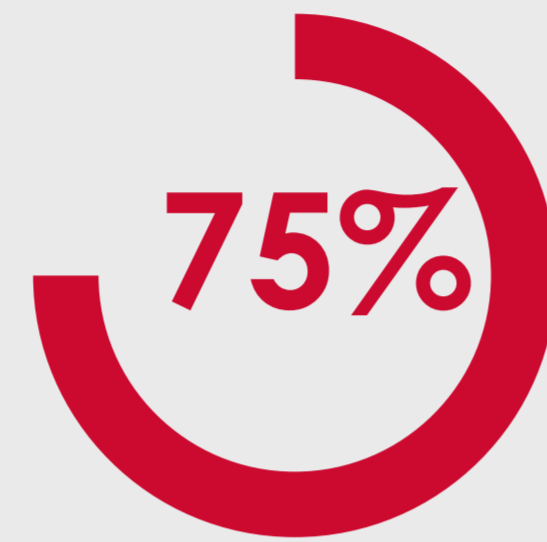


Taste & Appearance

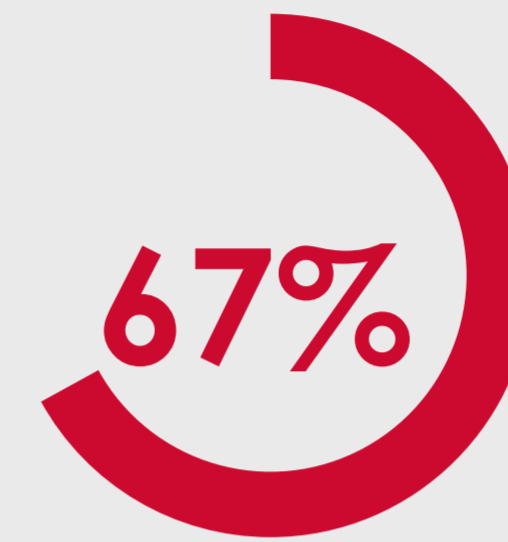
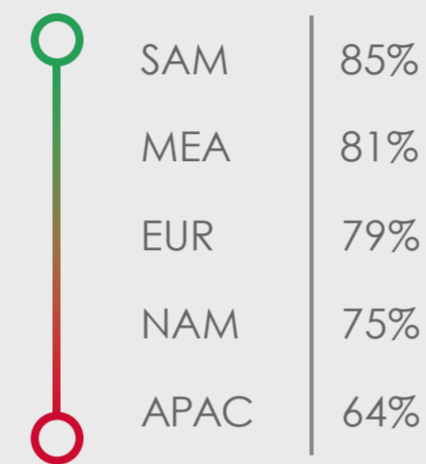
Taste

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



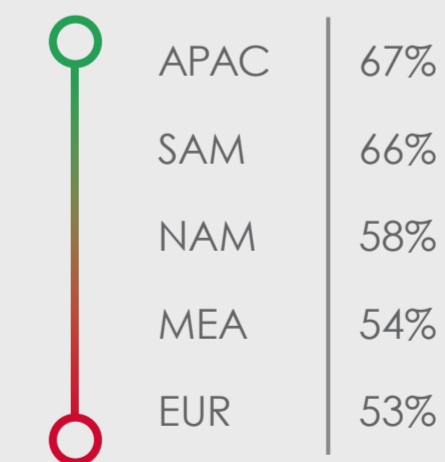
- Would still like to have a **familiar element** when trying new types of **food**
- Likes to try food with different textures



- Wants to try **new** or a **combination of tastes** which are **unusual at first**
- Would like to try **exotic** tastes from other parts of the world

Appearance

Appearance enhances the taste of bakery and patisserie products. With more consumers **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 industrial player, what's in it for you?

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 more appealing and make sure to cascade that appeal on online channels to boost your sales.

Innovate by playing with texture

Puratos solutions in the spotlight

Bakery: Sapore Signature, Sproutgrain, Softgrain, Soft'r Melting

Patisserie: Topfil Finest, Smoobees, Cake Texture Collection, Deli range, Harmony, Passionata

Chocolate: Belcolade Origins Cacao-Trace, Carat Amber 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

A tasty fresh butter sandwich with grains to enhance appearance and healthiness in Belgium

