of the croissant also has traditional roots. Several legends explain its form. B. Gustawicz, in his book *O zwyczajach świętomarcińskich* (1910), states that the croissant's shape is a remnant of ancient pagan sacrifices: *'They have the form of a crescent, resembling the long horns of an ox or a cow; this was a symbol of animals, which were offered either alive or in an artificial form, i.e., made of dough'*.⁸ According to other accounts, the name and shape of the **croissant** date back to the time of Sobieski's victory over the Turks at Vienna.⁹ In 1683, King Jan III Sobieski of Poland captured many Turkish flags featuring a crescent. It occurred to one of the bakers of the time to commemorate the victory over the Turks by making bread in the shape of a crescent moon.

³ Ibid., pp. 10–11, 68–69.

⁴ *Orędownik Grodziski /Orędownik Powiatowy* of 9.11.1932: *Dzień św. Marcina* [St. Martin's Day].

⁵ Ibid.

⁶ J.St. Bystroń, op. cit., p. 69.

⁷ *Wielkopolska i Wielkopole pod względem rozmiaru, podziału, zarządu i płodów. Zwyczaje i obyczaje, zabawy, obrzędy, przesady i zabobony, oraz najciekawsze podania, piosnki i zagadki ludu wielkopolskiego* [Greater Poland and Greater Poland people in terms of size, division, management and crops. Customs and traditions, games, rituals, superstitions and beliefs, and the most interesting tales, songs and riddles of the people of Greater Poland], Published by Wydawnictwo Dziel Ludowych K. Miarki, Mikołów 1896, p. 77.

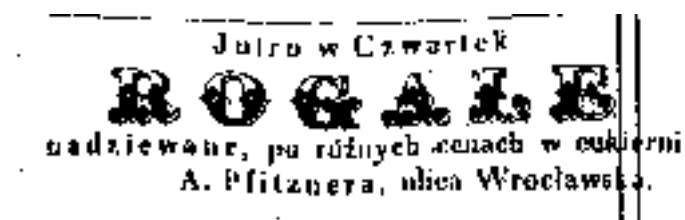
⁸ B. Gustawicz, *O zwyczajach świętomarcińskich* [On St. Martin's Day customs], 1910 [after:] M.J. Januszkiewicz, op. cit.

⁹ S. Długoszewski, J. Horowski, *Piekarstwo w teorii i praktyce* [Baking in theory and practice], Kraków 1911, p. 63.

Another Poznań legend about ‘**rogal świętomarciński**’¹⁰ suggests that its shape was inspired by the horseshoe lost by St. Martin’s horse. A passing confectioner found it and used it as a model to bake a sweet pastry enjoyed by successive generations of Poznań residents. This legend aligns somewhat with the German tradition, according to which St. Martin was considered the ‘*patron saint and protector of horses*’,¹¹ linking the **croissant**’s shape to a horseshoe.

8.1.2 ‘Rogal świętomarciński’ in the 19th century

The earliest references to ‘**rogal świętomarciński**’ can be found in newspaper advertisements from the early 1850s. The oldest confirmed reference dates back to 1852, in the *Gazeta Wielkiego Księstwa Poznańskiego* (Gazette of the Grand Duchy of Poznań) of 10 November 1852 by the confectioner Antoni Pfitzner, who had opened his shop three years earlier on Wrocławska Street in Poznań: ‘*Tomorrow, Thursday, filled **croissants** at various prices at A. Pfitzner's confectionery, Wrocławska Street*’.



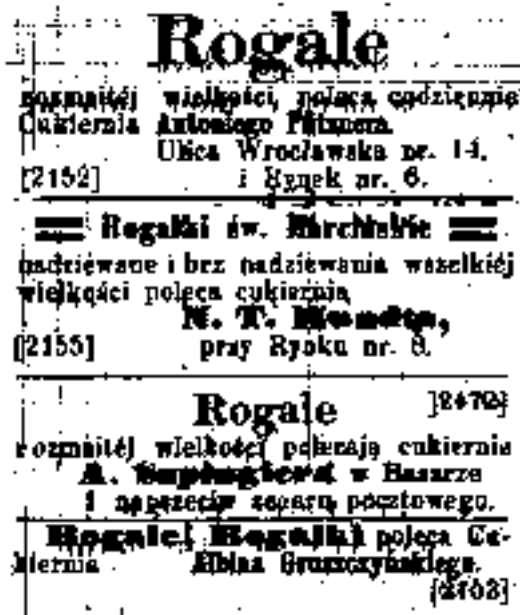
From the following year, three advertisements were found¹²: ‘*Croissants of various sizes, filled and unfilled, are recommended by the A. Szpinger's confectionery and caramel factory, opposite the postal clock*’ and twice ‘*Filled **croissants** of various sizes and prices are recommended by A. Pfitzner's confectionery, at Wrocl. St. No 14*’. [Fig. 2]. We can only guess that these were ‘**rogal świętomarciński**’ croissants, as the advertisements only appear around St. Martin’s Day. N. T. Hundt’s confectionery [Fig. 3], located at number 8 on the Old Market Square in Poznań, placed an interesting advertisement in the *Dziennik Poznański* [Poznań Daily], which had only been published for a year, on 11 November 1860. This advertisement confirmed for the first time the existence of ‘**rogal świętomarciński**’ [Fig. 4]:

‘St. Martin's croissants with and without filling of all sizes are recommended by N.T. Hundt's confectionery, at Market Square No 8’.

¹⁰ A. Plenzler, *Legenda Poznania* [Legends of Poznań], Poznań 2003.

¹¹ *Orełdownik* ..., op. cit.

¹² *Gazeta Wielkiego Księstwa Poznańskiego* of 11, 13.11.1853.



This is the earliest documentation of the name ‘**rogal świętomarciński**’. It also provides information about the **croissants** themselves, which at that time were also sold in a more modest version without filling and in various sizes, affecting their price. It can be assumed that, thanks to the flexibility of confectioners adapting to the affluence of their customers, a large proportion of Poznań’s citizens enjoyed **croissants** in various forms, and confectioners benefited financially on that day.

Over the next dozen or so years, the range of advertisements remained similar: the bakeries and their owners changed, but the advertisements for **croissants** carried similar information. Before 11 November, there were always far more advertisements in the press encouraging people to buy ‘**rogal świętomarciński**’. Over time, more and more confectioners and bakers offered their products to the inhabitants of Poznań.

On 1 October 1872, Piekarnia Wiedeńska, a large bakery providing the people of Poznań with fresh baked goods all day long, opened its doors at ul. Wielka Rycerska 3.¹³ At the beginning of November that year, it reported that it was commencing ‘...for the convenience of the honourable public, the sale of Viennese bread in houses where soda water was sold in the summer, namely: 1. at Wilhelmska Street opposite the post office and the Ziemstwo building, 2. at St. Peter and Paul Church at the corner of Strzelecka and Półwiejska Streets’.¹⁴ It is presumed that the bakery’s offer for St. Martin’s Day included **croissants** and that street sales of ‘**rogal świętomarciński**’ also took place in this manner. In the *Dziennik Poznański* [Poznań Daily] of Friday, 12 November 1875, this bakery placed a short advertisement: ‘*Piekarnia Wiedeńska recommends St. Martin’s croissants*’ [Fig. 9]. The lack of more detailed address information indicates the considerable success the bakery enjoyed among the people of Poznań.

¹³ *Kuryer Poznański* [Poznań Courier] of 24.09.1872.

¹⁴ *Dziennik Poznański* [Poznań Daily] of 3.11.1872.

