

The wonderful world of the  
*stroopwafel*

The famous Dutch  
cookie that sticks!

# CONTENTS

## PART 1

### *Handy to know*

- 11 **HANDY TO KNOW**
- 12 **PAST TO PRESENT** *Once Upon a Time...*
- 16 **STROOPWAFEL STORY** *Herman*
- 19 So What are They Made Of?
- 23 Seven Tips for the Stroopwafel Kitchen
- 25 Stroopwafel Syrup
- 26 Chocolate Syrup
- 29 Stroopwafels with Yeast
- 30 Stroopwafels with Baking Powder
- 32 Gluten-Free Stroopwafels
- 33 Syrup Biscuits
- 34 **MAD ABOUT STROOPWAFELS** *Paradise for the urban sweet tooth*

## PART 2

### *Culinary with Stroopwafels*

- 37 **CULINARY WITH STROOPWAFELS**
- 39 Melted Goat's Cheese in Stroopwafels
- 40 Stroopwafel with Sweetbread and Sharp Apple
- 43 Creamy Stroopwafel-Crumble Soup
- 44 Fried Black Pudding with Apple and Stroopwafels
- 47 Fried Liver with Stroopwafel, Fig, Pickled Shallots and Yoghurt
- 48 Stroopwafel with Pear, Walnut and Grapefruit Syrup
- 51 Stroopwafel Parfait
- 52 Syrup Baskets
- 55 Ice-Cream Stroopwafel with Quince Compote
- 56 Stroopwafel-Cranberry-Chocolate Rocks
- 58 Home-Made Stroopwafel Ice-Cream
- 61 Stroopwafel Cake with Lemon
- 62 Just-call-me-Willy Waffle
- 65 Chocolate Syrup Toffees
- 66 Cinnamon Biscuits with Syrup
- 69 Coriander Syrup Biscuits with a Spicy Tomato Chutney

## PART 3

### *The Syrup Crusades*

- 71 **THE SYRUP CRUSADES**
- 72 **MAD ABOUT STROOPWAFELS** *The Syrup Crusades*
- 77 **STROOPWAFEL EXPERT** *The Poor Man's Biscuit with the Rich Mouth Experience*
- 80 **WORLDWIDE** *The Netherlands Serious Business*
- 86 **WORLDWIDE** *Pakistan Baking Pays*
- 94 **MAD ABOUT STROOPWAFELS** *Waffle Office*
- 98 **WORLDWIDE** *Brazil Happy Waffles*
- 104 **WORLDWIDE** *Canada Double Dutch*
- 110 **MAD ABOUT STROOPWAFELS** *Hipster Icon*
- 114 **WORLDWIDE** *Indonesia Strupwaffle*
- 120 **WORLDWIDE** *Mexico Waffeluja*
- 129 **STROOPWAFEL EXPERT** *Stroopwafels that Crackle*
- 132 **WORLDWIDE** *South Africa Cape Town Promise*
- 138 **WORLDWIDE** *Nicaragua Golden Biscuits*
- 144 **STROOPWAFEL MUSIC** *Crazy Vla or Brinta Brothers*
- 147 **STROOPWAFEL EXPERT** *There's Music in the Stroopwafel*
- 150 **WORLDWIDE** *The Netherlands Old Pro meets New Kid on the Block*
- 157 **STROOPWAFEL EXPERT** *'Am I an Authority on Stroopwafels?'*

## PART 4

### *Sweet & Sticky*

- 165 **SWEET & STICKY**
- 166 **STROOPWAFEL POETRY** *The Stroopwafelophile*
- 168 Fun with Numbers
- 171 Girly Tea-Party
- 172 Stroopwafel Universe
- 175 Sunny, Sweet Flowers
- 176 Ship Ahoy!
- 179 Ladybird, Fly Away Home
- 180 Welcome, Spring!
- 183 Squeak Mouse Squeak
- 184 Stroopwafel Men
- 187 Christmas Cake
- 189 **STROOPWAFEL EXPERT** *'My Main Task Here? Umm, Stroopwafels?!'*
- 194 **STROOPWAFEL STORY** *Jan & Jeanine*
- 198 **THANKS**
- 200 **COLOPHON**
- 202 **STROOPWAFEL ART** *Stroopwafhèls Please!*
- 204 **ABOUT THE MAKERS**

