

# Ultimate Convenience

Contactless Delivery.  
Anytime. Anywhere.



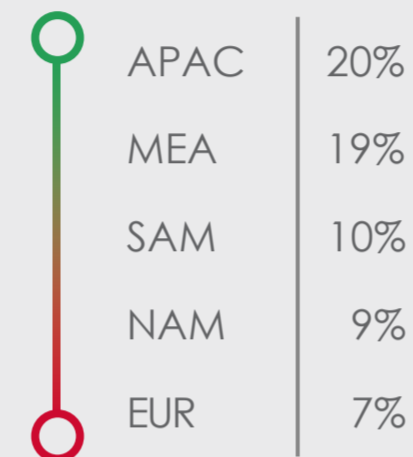
Autonomous robots

Drone delivery

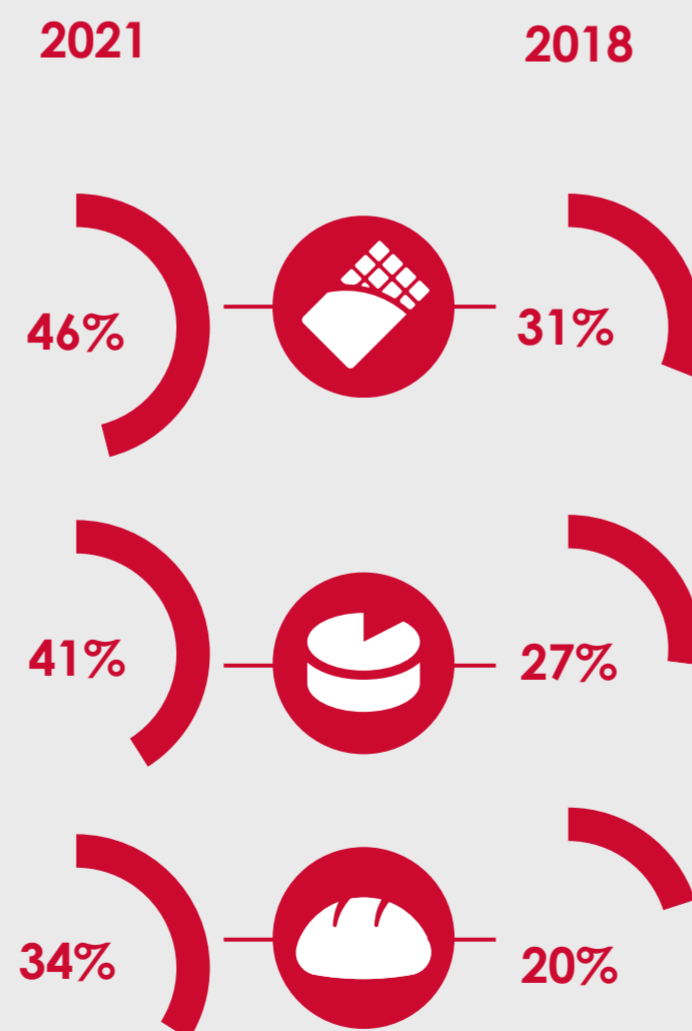


## Ultimate Convenience

Online grocery shopping has increased tremendously due to Covid, with consumers expecting to get home deliveries. Yet consumers need to be reassured about freshness and quality of buying bakery & cake, patisserie products online. **Consumers expectations regarding online orders** will increase in the future as they will want an offering quality (in terms of range, execution, prices) that **matches what they get in physical stores**.



Has ever bought this product online:



are excited about more automated delivery



misses personal contact when shopping online.

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

Having a very **strong online presence** (website, social media, order platform) is key. Consumers expect online ordering and being able to look up information online as a new normal. Especially younger generation expects to find all info online and to be able to order everything smoothly in just one click.

Your **brick-and-mortar location is still relevant** but it's important to create a seamless 'phygital' experience **be present online & offline**.

**Use your online presence to attract customers to your artisan shop**

**Reassure consumers about quality and freshness** of the products that they purchase online as they want an offering that matches what they get in physical stores.

## Puratos solutions in the spotlight

**Bakery:** Puravita Break

**Pâtisserie:** Topfil Finest

**Chocolate:** Belcolade Selection Cacao-Trace

## Get inspired



### Puravita Break

with Puravita Break

The ultimate convenient healthy and tasty snack.



### Chocolate Bread Nougat

with Belcolade Selection Noir 65 Cacao-Trace

## Market Example

*Pastries by drones – United States*

Mockingbird Cafe is one of the companies partnering with Wing, the drone delivery-sibling company of Google. Residents of Christiansburg can place orders for items on the Mockingbird Cafe and can select to have them delivered to their homes.