That year, eight pastry shops advertised **croissants** around Saint Martin's Day in the pages of the *Dziennik Poznański* [Poznań Daily], namely: K. Stark from Wrocławska Street, twice A. Pfitzner of Old Market Square, S. Niewitecki i Sp. of Szeroka Street, H. Moszczeński of Rycerska Street, three times J. Cichowicz of Wrocławska Street, S. Sobeski of Bazar, the J.P. Beely & Co. company, and the Piekarnia Wiedeńska mentioned above. On Tuesday, 9 November 1875, an ad appeared for K. Stark's confectionery: '**Croissants** of various sizes and with various fillings are recommended fresh daily by K. Stark's confectionery, Wrocławska Street No 14' [Fig. 10]. On Wednesday, the day before the holiday, four advertisements appeared¹⁵:

- 1) '**Croissants** on Wednesday, Thursday and the following days are recommended by the A. Pfitzner's confectionery, Stary Rynek 6',
- 2) '**Croissants** of various sizes are recommended by S. Niewitecki i Sp., Szeroka Street No 15',
- 3) '**Croissants!** recommended by the confectionery H. Moszczeński W., Rycerska Street No 11', and
- 4) 'Everyday fresh doughnuts and **croissants** recommended by J. Cichowicz confectionery, Wrocławska Street' [Fig. 11].

On 11 November 1875,¹⁶ '**Croissants** of various sizes' were recommended by S. Sobeski's confectionery and J.P. Beely & Co. [Fig. 12]. On 12 and 14 November, a total of four more advertisements were repeated in the daily.¹⁷

Mrs. Karolina Męczyńska, in her article 'Uralski kawior i kluberki' [Ural caviar and noodles],¹⁸ mentions that her great-grandfather Walerian Szulc purchased, among other things, two **croissants** from Edmund Adamski's confectionery in Poznań, located at 14 Wrocławska Street on 11 November 1883, for which he received the relevant confirmation [Fig. 13].

Over the next dozen or so years, the range of advertisements remained similar: the bakeries and their owners changed, but the advertisements for **croissants** carried similar information. In 1883, a new magazine *Wielkopolanin* appeared on the market. In its early years, advertisements were mainly placed by Antoni Pfitzner,¹⁹ and after his death on 2 October 1887,²⁰ his heirs continued the practice. In 1887, the first advertisement for the confectionery appeared at the beginning of November,²¹ and on 6 and 10 November, the ad included the note: '...*The Honourable Public is invited to place early orders for **croissants** and other goods...*'.²² On 15 November, after Saint Martin's Day, the confectionery recommended fresh baked goods, including: '...**Croissants!** with marzipan paste...' ²³ [Fig. 14]. This is one of the latest advertisements posted, but over the years, the advertisements posted by A Pfitzner's Confectionery have been a consistent way of establishing a reputation and good market position among Poznań's clientele. The advertisements included: Dziembowski's confectionery from 14 Podgórna Street recommending: '**Croissants** fresh daily filled with poppy seeds and almond

¹⁵ *Dziennik Poznański* of 10.11.1875.

¹⁶ *Dziennik Poznański* of 11.11.1875.

¹⁷ *Dziennik Poznański* of 12, 14.11.1875.

¹⁸ *Do stołu podano* [To the table served], KMP 4/2003: K. Męczyńska, 'Uralski kawior i kluberki' [Ural caviar and noodles], p. 146.

¹⁹ *Wielkopolanin* of 11.11.1885 r., 1, 6, 10, 15.11.1887, 11.11.1888.

²⁰ W. Molik, op. cit., p. 108.

²¹ *Wielkopolanin* of 1, 6, 10.11.1887.

²² Ibid.

²³ *Wielkopolanin* of 15.11.1887.

*paste...*²⁴ [Fig. 56] and the confectioner S. Niewitecki i Sp.: ‘**Croissants** of various sizes stuffed with almond paste are recommended by the confectionery S. Niewitecki i Sp.’²⁵

On 7 November 1890, the confectionery, whose origins in Poznań date back to 1830,²⁶ placed a press advertisement in the *Dziennik Poznański* [Poznań Daily]: “**Rogal świętomarciński**” priced from 0.10–2.00 marks. I sell fresh every day from 8 to 11 a.m. With prior order in the desired size. J.P. Beely i Sp., confectionery’ [Fig. 15]. This information appeared in subsequent editions of the daily on 8 and 9 November. The issues of the *Wielkopolanin* of Saturday, 8 November, and Tuesday, 10 November 1890, contained a similar advertisement: ‘**Croissants** priced from 10 pfennigs to 2 marks will be fresh for sale every day from 8th to 11th day of this month. Larger ones on previous order. J.P. Beely & Co., confectionery’ [Fig.16]. In Tuesday’s edition, on the same page, there was another advertisement for a confectionery formerly owned by J.P. Beely & Co: ‘T. Kirsten’s Confectionery (formerly J.P. Beely & Co.) *Wielkie Garbary No 41* recommends fresh **croissants** every day’.²⁷

Between 8 and 11 November 1890, Antoni Pfitzner’s Confectionery advertised in the same daily²⁸ as follows: ‘**Croissants** in various sizes and doughnuts fresh every day are recommended by the confectionery of A. Pfitzner’s confectionery, Old Market Square in Poznań No 6’ [fig. 17A]. An advertisement with the same content was placed in the *Wielkopolanin* magazine of 8 and 10 November 1890 [Fig. 17B].

In the edition of the *Dziennik Poznański* [Poznań Daily] on 11 November 1890, Paweł Siebert’s confectionery on Św. Marcin Street recommended ‘**rogal świętomarciński**’ croissants with poppy seeds and almonds: ‘Various sized “**rogal świętomarciński**” stuffed with poppy seeds and almonds are recommended by Paweł Siebert’s confectionery at 52 Świętomarcińska Street’ [Fig. 18]. The almond filling of the **croissants** was praised by S. Niewitecki’s confectionery in the *Dziennik Poznański* [Poznań Daily] of Sunday, 9 November 1890: ‘**Croissants! Croissants!** at various prices with almond filling, fresh every day, recommended by Cukiernia S. Niewitecki i Sp., Szeroka Street No 15, by the Chwaliszewski Bridge’ [Fig. 19].

That same year, two more companies advertising **croissants** placed advertisements in the *Dziennik Poznański*: E. Adamski’s confectionery on Wrocławska Street²⁹: ‘**Croissants** of all sizes with exquisite filling are recommended by E. Adamski’s confectionery, 14 Wrocławska Street’ [Fig. 20] and Aleksander Witalis Żuromski’s confectionery.

In 1891, around 11 November, eight Poznań confectionery companies advertised **croissants** in the *Dziennik Poznański*, namely: S. Sobeski’s confectionery from Bazar, A.W. Żuromski’s confectionery at 6 Bismarcka Street (now Kantaka St.), A. Pfitzner’s confectionery from the Old Market Square, S. Niewitecki and Company’s confectionery from 15 Szeroka Street (now Mostowa St.), H. Wolkowitz’s confectionery located at 14 Wilhelmowski Square,³⁰ the newly

²⁴ *Wielkopolanin* of 11.11.1887.

²⁵ *Ibid.*

²⁶ *Do stołu podano* [To the table served], KMP 4/2003: ‘Coś dla podniebienia, czyli specjalności kulinarne w lokalach poznańskich na przełomie XIX/XX w.’ [Something for the palate, or culinary specialties in Poznań establishments at the turn of the 19th/20th century], p. 155; *Address Book of the Capital City of Poznań*, Poznań 1930.

²⁷ *Wielkopolanin* of 10.11.1890; *Wohnungs- und Geschäfts-Anzeiger für Posen*, 1884.

²⁸ *Dziennik Poznański* of 8, 9, 11.11.1890.

²⁹ *Dziennik Poznański* of 9.11.1890.

