

Next-Level Experience

Latest trending concepts



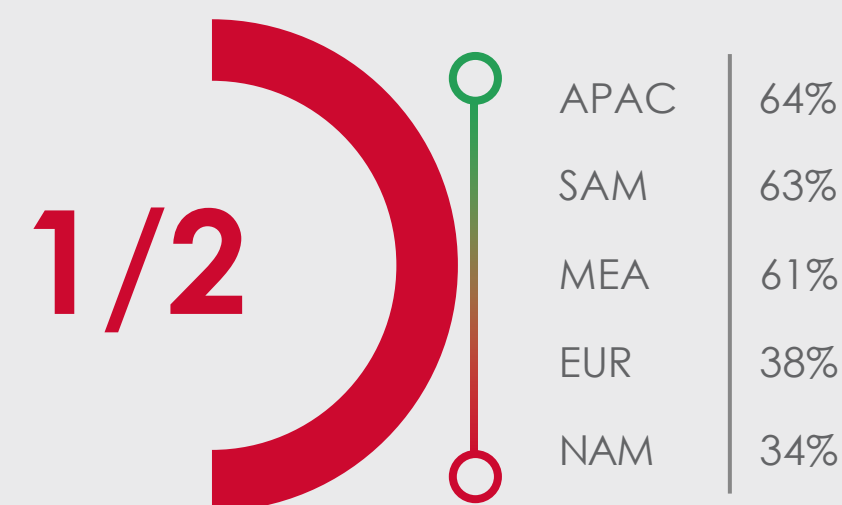
Livestream selling as inspiration source for festive menus

AI food recognition at checkout to get more nutritional information



Next-Level Experience

The future will be a "phygital" experience. One out of two consumers gets inspired on product offers through online media. Nevertheless, the majority of consumers would NOT like to see the end of stores in the street.



gets inspired on product offers through social media

Phygital

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

42%

Believes AI will help them make better food choices in the future

37%

would like to see the stores more automated

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

Think actively about **digital channels, e-commerce** and true **omnichannel shopping experiences** as the way to offer better experience to your customers.

Revisit the **purpose of your physical stores** to offer **unique experience** to your consumers (e.g. open oven, in-store baking workshops,...).

Educate your store staff to provide the adequate level of information and inspiration to engage in meaningful conversations with customers.

Automatization of the stores wherever possible without compromising on shopper experience.

Educate consumers to make the best choices for their family through online & in-store communication by Increasing **online transparency and communication**.

Puratos solutions in the spotlight

Bakery: Double Bake Color

Patisserie: Smookees, Topfil Finest, Vegetable Fillings

Chocolate: Belcolade Expression Cacao-Trace

Get inspired



Apero Dessert

with Smookees 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.

