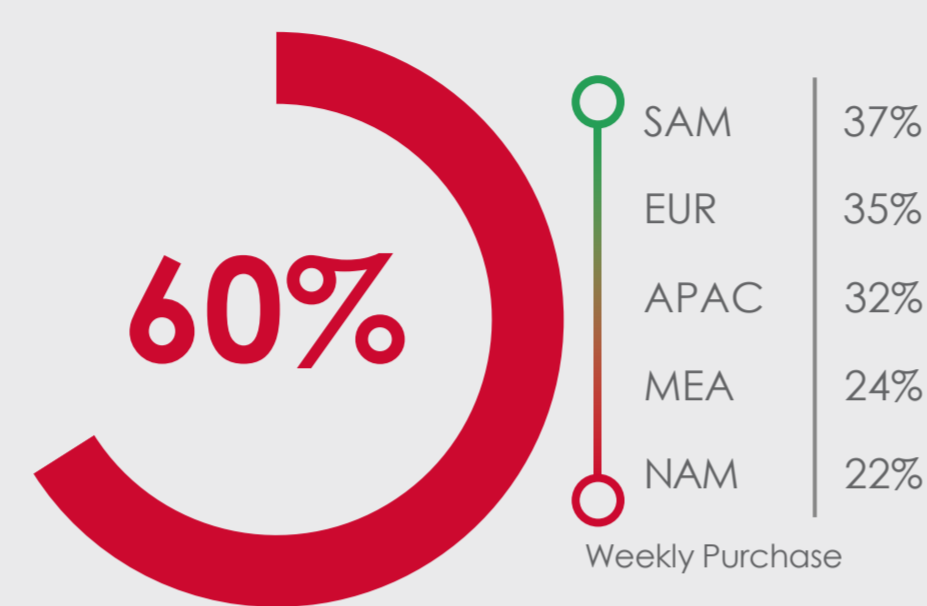


Ethical Lifestyle & Transparency

Ethical Lifestyle

Consumers want to contribute to a better planet and are very conscious about 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.



60% Buys plant-based in 2021 vs 36% in 2018 with 56% saying plant-based is healthier than animal-based food



66% perceives local as better for the environment and 1/3 weekly buys locally produced food/ made with local ingredients



70% sustainable packaging



61% Zero-Waste Claims



43% Upcycling Claims

Trending consumers conversations



Chocolate packed in biodegradable seed infused cards
#sustainable
#packaging
#reusable

Cacao Chai Hojicha
#upcycle
#upcyclefood
#ethical
#nowaste



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**.



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



As an industrial player, 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. It also answers consumers demand for healthier alternatives, on top of being better for the planet.

Have a **local** offer in your product portfolio, made with local ingredients. Ensure the **traceability** and **naturality** of ingredients.

Commit and **act now regarding Sustainability**. Take initiatives (e.g. recyclable packaging, reduce waste, source locally,...) and communicate fiercely about it instore and online. **Educate customers and consumers** to consume and act more sustainably.

Merge affordability and sustainability whenever possible.

Puratos solutions in the spotlight

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

Patisserie: Topfil, Plant-Based Range, Mimetic, Sunset Glaze, Cremfil Ultim, Topfil Finest, Acti Cleaner label, Acti

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

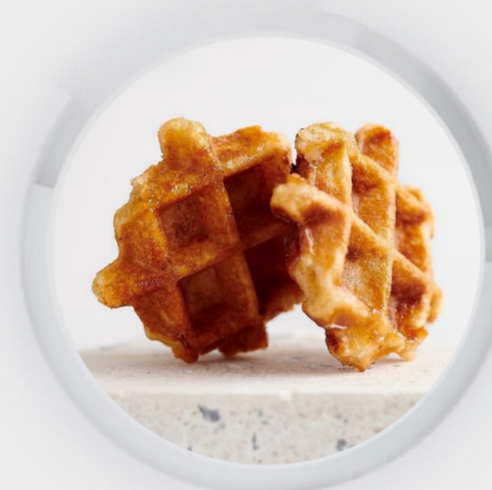
Get inspired



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

Market Example

Add a local Market Example

Vegan loaf Cakes for Wegmans & Amazon Fresh in the USA