³⁰ *Wohnungs- und Geschäfts...*, op.cit.

established³¹ E. Chyżewicz's Warsaw Confectionery from 30 Wrocławska Street, which moved in 1896 to 2b Podgórna Street, and in 1901 to a new tenement at number 4, Edmund Adamski's Confectionery from 14 Wrocławska Street, and the renowned Paweł Siebert's Confectionery from 52/53 Św. Marcin Street. Sobeski's Confectionery advertised on 3 November³²: *'Croissants fresh several times a day recommended by S. Sobeski in Bazar'* [Fig. 21]. On 8 November 1891, four advertisements were published³³:

- 1) *'Every day, twice fresh St. Martin's croissants in various sizes and prices, 5, 10, 25, 50, 1.00 1.50 pfen. a piece (should be mk. – note AGP), filled with almond paste and marzipan geese, are recommended from today by A. Pfitzner's confectionery in Poznań'* and separately on the same page:
- 2) *'Croissants! Croissants! filled with almond paste, of various sizes, fresh several times a day, recommended by the S. Niewitecki i Spółka confectionery, ul. Szeroka 15, by the Chwaliszewski bridge'*,
- 3) *"Rogal świętomarciński" with various fillings, fresh daily recommended by H. Wolkowitz'*,
- 4) *'Everyday fresh croissants! known for their goodness, recommended by Warsaw Confectionery, Wrocławska Street No 30'* [Fig. 22].

On St. Martin's Day, the following appeared: on page 6 of the daily³⁴ a repeated advertisement for A. Pfitzner's confectionery, and on page 5 an advertisement for Warsaw Confectionery, together with the name of the master, E. Chyżewicz, and advertisements from Edmund Adamski's confectionery: *'Croissants! of all sizes with exquisite filling recommended by Edmund Adamski's confectionery, 14 Wrocławska Street'* and by Paweł Siebert: *"Rogal świętomarciński"! Filled with poppy seeds and almonds in all sizes, recommended by Paweł Siebert's confectionery, Św. Marcin Street No 52'* [Fig. 23].

In 1892, 7 advertisements for **croissants** were placed in the *Dziennik Poznański* [Poznań Daily], while in the *Kuryer Poznański* [Poznań Courier], three confectioners placed a total of 9 advertisements. The daily advertised the confectioneries of P. Siebert, H. Wolkowitz, A. Pfitzner, S. Sobeski, and E. Adamski [Fig. 24]. On 6, 9, and 11 November 1892, Antoni Pfitzner's confectionery closely linked information about **'rogal świętomarciński'** with 11 November for the first time. It advertised **'rogal świętomarciński'** in a supplement to the *Kuryer Poznański* [Poznań Courier] as follows: *'For 11 November!!! taking orders for Croissants!!! St. Martin's croissants in various sizes and prices, filled with almond paste, as well as marzipan geese for 25 and 50 pfen. A. Pfitzner's confectionery in Poznań'* [Fig. 25]. As usual, a modest advertisement was placed by S. Sobeski's Confectionery, which enjoyed a considerable reputation among Poznań residents: *'Croissants, fresh several times a day recommended by S. Sobeski'*, which published advertisements on 9 and 11 November that year³⁵ [Fig. 26].

In the following year, 1893, not a single advertisement for **croissants** appeared in the *Kuryer Poznański* [Poznań Courier], while in the *Dziennik Poznański* [Poznań Daily], Antoni Pfitzner's Confectionery from the Old Market advertised three times: on 5, 9, and 13 November: *'Twice daily fresh Croissants!!! St. Martin's croissants in various sizes and prices of 5, 10, 25, 50*

³¹ W. Karolczak, op. cit., p. 162.

³² *Dziennik Poznański* of 3.11.1891.

³³ *Dziennik Poznański* of 8.11.1891.

³⁴ *Dziennik Poznański* of 11.11.1891.

³⁵ *Kuryer Poznański* of 9, 11.11.1892.

pfen., 1.00, 1.50 mk., filled with almond paste and marzipan geese are recommended from now on by A. Pfitzner's confectionery in Poznań [Fig. 27].

The locations of selected Poznań pastry shops baking '**rogal świętomarciński**' in the second half of the 19th century were as follows:



8.1.3 20th century until the end of World War II

The production of **croissants** was promoted from 1901 by the Poznań Confectioners' Association.³⁶ The custom of giving **croissants** to the poor in Poznań on St. Martin's Day was revived in the early years of the Polish Renaissance by the confectioner and city councillor Franciszek Rączyński, owner of the 'Warszawianka' confectionery on the corner of Plac Wolności and Aleja Marcinkowskiego. Around 11 November, his premises were besieged by hordes of poor people, who could taste the Saint Martin's speciality for free, while the slightly richer could buy it for themselves.³⁷

On the occasion of the indulgence of St. Martin the Bishop, parish newspapers called for deeds of mercy towards the poor. The Church News of the Parish of Our Lady of Sorrows in the Łazarz district in Poznań on 10 November 1929 exhorted³⁸: '*Let us, following the example of St. Martin, remember the poor and the suffering so that, like him, we may merit our reward in heaven!*', and on 15 November 1936, Drowa Helena Magierowa posted a poem about St. Martin which concludes as follows³⁹:

*'...Naucz nas dzielić się, Św. Marcinie,
Z każdym swym dobrem, z swymi bliźnimi
Wszak każdy datek w wieczności nie zginie...'*

³⁶ M.J. Januszkiewicz, op. cit.; Z. Małach, 'Prawdziwa historia rogała świętomarcińskiego' [The true history of 'rogal świętomarciński'], *Przegląd Piekarski i Cukierniczy* [Bakery and Confectionery Review] No 11/2004, pp. 62–63.

³⁷ M.J. Januszkiewicz, op. cit.

³⁸ The Church News of the Parish of Our Lady of Sorrows in the Łazarz district in Poznań of 10.11.1929.

³⁹ The Church News of the Parish of Our Lady of Sorrows in the Łazarz district in Poznań of 15.11.1936.

Associations for the poor and unemployed were also active in Poznań and surrounding towns, including the Ladies of Charity Association of St. Vincent a'Paulo. Mrs. Wacława Małecka from Poznań recalls that her grandmother Antonina Jankowiak née Słoma, wife of Wacław Jankowiak, owner of a bakery on Wroniecka Street, took an active part in the activities of the organisation.⁴⁰ As part of their charitable activities, the ladies of the Association, in keeping with the idea of the holiday, prepared **croissant** parcels on St. Martin's Day, which were then distributed to the poor and unemployed inhabitants of the district.

The renowned A. Pfitzner's confectionery did not stop advertising **croissants** in the 20th century. In 1903, it encouraged people in the local press⁴¹ to buy '**rogal świętomarciński**' croissants filled with almond paste at prices ranging from 5 pfennig to 3 marks [Fig. 29]. In the inter-war period, '**rogal świętomarciński**' croissants were baked in Poznań – as recalled by master Zdzisław Małach – in reputable pastry shops: A. Fangrat's, Wincenty Dobski's, Waldemar Kamiński's, and G. Erhorn's. In later years, they were joined by the confectioneries of masters: Jan Wawrzyniak, Stanisław Józwiak from Plac Wolności, Mączyński, Władysław Łuczak, and Antoni Dolecki.

