

Craft & Freshness

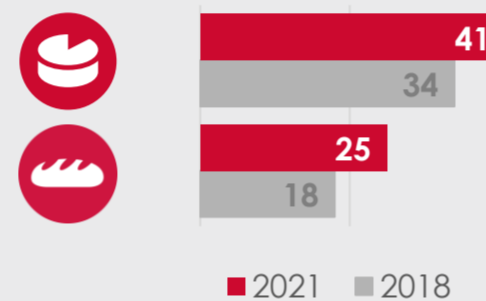
Craft

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.

Consumers rediscover the love for **home-baking**

Craftmanship offers added value

Sourdough a way to differentiate



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

Even though fresh food is still seen as most qualitative, **quality perception of packaged food has increased**, driven by hygiene concerns following COVID-19.

Smell & aroma remain key drivers for **freshness**

+12% on quality perception of packed goods

Hygiene remains an attention point

Thinks unpacked food handled by shop owner is safe



Smell & Aroma



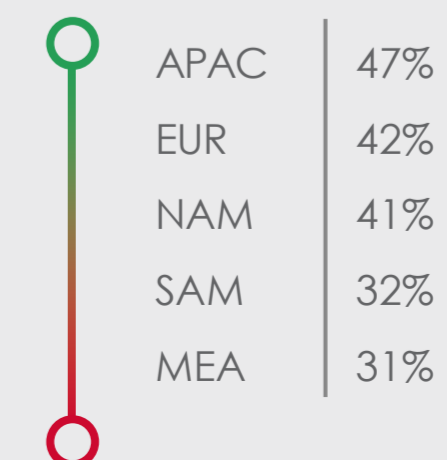
Overall appearance and color



When product was baked



perceive packed goods as good quality



As an industrial player, what's in it for you?

There is an opportunity in offering a **range of solutions that are authentic and highlight the craftsmanship. Openly communicate about the process, ingredients and sources** instore and online. This will help gain trust and create openness to your customers.

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: Intens Soft & Fine, Sapore, Softgrain, Sproutgrain, Mimetic, Sunset Glaze, Soft'r Melting, O-Tentic

Patisserie: Acti-Fresh, Cremfil Ultim, Harmony, Deli range

Chocolate: Belcolade Selection Cacao-Trace, Pralinés

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

Add a local Market Example

Sourdough bread at Retailer Migros in Switzerland

3.90

**Pain au levain IP
Suisse**

500g
★★★★★ 4.1 16 Évaluations