# 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

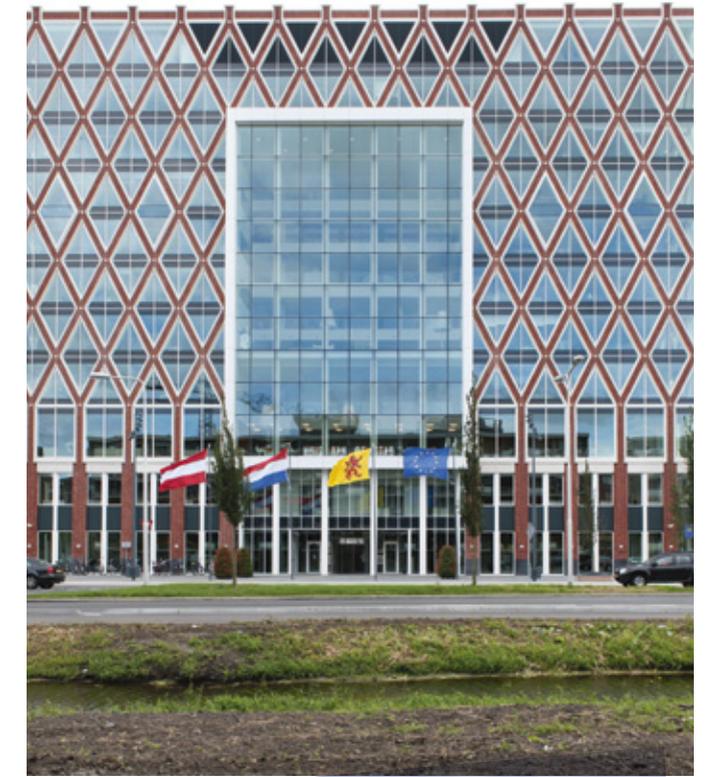


# The Syrup Crusade

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!



# Stroopwaffel

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

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 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.'

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

**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 become the secret of our waffles.'

That secret stays in the family: in Bogor to be precise, a southern 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

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 supermarkets, and even promises to deliver throughout the entire Indonesian islands. Eighty percent of the waffles go to Starbucks. 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 boring', 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,

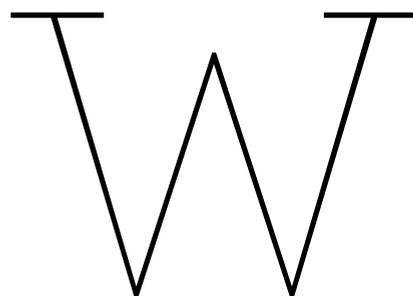
just below the stroopwafel. Pretty as a picture!



# STROOPWAFEL AMBASSADORS IN THE USA

GEZELLIG COOKIES SHARES  
THE STROOPWAFEL FEELING

CASSANDRA PLAS GREW UP EATING DUTCH COOKIES. SHE LOVED THEM SO MUCH THAT SHE DECIDED TO START BAKING THEM HERSELF. SHE BOUGHT THE WRONG IRON BY ACCIDENT AND ENDED UP BAKING HERSELF A STROOPWAFEL WITHOUT EVEN KNOWING WHAT IS WAS! NOW SHE'S SELLING THEM IN CENTRAL FLORIDA, SPREADING THE WORD ABOUT THEIR GREAT TASTE.



When we talk to Cassandra on Skype, we can see a giant tulip behind her. It shows her Dutch roots. After World War II, her grandparents emigrated to Canada. 'Oma (grandma) used to bake us these fantastic Dutch cookies named kniepertjes. We all loved them', Cassandra starts enthusiastically. 'We grew up eating kniepertjes and speculaas. Later my husband and I moved around the US and in 2005 when we lived in Southern California I really missed those kniepertjes. So I decided to search for an iron and found one that said it was for making Dutch cookies.'



|||||  
**'STROOPWAFEL:**  
*the best cookie  
you have never  
heard of!*



**STROOPWAFEL BY ACCIDENT**

How did Cassandra end up in the stroopwafel business? 'It was me trying to bake kniepertjes! The first time I plugged in the iron the lights dimmed and sparks shot out of the wall from the socket. But the most shocking moment was when I opened the iron; the cookie that was there didn't look like oma's kniepertje at all! I couldn't sleep that night. But the next day I found out that what I had made was a stroopwafel. I was disappointed with it, so I did some research and the next time I got it right. The taste was awesome! I had seen stroopwafels before - I think I once had a packet from the store. But the first fresh one was sooo good! So yes, the first one I tasted fresh was my own! I haven't used the iron in a year but it is pretty funny for starters. It looks medieval and you can't control how hot the iron gets. In any case, I am glad I didn't unplug it that one time!'

Cassandra has now been making stroopwafels for others for over ten years. She didn't think the feedback would be so good, but each year production continued to grow. 'At that time my husband James worked for ING in the USA. On his birthday around Christmas time he would always take Dutch cookies into work. I started off making a couple of dozens of stroopwafels, but by the end he was taking in about twenty kg of cookies!'