The 1920s were extremely difficult. As a result of rapidly advancing inflation and hyperinflation in 1923, a temporary improvement due to Władysław Grabski's reform (1924) and its subsequent instability, caused by the tariff war with Germany and the unfavourable year of 1924, there was further impoverishment of the population. The *Dziennik Poznański* [Poznań Daily] reported on 12 November 1925 in the Miscellaneous section⁴²: '*...The traditional **St. Martin's croissant** and goose will not appear on every table today. In these cashless times, it is difficult for many to even think of buying a goose for which 712 zlotys were demanded at today's market*' [Fig. 30]. In the 1920s, Ludwik Hirschlik (Hirszlik), who had a confectioner's shop at 33 Poczтовая Street in Poznań (now 23 Lutego Street), recommended **croissants** of well-known goodness to his customers⁴³: '*L. Hirschlik's Confectionery, 33 Poczтовая Street, recommends in known goodness the "**rogal świętomarciński**" croissants*' [Fig. 31]. The strong rooting of the tradition of eating '**rogal świętomarciński**' on 11 November in the interwar period is also confirmed by other press mentions. In 1926, it was written⁴⁴: '*...Tomorrow is Saint Martin's Day, on which, according to established tradition, a goose should be consumed in addition to "**rogal świętomarciński**"...*' [Fig. 32].

In May 1923, Poznań hosted Ferdinand Foch, Marshal of France and Poland. At a reception given on the occasion of this visit, the feasting table was decorated with confectionery products by master Franciszek Rączyński,⁴⁵ Among the various confectionery products on the table were also '**rogal świętomarciński**' croissants, which, served with coffee, delighted the esteemed guests with their taste,⁴⁶

8.1.4 The recent history of '**rogal świętomarciński**'

⁴⁰ W. Małecka, *Poznańskie rody i rodziny – Jankowiakowie. Portret rodzinny z piekarnią w tle 1900-1945* [Poznań families and families – the Jankowiak family. Family portrait with a bakery in the background 1900–1945], Exhibition catalogue, Poznań 2004, p. 37.

⁴¹ *Kuryer Poznański* of 7.11.1903.

⁴² *Dziennik Poznański* of 12.11.1925.

⁴³ *Dziennik Poznański* of 11.11.1924 and 11.11.1928.

⁴⁴ *Dziennik Poznański* of 11.11.1926.

⁴⁵ *Przegląd Cukierniczy* [Confectionery Review] of 22.11.1937, p. 173.

⁴⁶ Z. Małach, op. cit.

After World War II, the tradition of baking '**rogal świętomarciński**' was continued by private confectioneries and bakeries in Poznań.⁴⁷ This was because the Nationalisation Law of 3 January 1946 did not extend to small artisanal bakers. To confirm the continuation of the St. Martin's Day tradition by the confectioneries remaining in private hands, it is worth quoting two discovered advertisements published in the *Głos Wielkopolski* [The Voice of Greater Poland] in 1946⁴⁸: "'**Rogal świętomarciński**' recommended by Knast Confectionery at Pl. Wolności 1' [Fig. 35] and from 1949⁴⁹: "'**Rogal świętomarciński**' in a great selection is recommended by L. Bręczewski's "Ludwiżanka" Cafe and Pastry Shop in Poznań, Plac Wiosny Ludów 2...' [Fig. 36].

At the turn of the 1940s and 1950s, the new authorities introduced a 'ban on baking sweet bread'. As a result of the protest of the Poznań confectioners, in 1950 the Ministry of Domestic Trade sent an inspector to Poznań to determine on the spot 'whether the baking of sweet bakery products was necessary for the world of work in Poznań'.⁵⁰ Mr. Zdzisław Małach from Poznań, who at that time was a pupil of the well-known confectioner Franciszek Rączyński, recalls how this ban was implemented. The production of sweet baked goods only took place at the end of the week on Thursdays, Fridays, and Saturdays, and on the other days, the pupils and confectioners were mainly occupied with tidying up the confectionery.

During this period, the type of paste used for filling the croissants also changed. Due to the difficulties with supplies after the war, the raw materials for making almond paste became practically unavailable. Confectioners and bakers therefore began to replace the almond paste with a paste made from white poppy seeds, or, a paste made from an equally exquisite raw material. This decision was intended to emphasise the special importance of the product, which had to be made from exceptional raw materials. It can be assumed that from that moment on, the tradition of baking croissants with a white poppy-seed filling seasoned with almond flavouring was established, a tradition which continues to this day. It should be recalled here that '**rogal świętomarciński**' filled with, among other things, poppy seeds were recommended as early as 1890 by Paweł Siebert's Confectionery on Św. Marcin Street. The decision of the Poznań confectioners was therefore also supported by the 19th-century custom of baking '**rogal świętomarciński**' with poppy-seed filling.

For 45 years, official prices were in force in Poland. The 'Poznańskie Kawiarnie' confectionery company offered '**rogal marciński**' croissants in 1961 at 36 zlotys per kilogram.⁵¹ A year later, the price rose to 40 zlotys per kilogram.⁵² It was also sold at the same price in 1964, i.e., 100 grams of '**rogal marciński**' croissant cost 4 zlotys⁵³ [Fig. 38].

In the 1960s and 1970s, the production of '**rogal świętomarciński**' was led by Poznańskie Zakłady Gastronomiczne [Poznań Food and Drink Establishments], which comprised a dozen or so Poznań pastry shops. The following bakeries made **croissants**: AS, BAJKA, EXPRESOWA, HAJDUCZEK, KOLOROWA, KOPCIUSZEK, MUSZELKA, RADOSNA,

⁴⁷ Z. Małach, op. cit.

⁴⁸ *Głos Wielkopolski* of 10.11.1946.

⁴⁹ *Głos Wielkopolski* of 11.11.1949.

⁵⁰ Zarzycki, op. cit., p. 89.

⁵¹ *Głos Wielkopolski* of 10.11.1961.

⁵² *Głos Wielkopolski* of 10.11.1962.

⁵³ *Głos Wielkopolski* of 10.11.1964.

REGIONALNA, SANTOS, and WZ. At the beginning of the 1980s, there was no fear of running out of **croissants**, since, as it was written, *'tens of thousands were baked'*⁵⁴ [Fig. 46].

The *Gazeta Poznańska* [Poznań Gazette] also reported in 1982⁵⁵: *'This year's croissants are sprinkled with coconut instead of the traditional nuts. White poppy seeds, traditionally found inside, were also missing. Nevertheless, the croissants should taste good to everyone'* [Fig. 47]. And as they did not always taste good to everyone, an anecdote from 1962 is worth quoting. A well-known Poznań confectionery master, for many years the manager and technologist at Cukiernia Regionalna and Kopciuszek, Mr. Zdzisław Małach recalls how he went with a team of PZG 'Kawiarnie' [Food and Beverage Establishments in Poznań 'Cafés'] to Warsaw to present **rogale marcińskie** croissants at an exhibition at the Ministry of Domestic Trade, and during the tasting, one of the deputy ministers of that time said that there was too little pepper (*sic!*) in the Poznań delicacies.

8.2 Reputation of 'rogale świętomarciński' and awards received

The '**rogale świętomarciński**' croissant has been immensely popular in Poznań for many years and is firmly associated in the minds of the city's residents with Saint Martin's Day, traditionally celebrated on 11 November. After Saint Martin's Day, advertisements for **croissants** generally disappeared from the local press, with only occasional mentions of pastry shops and other recommended baked goods. More advertisements would appear before Christmas, but among the variety of delicacies, **croissants** were never mentioned. This suggests a strong link between **croissant** baking and Saint Martin's Day celebrations in Poznań.

