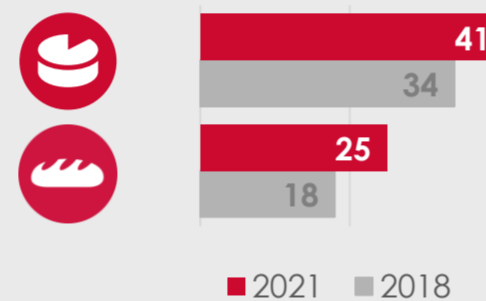


Craft & Freshness

Craft

By re-discovering **home-baking** during the Pandemic, consumers started to appreciate **craftmanship** more than ever before. This led, among others, to **sourdough** gaining into popularity.



Bakes at home at least once a month (%)

Craftmanship as **key differentiator** to attract consumer beyond convenience offered in supermarkets.

3rd most conversational topic on social media in 2020 with its **indulgence rising beyond breads**.

Trending sourdough conversations



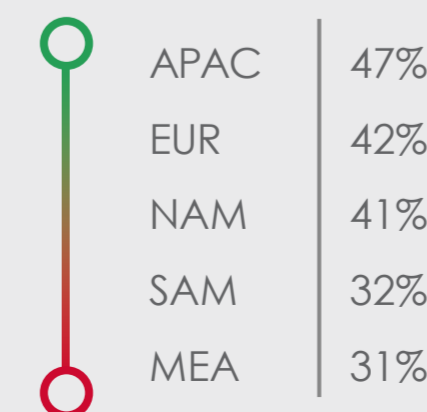
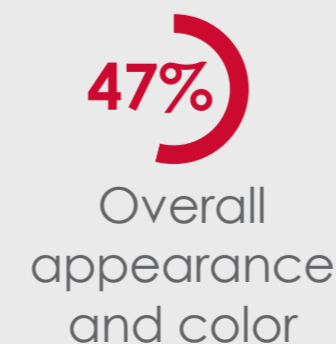
Sourdough Panettone Muffins
 #bakery #baker
 #bakersofinstagram
 #sourdough #panettone
 #panettonemuffins #food
 #foodporn #foodie #foodies
 #foodiesofinstagram
 #foodporn #foodblogger
 #foodblogger

Whole wheat 100% sourdough croissants
 #croissant
 #naturalyeast #fromscratch
 #healthylifestyle #lovebread
 #artisanbread #sourdough
 #masamadre #organicflour
 #stoneground



Freshness

Freshness is one of the **key drivers why consumers shops at artisans**, followed by tastiness and variety. And when evaluating the freshness of products, smell and aroma are leading when it comes to bakery. Fresh food is still seen as most qualitative; **quality perception of packaged food has increased driven by hygiene concerns following COVID-19**.



Thinks unpacked food handled by shop owner is safe

As an artisan baker and pâtissier, what's in it for you?



Highlight your craftsmanship. Openly communicate about the process, ingredients and sources instore and online.

Sourdough is a clear winner: innovate beyond bread with sourdough to increase healthiness and indulgence of your product range.

It's all about **taste** and **freshness**. Do **not compromise** on those. There is an opportunity in **reassuring** consumers on **hygiene** and **communicate** about it.

Puratos solutions in the spotlight

Bakery: O-tentic, Sapore, Softgrain, Puraslim Mixes, Soft'r

Pâtisserie: Mirroir, Satin Cake mixes Deli range

Chocolate: Belcolade Selection Cacao-Trace

Get inspired



Black Tiger Bun

with Softgrain Rye and Sprougrain Oat

Not only is the name appealing, also the craft look of this bun is irresistible. We bet consumers won't resist the temptation of biting in it!



You Rock

with Easy Acti Cream Cake

Not only is the shape surprising, but let us tell you that a rock never tasted so fresh!

Market Example

Blackbird bakery in Toronto, Canada

All bread is still made by hand here, and all sourdough begins with their starter first created in 2011 using local flour and grapes. They always try to use the shortest list of ingredients and the longest fermentation times to create their breads here. Owner Simon Blackwell is a fourth generation baker whose family's baking history extends back to 1890s England.

