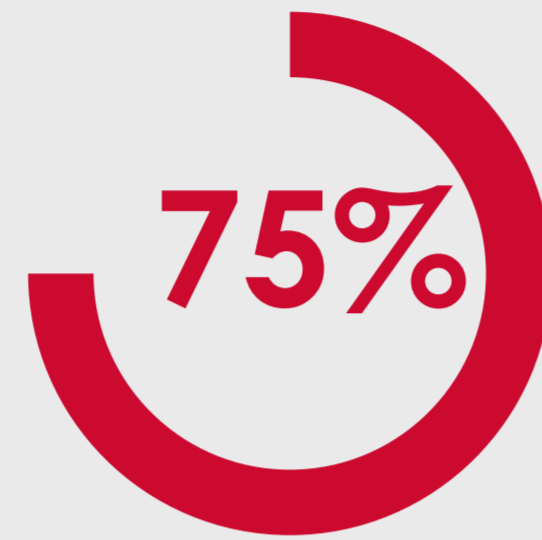


Taste & Appearance

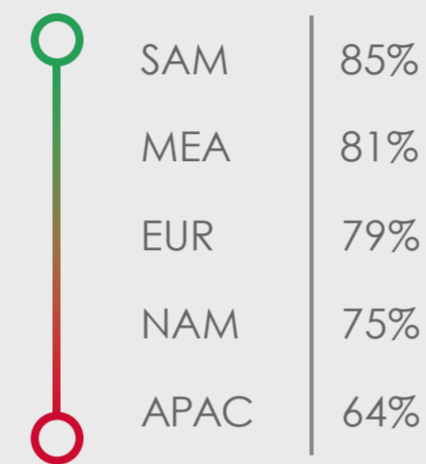
Taste

Taste is one of the key drivers of choice, together with **freshness**.

Traditional flavors remain dominant, but the openness to try out new flavors and textures continues to grow.



likes traditional tastes



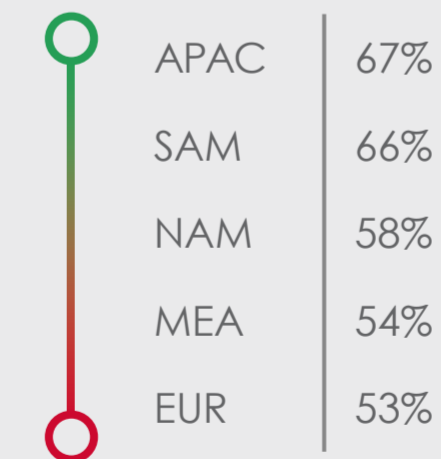
- Likes to have a **familiar element** when trying new types of **food**
- Likes to try food with **different textures**



- Wants to try **new** or **exotic** flavors,
- Want to try a **combination of tastes** which are **unusual at first**

Appearance

Appearance enhances the taste of bakery and patisserie products. With growing **presence of social media** and **shopping online**, food needs to be visually appealing.



agrees that food that looks good to the eye, is tasty too

Latest consumer conversations



Vegetable waffle
 #nutriciousanddelicious
 #healthyfood #wafflesforbreakfast
 #veggiesoverloaded #yummyfood
 #eathealthy #stayhealthy #waffles
 #foodporn #food #foodie #waffle
 yummy #instafood #delicious
 #foodphotography#foodstagram
 #foodblogger #foodlover #love
 #cafe #healthyfood #breakfastideas

Vegetable pancakes
 #pancakes #breakfast #food
 #brunch #pancake #instafood
 #healthyfood #yummy
 #delicious #dessert
 #breakfastideas #healthy
 #vegan #sweet
 #healthylifestyle #crepes
 #instagood #love #tasty



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

Innovation is important to drive your sales as consumers are continuously looking to try out new recipes.

A great opportunity to innovate with **traditional and new flavors**. Think in evolution rather than revolution, think classic with a twist.

Make **bread and patisserie visually appealing** (Instagram-worthy) and make sure to cascade that appeal on online channels to boost your sales.

Innovate by **playing with textures**.

Puratos solutions in the spotlight

Bakery: O-tentic, Sapore, Puravita

Patisserie: Topfil Finest, Smoobees, Deli range, Miroir range

Chocolate: Belcolade CT range, Carat Nuxel

Get inspired



Plant-Based Lobster Roll

with Sapore

A tasty and highly appealing optical illusion of a lobster sandwich without lobster, that consumers will want to try and share on their social media.



Yeah'llow Castella Cake

with Topfil Finest Mango 70%

A classic castella cake twisted with an exotic mango filling, allowing consumers to experiment exotic flavors in a well-known traditional cake application.

Market Example

Add a local Market Example

@nao2748 shares cute bread and pastry creations via their Instagram account which has a following of +80k.



@nao2748