

Ethical Lifestyle & Transparency

Trending consumers conversations



Reusable tote bag to carry crepes and keep them fresh
#sustainable
#packaging #reusable

Cacao Chai Hojicha
#upcycle #upcyclefood
#ethical #nowaste



Ethical Lifestyle

Consumers want to contribute a better planet and are very conscious on what and where they shop. Businesses are not only evaluated based on their products, but also how they act and contribute to a better planet.



Buys weekly plant-based in 2021 vs 36% in 2018



plant-based is healthier



perceives local as better for the environment



sustainable packaging



Zero-Waste Claims



Upcycling Claims

Transparency

Consumers want to know what **ingredients** are being used and **where they are sourced** from. While the elder generation wants to know more about the ingredients as such, the younger ones want to know your **story**.



Ingredients



Nutritional



Origin of product / ingredients



2/3 would buy more at bakeries where everything is baked with **natural ingredients**

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



Add plant-based options to your portfolio. It will help drive traffic from the younger generation to your store. People looking for plant-based options mainly do it from a health perspective, on top of it being good for the planet.

Promote shopping locally, as an artisan bakery you are close to your customers and together you can contribute to a better planet.

Engage with consumers on **sustainability initiatives** (e.g. recyclable packaging, reduce waste, source locally,...) and **communicate fiercely about it instore and online**.

Puratos solutions in the spotlight

Bakery: Soft'r Plant Based, Clean(er) label improvers & mixes, O-tentic

Pâtisserie: Ambiante, Mimetic, Sunset glaze, Topfil Finest

Chocolate: Plant Based Chocolate, Carat Nuxel, Cacao-Trace

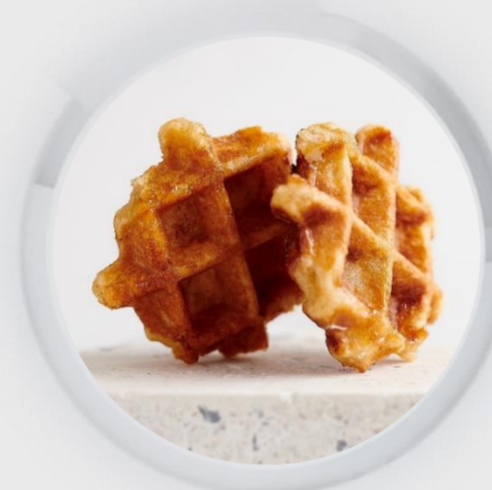
Get inspired



Fine Apple Tart

with Topfil Apple Cubes 86%

Breathing natural and local ingredients, that irresistible apple tart has a great story to tell.



Plant-Based Waffle

with Mimetic Incorporation

The well know Belgian waffle got its plant-based translation. Even the connoisseurs will fall in love with the new version of this unavoidable treat.

Market Example

Awareness about sustainability and the environment - Australia

Three Mills Bakery has worked with energy supplier ActewAGL, to design and install the 100 kilowatt commercial solar energy system at its site. It fits with the whole philosophy of the business, creating a great product that people love but with an awareness about sustainability and the environment, and community.