In the 1960s, it became a journalistic trend to report almost annually on the number of **croissants** consumed by the people of Poznań on Saint Martin's Day. Over the decade, there was nearly a three-fold increase in the consumption of this Saint Martin's Day delicacy [Fig. 39]. For instance, in 1964, around 20 tonnes of '**rogale świętomarciński**' were consumed, which was over 5 tonnes more than the previous year.⁵⁶ At that time, a '**rogale świętomarciński**' weighed on average around 200 grams. To reduce the queues for the **croissants**, they were sold in 'Delikatesy' shops and at '*special street outlets*' organised by cafés. The demand for **croissants**, however, *'exceeded by almost six times the daily production capacity of all six socialised confectionery workshops in Poznań'*⁵⁷ [Fig. 40]. In 1969, people in Poznań consumed twice the number of **croissants**, that is, around 42.5 tonnes, with 30 tonnes baked by PZG (Poznańskie Zakłady Gastronomiczne – note by AGP) [Food and Beverage Establishments in Poznań] 'Kawiarnie i Bar Mleczne' [Cafés and Diners], which was 7 tonnes more than the previous year, and 10 tonnes prepared by the Poznańskie Zakłady Przemysłu Piekarniczego [Bakery and Confectionery Establishments in Poznań]⁵⁸ [Fig. 41]. Earlier, in 1965, PZG 'Kawiarnie' [Food and Beverage Establishments in Poznań 'Cafés'] baked about 18–20 tonnes, and a total of over 30 tonnes of '**rogale świętomarciński**' croissants were delivered to the market from socialised confectionery establishments, but *'if appetites were greater, the confectionery workshops were prepared for additional baking'*⁵⁹ [Fig. 42].

⁵⁴ *Głos Wielkopolski* of 13.11.1980.

⁵⁵ *Gazeta Poznańska* of 11.11.1982.

⁵⁶ *Głos Wielkopolski* of 12.11.1964.

⁵⁷ *Ibid.*

⁵⁸ *Głos Wielkopolski* of 12.11.1969.

⁵⁹ *Głos Wielkopolski* of 12.11.1965.

At the beginning of the 1980s, there was no fear of running out of **croissants**, since, as it was written, *'tens of thousands were baked'*⁶⁰ [Fig. 46]. Five years later, *Głos Wielkopolski* [The Voice of Greater Poland] reported that 80 tonnes of *'yeast wrappers'* had been eaten, most of which were supplied by Zakłady Piekarsko-Ciastkarskie „Społem”⁶¹ [‘Społem’ Bakery and Pastry Establishments] (Piekarsko-Ciastkarska Spółdzielnia Spożywców „Społem” [‘Społem’ Bakery and Pastry Consumer Cooperative] was founded in 1987 – note by AGP) [Fig. 48]. Mention was also made in 1987 of the artisans who baked several tonnes of **‘rogal marciński’ croissants**.⁶² The following year, with the help of students from the General School of the Food Industry, Cukiernia „Regionalna” [‘Regional’ Confectionery], part of the Piekarsko-Ciastkarska Spółdzielnia Spożywców „Społem” [‘Społem’ Bakery and Pastry Consumer Cooperative] baked around eight tonnes of the traditional Poznań delicacy⁶³ [Fig. 49]. In 1989, following the tradition, *'many inhabitants of Poznań rushed to pastry shops to buy delicious baked goods with poppy-seed filling'*, but those who waited until the last minute *'had to leave empty-handed'*, as some confectioners ran out of **croissants**⁶⁴ [Fig 50].

‘Rogal świętomarciński’ also gained recognition in international competitions. Master confectioner Zdzisław Małach brought back honours on several occasions.⁶⁵ For example, in 1972, he won a gold medal at the International Gastroprag Competition in Prague [Fig. 51], in 1978, a gold medal at the Intergast International Gastronomy Competition in Budapest, in 1988, a gold medal at the National Table Competition during a trade fair in Berlin, and a distinction for his **‘rogal marciński’** croissants during the Polish Week organised in Gera, Thuringia, in 1978. The tradition of family gatherings over home-baked **croissants** developed somewhat on the sidelines. Families in Poznań also kept the tradition alive. For instance, in the family of Mr and Mrs Jankowiak, a family with several generations of baking tradition, the tradition continued even after the bakery was nationalised and closed down. The extended family would gather at the home of Aniela Jankowiak, daughter of the family’s senior baker, who enthusiastically continued the tradition until her death in the 1980s. Every year, she baked delicious **croissants** with marzipan filling made from ground almonds. *'There were whole piles of croissants with the traditional filling, i.e. marzipan, on the table at the family home, and guests were also given croissants "for the road",'* recalls family descendant Wałecia Małeczka. In the 1980s, the tradition of home-baking **croissants** for Saint Martin’s Day slowly began to disappear, although some housewives still continue this tradition, who cannot imagine their Saint Martin’s Day without making **croissants**. *Głos Wielkopolski* [The Voice of Greater Poland] reported on this phenomenon in 1987, noting that *'...nowadays, however, only a few housewives bake them. Their duties have been taken over by confectioners...'*⁶⁶

In the Third Polish Republic (after 1989), the tradition of **‘rogal świętomarciński’** did not fade but even shone anew. Due to the migration of some confectioners who gained their professional experience in making the **‘rogal świętomarciński’** croissants in Poznań, the tradition of this baked product spread to other poviats of Wielkopolskie Voivodeship. In the first half of the 1990s, the ‘Zamek’ Cultural Centre revived the tradition of street markets, and in 1994, the first ‘Święty Marcin Street Name Day’ celebrations were organised, culminating in a procession that

⁶⁰ *Głos Wielkopolski* of 13.11.1980.

⁶¹ *Głos Wielkopolski* of 12.11.1987.

⁶² Ibid.

⁶³ *Gazeta Poznańska* of 10.11.1988.

⁶⁴ *Głos Wielkopolski* of 13.11.1989.

⁶⁵ Małach, op. cit.; *Bazar* of June 1983; A. Lednicki, *Zdzisław Małach mistrz nad mistrzami* [Zdzisław Małach master over masters], pp. 22–23; *Przekrój* of 19.10.1986, J. Kalkowski, *Olimpiada gastronomiczna* [Food & Beverage Olympics].

⁶⁶ *Głos Wielkopolski* of 12.11.1987.

set off, after a solemn feast day, from St Martin's Church to the square in front of the castle. The ceremonial procession is led by Saint Martin on a white horse dressed as a Roman legionary, and the street party is invariably accompanied by 'rogal świętomarciński' croissants.⁶⁷ And how was it with the baking of the croissants? In 1990, the establishments prepared to bake the **croissants** were the Gastronomiczna Spółdzielnia Spożywców „Społem” [‘Społem’ Food and Beverage Consumer Cooperative] (about 8 tonnes), the Spółdzielnia „Smak” [‘Smak’ Cooperative] (about 7.5 tonnes), and the Piekarsko-Ciastkarska Spółdzielnia Spożywców „Społem” [‘Społem’ Bakery and Pastry Consumer Cooperative] (about 20 tonnes).⁶⁸ The following confectioneries, among other, worked ‘full steam’: WZ-ka, EXPRESSOWA, KASZTELAŃSKA, HAJDUCZEK, RARYTAS, USTRONIE. Unfortunately, there was no press information about the artisans from Wielkopolskie Voivodeship, who baked around 50 tonnes of 'rogal świętomarciński' per year in those years.

In recent years, the production of 'rogal świętomarciński' has risen significantly. Artisans associated with the Poznań Confectioners' and Bakers' Guild sell an average of 250 tonnes of this product on Saint Martin's Day, i.e., 11 November, while annual sales amount to 500 tonnes, or 2,500,000 croissants.