James once had an employee moving to another department who asked: "If I leave, can I still come back for those cookies?" My husband replied: "You know when they are here, and how fast they are gone!" I also took in stroopwafels to my own workplace for Christmas. I conducted stroopwafel tastings with my colleagues, which is what led me to organic ingredients. After all the baking I would leave unmarked bags of crumbs on people's desks. Recipients of these crumbs did their very best to not share and keep them all to themselves!

|||||  
**'EATING A  
 STROOPWAFEL  
 is life-changing'**

**HARD TO SAY, EASY TO EAT**

Cassandra and her husband decided to start the adventure of baking and selling stroopwafels commercially. James had never seen stroopwafels before and likes them frozen with a glass of bourbon.

'But if he can't have them that way, he'll eat them anyway', Cassandra says. 'My sister came up with the name - she had a strong idea about it. She speaks Dutch and lived in Amsterdam for a time. She told me I had to call my company 'Gezellig Cookies' because gezellig is such a typical Dutch word. My dad loves it! He also runs his own business. He's very proud that I have a business and that it involves stroopwafels.' Cassandra has thirteen uncles and aunts. They were always trying to make kniepertjes and swap information about them. 'Now my aunt Ria is always on the stroopwafel case, sending me articles about them and comparing different brands. She lives in Canada, but is into stroopwafels big time.'

How is it possible to explain gezellig, such a typical Dutch word, in the USA? Cosy, the most common translation, doesn't cover all the bases. Cassandra: 'I love explaining it! I start off by describing the g-sound. I say gezellig is that feeling you have when you are in a place you like with friends or family who make life awesome. You slow down for a minute and enjoy the moment, and the feeling you get is a gezellig feeling.'

Stroopwafels are about sitting down and putting the waffle on a warm cup. People say doing that is life-changing. Not just grabbing them and eating them, but feeling them. They also share stroopwafels together at the market, which is an experience.'

**THE SMELL TOOK OVER**

Cassandra and her husband moved to Orlando, Florida, which happened to be an exciting place for their stroopwafel project. There is a food scene there: people are trying new things and changing the food landscape. Cassandra: 'Where I do all the baking is a really cool place. It is a small market designed as an incubator for small businesses. I have a retail spot there. When I start baking, the smell just takes over! This morning a woman came back to tell me her daughter woke up asking: "Where are those cookies?" She wanted them for breakfast. People are going from not knowing what stroopwafels are to finding them amazing! I also bake kniepertjes and speculaas, but stroopwafels do best by far. I play around with flavours but the original sells best. People say: "Flavours, why are you doing that? There are no other flavours!"'



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In the beginning I first added the caramel and then cut a round waffle. Then we flew over to Holland and I learned the baking process from a stroopwafel baker. He told me the caramel comes in last. I really wanted to understand the production and see the production line. I was after the real thing, so I also bought the equipment in Holland. The best advice I got was how to use a refractometer, which is a tool for testing the moisture and sugar content in your caramel. I love the story about Gouda and using leftovers in the 1800s. The whole trip was the best experience. My job is amazing. How many people get to do this?! Stroopwafels are fun to share and such a good subject! We are always meeting awesome people and it is fantastic to see people try them for the first time.'

#### SELF-SELLING STROOPWAFEL

'People who have had stroopwafels before want to share the experience with others, so I don't have to say anything. We also have a branded Mini Cooper, which is awesome. People see the car driving around and ask for stroopwafels. One of our favourite customers is also a runner who wore one of our shirts for a marathon recently.'

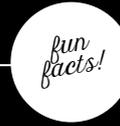
Stroopwafel eaters tend to be people who have travelled and are open to different things. I also bake non-traditional variations: Gluten-free and seasonal offerings like maple syrup

or peanut butter. We also have an ice-cream sandwich version and even a vegan original stroopwafel: dairy free and with an egg substitute, which works pretty well.'

#### AMERICAN SWEETNESS

'Americans have a taste for sweetness, so there is so much room for this cookie to take off. There are loads of other people who think stroopwafels are awesome. United Airlines for example now serves them and so people recognize them from their flights. And I do a lot of tastings and am trying to get into the stores. My goal is to get stroopwafels in front of people to get them to try. People in the USA will embrace them. Huffington Post also spread the word by labelling the stroopwafel as: The best cookie you have never heard of!'

'Honestly? I would love to see the word gezellig become part of the vernacular since there is no English word that captures it. It is such a beautiful word. Additionally, I believe stroopwafels are starting to gain some visibility and popularity in the USA, and we really hope to be a part of that over the coming years. We are stroopwafel ambassadors, if you will.'



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.