

# Next-Level Experience

## Latest trending concepts



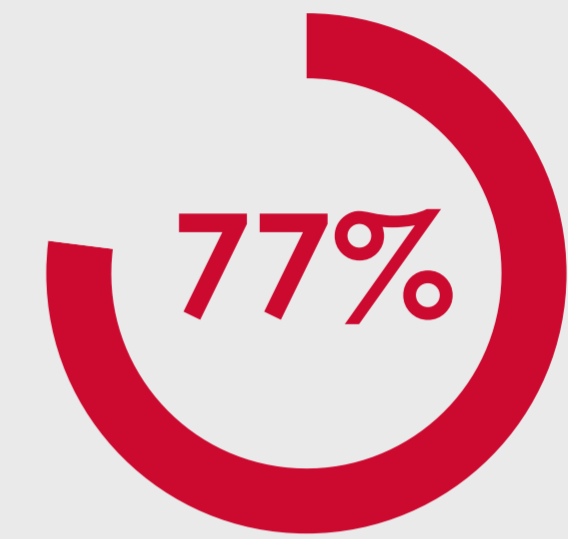
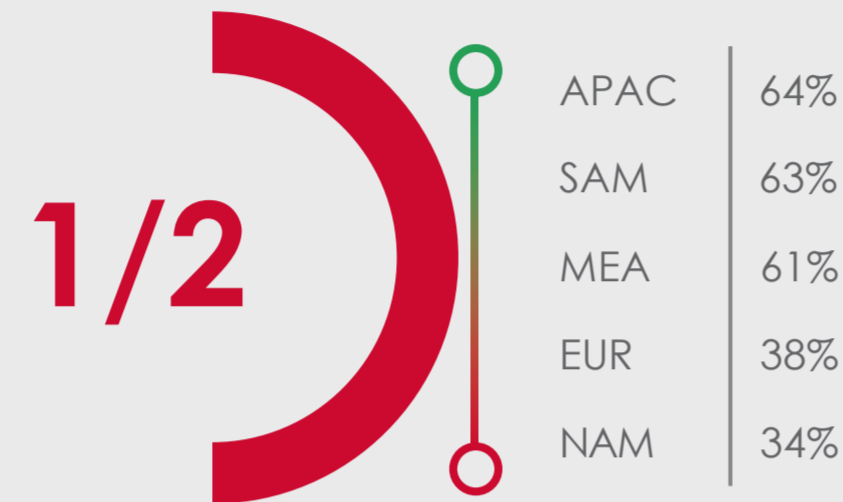
Livestream selling as inspiration source for festive menus

AI food recognition at checkout to get more nutritional information



## Next-Level Experience

The future will be a "phygital" experience, one which seamlessly integrates the physical and the digital, combining the strengths of both. One out of two consumers gets inspired on product offers through online media. Nevertheless, most consumers would NOT like to see the end of stores in the street.

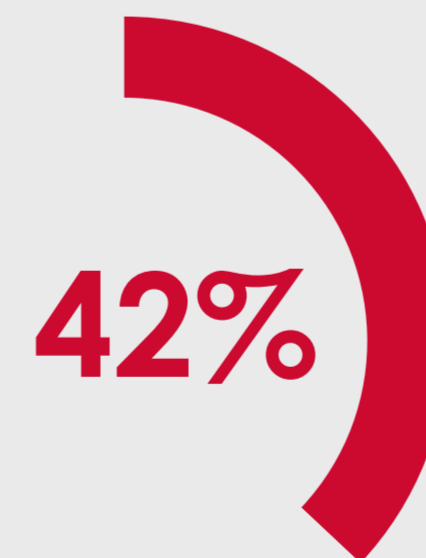


gets inspired on product offers through social media

**Automation** as support

- Online ordering & delivery (AI assistants, drones, Click&Collect)
- In-store (robots, no checkouts)
- Product offering (online sensing, AI,...)

would not like to see the end of stores in the street



Believes AI (Artificial Intelligence) will help them make better food choices in the future



would like to see the stores more automated

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

Creating **unique experience for your customers in-store which they can not find online**. This way you will give your customers good **reasons to come to your store**: personal story and interaction, unique and limited time offers, personal service and advice, have your store staff engage in meaningful conversations with customers...

At the same time, leverage the Phygital experience and **use online presence to communicate with your customers 24/7**. On these digital platform you can demonstrate transparency and storytelling and /or offer online ordering to make the lives of your customers easier..

## Puratos solutions in the spotlight

Bakery: Double Bake Color

Pâtisserie: Smoobees, Topfil Finest, Deli range, Vegetable Fillings

Chocolate: Belcolade Cacao-Trace

## Get inspired



### Apero Dessert

with Smoobees lemon



### Palet Ganache Lemon & Honey

with Belcolade Expression Cacao-Trace Lemon & Honey

## Market Example

*One stop shop – London, UK*

At E5 Bakehouse you can buy breads and pastries (to go or to eat in) as well as flour, home baking equipment and everything else you need to make your own bakery products.

You can buy all their products in the store or online to be delivered at home or to be collected at the store the same day.