The sales of two major producers of this delicacy, i.e., Spółdzielnia Piekarsko-Ciastkarska „FAWOR” [‘FAWOR’ Bakery and Pastry Cooperative] from Poznań and Spółdzielnia Gastronomiczna Spożywców „SPOŁEM” [‘SPOŁEM’ Food and Beverage Consumer Cooperative] also from Poznań, amounted to the following in the years 2001–2005:

„FAWOR” SPC	„SPOŁEM” GSS
2001: 12.7 tons, or 63,500 croissants	12.0 tons, or 60,000 croissants
2002: 13.1 tons, or 65,500 croissants	14.0 tons, or 70,000 croissants
2003: 14.7 tons, or 73,500 croissants	15.5 tons, or 77,500 croissants
2004: 16.8 tons, or 84,000 croissants	16.5 tons, or 82,500 croissants
2005: 20.1 tons, or 100,500 croissants	18.0 tons, or 90,000 croissants

These quantities produced testify to the economic importance of this product for Poznań and many poviats of Wielkopolskie Voivodeship. Prices for **croissants** filled with white poppy seeds ranged from 16 to 17 thousand zlotys per kilogram⁶⁹ [Fig. 52]. Fig. 53 shows the tickets that, as part of the promotion of the tradition of the 'rogal świętomarciński' croissants, customers received in the early 1990s with each portion of **croissants** purchased at Cukiernia Regionalna.

In 2003, the Poznań City Hall, the Confectioners' and Bakers' Guild, and the Poznań Chamber of Crafts *initiated actions to promote the most traditional baked product in the capital of Wielkopolska and the region – the “rogal świętomarciński”*. Hence the idea of awarding *Wielkopolska pastry chefs certificates of the traditional Poznań “rogal świętomarciński”, confirming the quality of their baked goods and recognising their conformity with the traditional recipe*⁷⁰ [Fig. 54].

⁶⁷ <http://www.zamek.poznan.pl>.

⁶⁸ *Gazeta Poznańska* of 10/11.11.1990.

⁶⁹ *Ibid.*

⁷⁰ <http://mim.man.poznan.pl>: *Wiadomości z Magistratu* [News from the Magistrate], 7.11.2003: *Rogal świętomarciński z certyfikatem* [‘Rogal świętomarciński with a certificate’].

Journalists also attempt to assess the appearance, aroma, and taste of **‘rogal świętomarciński’** croissants from Wielkopolska pastry shops. Since 2002, *Gazeta Wyborcza* [Wyborcza Gazette] has been compiling a kind of ranking of **croissants**, taking into account both the quality and price of the delicacies on offer.⁷¹

An intensive promotional campaign, e.g., during the Św. Marcin Street name day, has helped make the **‘rogal świętomarciński’** croissant the signature mark and a ‘sweet symbol’ of the city on the river Warta (Poznań) in recent years. **‘Rogal świętomarciński’** in its special packaging is a gift bestowed annually by the city authorities on friendly institutions and distinguished visitors to the capital of Wielkopolskie Voivodeship. In May 2003, among others, they were presented to around 2,000 local government officials – participants in the XXII General Assembly of the Council of European Municipalities and Regions – CEMR.⁷² It is not uncommon for **‘rogal świętomarciński’** to be promoted by the people of Poznań and Wielkopolska outside the region and even sent abroad.⁷³ At the end of April and the beginning of May 2004, on the occasion of Poland’s accession to the European Union, Berliners had the opportunity to taste the traditional St. Martin’s delicacy from the Weber confectionery in Poznań. The most popular among guests and Berliners visiting the Polish Embassy stand were traditional **croissants** with a white poppy seed filling practically unknown in Germany⁷⁴ [Fig. 55]. A dozen or so days later (13–16 May 2004), Parisians also had the opportunity to sample the taste of **‘rogal świętomarciński’** croissants presented by Poznań bakers from the Polish Baking Craftsmen’s Association during the Bread Festival.⁷⁵

‘Rogal świętomarciński’ is also gaining national recognition. On 27 February 2004 in Warsaw, the President of the Polish Tourist Organisation, Andrzej Kozłowski, presented prizes in a competition for a regional tourist souvenir. The award for 2003, in the category of products of the culinary arts and regional delicacies with a unique recipe, went to the Poznań City Hall for **‘rogal świętomarciński’** – ‘... a traditional pastry made using a unique recipe and baked only in Poznań for Saint Martin’s Day, ... associated with the Independence Day celebrations on 11 November’.⁷⁶ In 2005, the Weber Confectionery from Poznań, as one of four companies from Wielkopolskie Voivodeship, was awarded the title of Polish Food Producer of 2005 in the ninth edition of the competition organised by the E. Kwiatkowski Association for the product **‘Rogal Marciński’**⁷⁷ [Fig. 56]. At the 1st Wielkopolska Gala of Regional and Traditional Products, organised on the initiative of the Department of Agriculture, Geodesy and Cartography and the National Ecological Council ‘Environment and Development’, **‘rogal świętomarciński’** from the workshop of Marian, Robert, and Ryszard Weber was awarded a cup.

8.3 Specificity and unique characteristics of **‘rogal świętomarciński’**

⁷¹ *Gazeta Wyborcza* of 10–11.11.2003: N. Mazur, *Warto było poczekać* [It was worth the wait], 10–11.11.2004: N. Mazur, *Ale im się upiekło* [They baked away with it].

⁷² <http://mim.man.poznan.pl>: *Wiadomości z Magistratu* [News from the Magistrate], 16.01.2003: *Upominki dla uczestników CEMR* [Gifts for CEMR participants].

⁷³ *Gazeta Wyborcza* of 3.12.2004, B. Wandtke, *Anna i Igor Chraniuk – sylwetka tygodnia* [Anna and Igor Chraniuk – persons of the week].

⁷⁴ *Przegląd Piekarski i Cukierniczy* [Bakery and Confectionery Review] No 7/2004, p. 52: ‘Poznańscy cukiernicy od pierwszych chwil w zjednoczonej Europie’ [Poznań confectioners from the first moments in a united Europe].

⁷⁵ *Gazeta Poznańska* of 7.05.2004: (D), ‘Rogale w Paryżu’ [Croissants in Paris].

⁷⁶ <http://www.pot.gov.pl>; *Gazeta Poznańska* of 27.11.2004: (o-KAR), ‘Rogal nagrodzony’ [Croissant awarded].

⁷⁷ *Business Polonia*, 9/2005, special issue: ‘Polski Producent Żywności 2005’ [Polish Food Producer 2005]; *Głos Wielkopolski* of 26.10.2005: ‘Polscy Producenci Żywności 2005’ [Polish Food Producers 2005].

‘Rogal świętomarciński’ and the method for making it have been shaped over many years of practice, developed by professional pastry-makers and home-baking traditions. The unique characteristics of **‘rogal świętomarciński’** are linked to human factors – the expertise of the producers, who make it according to traditional methods using specific raw materials. Its specific quality derives from its external appearance, shape, taste, and aroma and the use of a rare raw material – white poppy seeds – for its filling. A yeast-flaky croissant dough is used to bake **‘rogal świętomarciński’**. This is a yeast dough which, after rising and cooling, is rolled together with fat to produce a croissant dough which, during baking, acquires a light, characteristically flaky texture. Although no old information survived on the preparation of the dough for **croissants**, it can be stated with almost 100% certainty that from the very beginning of the tradition, it was yeast dough, which was the most popular pastry in Wielkopolska from time immemorial in the homes of peasants, the bourgeoisie, and the nobility alike.⁷⁸

Józef Probański, a master pastry chef from Poznań who is now more than 90 years old and who used to bake **‘rogal świętomarciński’** croissants even before the war, says that the dough was prepared according to a single recipe called *‘three times three’*. The term originated from the fact that once rolled out, the dough was divided into three parts and butter or margarine was pressed into one of them again, so that the dough was light and flaky.⁷⁹ There is definitely more information on the inside of the croissant, i.e., the filling, which is what makes the **‘rogal świętomarciński’** croissants special. According to tradition, this should have an almond and poppy-seed (marzipan and poppy-seed) note, which is often achieved nowadays by preparing a paste made from white poppy seeds with the addition of aromatic almond oils.

‘Rogal świętomarciński’ croissants have been known since the 19th century and are now baked not only to celebrate Saint Martin’s Day. The recipe has been passed down from generation to generation by bakers from Poznań and the surrounding area, and there is probably not a person in Poznań who is unfamiliar with this product. The custom of baking croissants on St Martin’s Day is known to have been practised in other regions, but no other places are known to have similar customs relating to the celebration of this holiday.

9. Control body:

Provide the name and address of the body or departments⁸⁰ carrying out the control of compliance with the specification and the scope of controls.

Name of the competent body or organisational unit: **Chief Inspectorate of the Agricultural and Food Quality**

Address: **00-930 Warszawa, ul. Wspólna 30**

Telephone number: **/0-22/ 623 29 00, /0-22/ 623 29 01**

Fax number: **/0-22/ 623 29 98**

⁷⁸ *Kuchnia Wielkopolska wczoraj i dziś, czyli porady jak smacznie i tanio gotować zachowując tradycję i zdrowie* [Cuisine of Wielkopolska yesterday and today, or tips on how to cook deliciously and cheaply while preserving tradition and health], ed. J. Gawęcki, Poznań 1996, p. 371.

⁷⁹ *Gazeta Poznańska* of 9/10.11.2002: D. Pawlicka, ‘Rogale nasze marcińskie’ [Our St. Martin’s croissants].

⁸⁰ More than one department may be involved in the control.

10. Labelling:

Provide, if any, specific labelling rules for the agricultural product or foodstuff in question.

‘Rogal świętomarciński’ croissants are usually sold individually without packaging. When packaging is used, the producers of **‘rogal świętomarciński’** croissants will use the symbol of the protected geographical indication and use the inscription ‘Protected Geographical Indication’ on their labels.

11. Specific requirements introduced by current regulations:

Please indicate whether there are specific requirements imposed by European Union or national legislation concerning the agricultural product or foodstuff to be notified.

None

12. Additional information:

Provide additional information, if any, on the agricultural product or foodstuff to be notified.

None

13. List of documents attached to the application:

Please provide a list of materials and publications referenced in the application and a list of accompanying annexes.

- 1.** Expert opinion on the 'rogal świętomarciński' designation – drawn up by the National Museum of Agriculture and Agricultural-Food Industry in Szreniawa near Poznań
- 2.** Agreement on the establishment of the Rogal Świętomarciński Producer Group
- 3.** Photographs of the croissant – top view, side view and in cross-section
- 4.** Power of attorney
- 5.** Proof of payment of the fee of PLN 300.-.

SINGLE DOCUMENT

Council Regulation (EC) No 510/2006

‘

EC No:

PDO (X) PGI ()

1 NAME OF PRODUCT: ‘Rogal świętomarciński’

The name ‘rogal świętomarciński’ meets the requirements of Article 2(2) of Council Regulation (EC) No 510/2006 and is the name customarily used to describe a croissant baked in Poznań, the regional capital of Wielkopolska, and in a few surrounding towns. The name of the croissant derives from the tradition of baking and eating croissants with characteristic filling on St. Martin’s Day (11 November), cultivated in this area.

2 MEMBER STATE OR THIRD COUNTRY:

Poland

3 DESCRIPTION OF THE AGRICULTURAL PRODUCT OR FOODSTUFF

3.1.Type of product:

Class 2.4. Bread, pastry, cakes, confectionery, biscuits and other baker’s wares

3.2 Description of product to which the name in (1) applies:

‘**Rogal świętomarciński**’ is crescent-shaped, coated with icing and sprinkled with chopped nuts. Its cross-section is oval. The **croissant** weighs between 200 and 250 g. It fits into a square with a side of approx. 14 cm, its height at the thickest point is approx. 7 and its width is approx. 10 cm. Its surface colour varies from dark golden to light brown. White icing with sprinkles is used as decoration. The dough has a cream colour and the filling is creamy brown – varying from pale to dark creamy brown. The baked dough is of elastic consistency and flaky, and presents a porous cross-section, with visible layers. Closer to the centre, the rolls of dough are interspersed with a poppy-seed filling. Inside, the **croissant** is filled with a moist poppy-seed filling. The characteristic taste and smell – sweet and with a slight almond taste – derive from the ingredients it contains: the yeast dough and the poppy-seed filling.

3.3 Ingredients:

The following ingredients are used to make a ‘**rogal świętomarciński**’:

For the dough: wheat flour, margarine, milk, eggs, sugar, yeast, salt, flavourings (for example, lemon).

For the filling: white poppy seeds, sugar, crumbs, egg pulp, margarine, raisins, nuts, fruit in syrup or candied fruit, almond flavouring. Other ingredients (decorative layer): icing, chopped nuts.

Flour should contain an adequate amount of elastic gluten (above 27%). This makes it easier to roll out the dough and to obtain the characteristic flaky consistency after layering and rolling with fat.

3.4 Feed (for products of animal origin only): _____

3.5 Specific steps in production that must take place in the identified geographical area

The following steps in production must take place in the defined geographical area:

- Making the yeast dough - making the yeast dough
- Preparing the poppy-seed filling
- Filling and forming croissants
- Baking
- Decorating

3.6 Specific rules concerning slicing, grating, packaging, etc.

3.7 Specific rules concerning labelling

‘**Rogal świętomarciński**’ croissants are usually sold individually without packaging. When packaging is used, the producers of ‘**rogal świętomarciński**’ croissants will use the symbol of the protected geographical indication and use the inscription ‘Protected Geographical Indication’ on their labels.

4 CONCISE DEFINITION OF THE GEOGRAPHICAL AREA

The city of Poznań within its administrative boundaries, Poznań Poviast and the following poviats of Wielkopolskie Voivodeship: Chodzież, Czarnków, Gniezno, Gostyń, Grodzisk, Jarocin, Kalisz, and the city of Kalisz, Koło, Konin, and the city of Konin, Kościan, Krotoszyn, Leszno, and the city of Leszno, Nowy Tomyśl, Oborniki, Ostrów, Piła, Pleszew, Rawicz, Słupca, Szamotuły, Śrem, Środa, Wągrowiec, Wolsztyn, Września.

5 LINK WITH THE GEOGRAPHICAL AREA

5.1. Specificity of the geographical area:

The name of ‘**rogal świętomarciński**’ derives from the tradition of baking and eating croissants with characteristic filling on St. Martin’s Day (11 November), cultivated in the area of Poznań and its neighbourhood.

The tradition of celebrating St. Martin’s Day dates back to the 16th century and is associated with the celebration of the end of the year’s fieldwork, which was traditionally marked on this day. St. Martin’s Day has been celebrated in Poznań for centuries, especially due to the fact that some of the main sites of Poznań are the church dedicated to St. Martin, which already existed when Poznań was founded (1253), and Św. Marcin Street, which is a remnant of the old settlement named Św. Marcin, which was incorporated into Poznań in the late 18th century.

The reputation of **‘rogal świętomarciński’** has been established by the confectioners and bakers of Poznań and the surrounding area, who have been offering this product to the inhabitants of the capital of Wielkopolska every year on St. Martin’s Day for more than 150 years. Cultivation of this tradition has spread as a result of the migration of confectioners, who gained their professional experience in Poznań, to other poviats of Wielkopolskie Voivodeship.

Over time **‘rogal świętomarciński’** has become available throughout the year, but its production and consumption continue to be concentrated around Saint Martin’s Day.

5.2. Specificity of the product

The unique characteristics of **‘rogal świętomarciński’** are linked to human factors – the expertise of the producers, who make it according to traditional methods using specific raw materials. Its specific quality derives from its external appearance, shape, taste, and aroma and the use of a rare raw material – white poppy seeds – for its filling.

Since the beginning of the tradition of baking **‘rogal świętomarciński’**, a yeast-flaky croissant dough has been used. This is a yeast dough which, after rising and cooling, is rolled together with fat to produce a croissant dough which, during baking, acquires a light, characteristically flaky texture. According to a recipe, this method is called *‘three times three’*. Two-thirds of the dough is spread with a layer of fat before being folded into thirds, creating three layers of dough with two layers of fat in between. This process is repeated by either rolling and folding the dough into thirds twice more or folding it into quarters once. This technique creates the distinctive layers found in croissant dough.

The unique white-poppy-seed filling, to which almond flavouring is added, clearly distinguishes **‘rogal świętomarciński’** from other sweet pastries. White poppy seeds are an exquisite and rarely used raw material.

The following are essential to the product’s exceptional nature:

- croissant dough – the flaky croissant dough, containing the following ingredients: wheat flour, margarine, milk, eggs, sugar, yeast, salt, flavourings /for example, lemon/;
- the filling of the croissant, the basic ingredient of which is a paste prepared from white poppy seeds, in addition to sugar, crumbs, egg paste, margarine, raisins, nuts, fruit in syrup or candied fruit and almond flavouring. The combination of these ingredients and the specific flaky pastry make the **‘rogal świętomarciński’** croissant an exceptional and unique product, linked to the tradition of the place of manufacture and outside the geographical area defined in Section 4 of this document.
- The method of folding the dough and stuffing it with a poppy-seed filling and the icing and chopped nuts decoration, which influence the final unique shape and general appearance of the pastry.

5.3 Specific quality, the reputation or other characteristics of the product

The history, baking tradition and reputation of ‘rogal świętomarciński’:

‘Rogal świętomarciński’ has enjoyed unwaning popularity and success in Poznań for at least 150 years. In the minds of the citizens of Poznań and visitors to this city on the river Warta, the

product is inextricably associated with Saint Martin's Day celebrations on 11 November. The popularity of this product is evidenced by the number of legends and tales concerning the origins of '**rogal świętomarciński**' baking.

According to one of these legends, the first person to bake the '**rogal świętomarciński**' croissants in Poznań was the confectioner Józef Melzer, who encouraged his employer to bake **croissants** which were then distributed to the city's poor. He is said to have come up with the idea in November 1891 after having listened to the preachings of Fr Jan Lewicky, the priest of the parish of Saint Martin, who urged that the patron saint of the parish, who personifies love for one's neighbour, and is also the patron saint of bakers, be honoured by means of some act of compassion towards Poznań's poor. The shape of the croissant also has traditional roots. Another legend tells that the shape of the '**rogal świętomarciński**' croissant dates back to the time of King Jan III Sobieski's victory over the Turks in the battle of Vienna. In 1683, King Jan III Sobieski of Poland captured many Turkish flags featuring a crescent. It occurred to one of the bakers of the time to commemorate the victory over the Turks by making bread in the shape of a crescent moon. Another Poznań legend about '**rogal świętomarciński**' suggests that its shape was inspired by the horseshoe lost by St. Martin's horse. A passing confectioner found it and used it as a model to bake a sweet pastry enjoyed by successive generations of Poznań residents.

The oldest known reference to **croissants** being baked on Saint Martin's Day was placed in the *Gazeta Wielkiego Księstwa Poznańskiego* [Gazette of the Grand Duchy of Poznań] of 10 November 1852 by the confectioner Antoni Pfitzner, who had opened his shop three years earlier on Wrocławska Street in Poznań: '*Tomorrow, Thursday, filled croissants at various prices at A. Pfitzner's confectionery, Wrocławska Street*'. However, the first press advertisement confirming the existence of the name '**Rogaliki św. Marcińskie**' [St. Martin's croissants] comes from the *Dziennik Poznański* [Poznań Daily] of 11 November 1860. In the following years, the number of press advertisements for '**rogal świętomarciński**' croissants steadily increased. Placing advertisements in the local press around 11 November announcing increased sales of **croissants** has become a consistent way for Poznań confectioners and bakers to make a name for themselves and establish a good market position. For instance, in 1887, the first advertisements for Poznań confectioneries appeared at the beginning of November, and on 6 November, one ad included the note: '*...The Honourable Public is invited to place early orders for **croissants** and other goods...*'. This note testifies to the immense popularity of '**rogal świętomarciński**' already in the 1880s. At the end of the 1890s, more than a dozen of the most well-known and respected pastry shops in Poznań were already making the '**rogal świętomarciński**' croissants.

After World War II, the tradition of baking '**rogal świętomarciński**' was continued by private confectioneries and bakeries in Poznań. This was because the Nationalisation Law of 3 January 1946 did not extend to small artisanal bakers. During this period, the type of paste used for filling the **croissants** was also changed. Due to the difficulties with supplies after the war, the raw materials for making almond paste became practically unavailable. Confectioners and bakers therefore began to replace the almond paste with a paste made from white poppy seeds, or, a paste made from an equally exquisite raw material. This decision was intended to emphasise the special importance of the product, which had to be made from exceptional raw materials. It can be assumed that from that moment on, the tradition of baking croissants with

a white poppy-seed filling seasoned with almond flavouring was established, a tradition which continues to this day.

In the 1960s, it became a journalistic trend, which continues to this day, to report almost annually on the number of **croissants** consumed by the people of Poznań on Saint Martin's Day. Thanks to this, it is now known that, for example, in the 1960s there was a nearly three-fold increase in the consumption of this St. Martin's Day delicacy over the decade. In 1964 alone, consumption increased by more than 5 tonnes (to 20 tonnes) compared to 1963. To reduce the queues for '**rogal świętomarciński**' croissants, they were also sold at 'special street outlets' organised by cafés. However, it was estimated that during this period the demand for **croissants** exceeded the daily production capacity of all Poznań confectioneries by almost six times. In 1969, the people of Poznań already consumed some 42.5 tonnes of '**rogal świętomarciński**'.

In the Third Polish Republic (after 1989), the tradition of '**rogal świętomarciński**' did not fade but even shone anew. In the first half of the 1990s, the 'Zamek' Cultural Centre revived the tradition of street markets, and in 1994, the first 'Święty Marcin Street Name Day' celebrations were organised, culminating in a procession that set off, after a solemn feast day, from St Martin's Church to the square in front of the castle. The ceremonial procession is led by Saint Martin on a white horse dressed as a Roman legionary, and the street party is invariably accompanied by '**rogal świętomarciński**' croissants.

The '**rogal świętomarciński**' croissant, always present in Poznań, has over time become a sweet symbol of the city. It was served to visitors to the city – among others, in 1923 it was offered to Ferdinand Foch, Marshal of France and Poland. It is also a gift bestowed annually by the city authorities on friendly institutions and official guests paying visits to the capital of Wielkopolskie Voivodeship. '**Rogal świętomarciński**' has garnered international acclaim, including recognition at trade fairs in Berlin and Paris, as well as numerous national awards. On 27 February 2004, the Polish Tourist Organisation declared it the best tourist souvenir of the region in the category of culinary art products and regional delicacies with a unique recipe. This award for '**rogal świętomarciński**' was presented to the Poznań City Hall, with the justification that it is: '*... a traditional pastry made using a unique recipe and baked only in Poznań for Saint Martin's Day....*'

THE FULL TEXT OF THE SPECIFICATIONS CAN BE FOUND AT:

<http://www.bip.minrol.gov.pl/strona/DesktopDefault.aspx?TabOrgId=1620&LangId=0>