



Food Innovation for Good



Bakery catalogue 2022

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Puratos

100 Years

Puratos have been helping their customers for 100 years to develop their businesses with the best bakery, pastry and chocolate products, responding to consumer demands for a more **natural, healthy, tasty and nutritious diet**.

Today the consumer demand is rapidly changing, and it is essential to know their needs and future expectations. At Puratos we offer the tools to identify these preferences and **help our clients to implement them successfully**.



Consumer preferences



Expert advisors

Through our Taste Tomorrow study, we obtain detailed information on the behavior, attitudes, choices and future trends of local and global consumers related to bakery, pastry and chocolate.
www.tastetomorrow.com

We are a source of inspiration for the development of products, and we promote innovation. We support our customers with a team of expert technical advisors who develop on –trend new ideas to boost business.



At the forefront of innovation



Health & Wellness

Our team of researchers and facilities are always aligned with the latest trends, creating innovative, high-quality ingredients adapted to the needs of our customers.

At Puratos we optimize the nutritional values of our products without compromising the taste. Because we want to contribute to creating a healthier lifestyle.



It all started thousands of years ago with the discovery of flour, water and fermentation. Since, more than 250 generations of bakers have had the same goal to make better breads.

Puratos understand that we can be part of this incredible journey and thus firmly believe that today's bakers should have access to the expertise of these 250 generations of bakers that came before us.

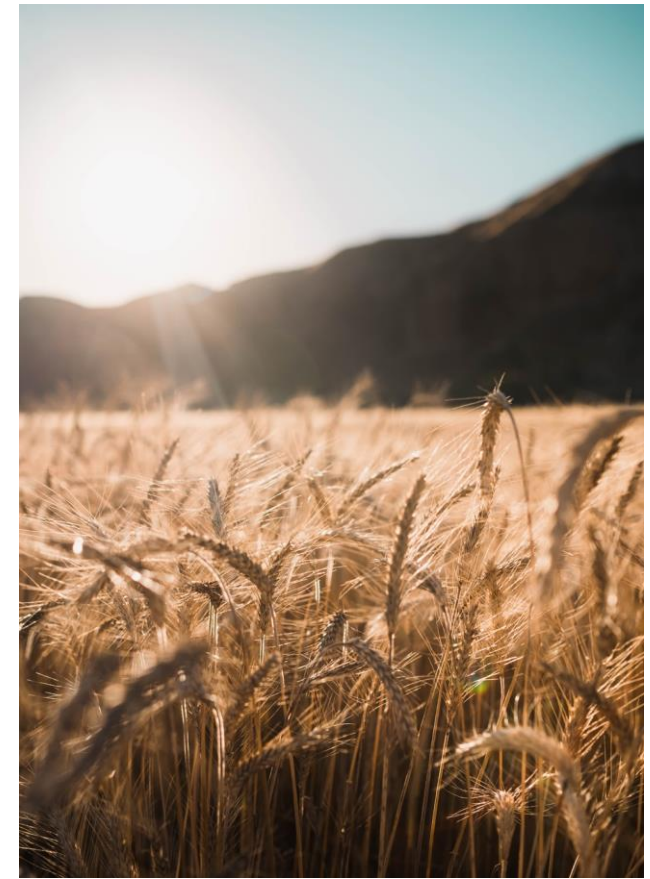
#breadDNA



Experts in fermentation



Each generation of bakers has tried different ingredients and techniques to make the best loaves. In 1833 Anselme Payen discovered enzymes in barley flour. We help create shorter, clearer ingredient lists. We master the interactions between all ingredients. Our innovations inspired by nature help our clients to say more, putting less.



These lively, bubbling mixtures of water and flour are worth their weight in gold. Parents passed them on to their children. Caring for these sourdoughs was hard work, but it provides many generations with their daily bread.

We investigate and preserve the heritage of bread in our Sourdough Library.



The fascination with grains, which include the nutrients and fibers on which so many cultures have been built, has always been passed down.

But these have not always been perceived as the best.

At Puratos we offer many solutions to help you achieve tasty and healthy breads that are preferred by consumers!



The future of bread lies in its past...

TASTE



Sourdough technology

TEXTURE



Innovations inspired by nature

HEALTH



Health and wellness
Grains and seeds

That's why we research and preserve the heritage of bread in our sourdough library, re-introduce traditional ingredients like sourdoughs and speciality grains and work on texture innovations inspired by nature itself.



HOW TO ACHIEVE YOUR OWN SIGNATURE TASTE?

If grain is the seed of life, then sourdough is the ingredient that breathes life into it. For thousands of years, the only way to make bread was with this sourdough starter. In thousands of varieties.



HOW TO BAKE THE PERFECT TEXTURE AND KEEP FRESHNESS?

TEXTURE IS AN ART TO MASTER, AND A SCIENCE TO PERFECT

Each generation of bakers tried out different ingredients and techniques. We wish to further improve the loaf we love, built upon the curiosity of the passionate before us.



HOW TO BOOST YOUR WHOLEGRAIN CATEGORY?

Grains and seeds are treasure troves of nutrients and fibers that have been fueling everyday life for ages. And we have learned how to get the most out of them, sparked by the efforts of the generations from the past.

The
future of
Bread
lies in its past.



Bakery trends



Taste remains one of the key drivers of choice

1

Freshness & Taste

2

Price

3

Type of grain

The key drivers of freshness are...

57%

When it was baked or prepared

54%

Overall appearance and colour

53%

Smell and aroma



'Instagrammable'.

As consumers search for inspiration online - the visual aspect of products is key to attract attention over competition. Consumers also want to influence themselves, sharing products they consume with friends and family on social media.

Nostalgia.

Iconic flavours but also formats will continue to be extremely popular in 2022. To stand out here, make sure you add a twist or 'elevate the experience' trend to your nostalgic product or flavour. Pair richness with nostalgia to satisfy consumers needs. Garlic, cheese and herbs.

Storytelling.

There is a growing audience for baked goods that tell a story. Tackle food waste, reduce carbon, hand crafted and artisanal, provenance and health and wellness are amongst the most popular consumers search for. Food pairing ideas and consumption hints are also a great way to interest consumers.

Plant based.

A huge growth in recent years. A plant-based alternative is available for almost all categories of food. As products get tastier and some of the negative connotation of vegan alternatives fades, this trend will continue to grow and become more competitive.

Elevate everyday experiences.

Taking classic flavours to a new level by adding small twists to recipes that adds something different without being too unfamiliar. Alternative flours & vegetables infusions are two examples that allow consumers to experiment with tastes, flavours, and formats.

Locally sourced.

There is a continued move towards shopping locally and purchasing goods with real provenance. 50% of consumers agree a locally sourced product is more authentic.

Holistic well-being.

Consumers want to indulge with healthier food that is free-from, sugar and salt reduced but don't want to compromise on taste. They think about how the body and the mind are affected by the food they eat. Healthy digestion, gut health, probiotics, prebiotics, mindfulness and stress relieving ingredients are increasingly popular.

Sourdough.

The 3rd most searched topic on Social Media in 2020. Find out more further in the brochure.

More fibre.

Linked to gut health and wellness, fibre claims took bakery by storm in 2021.

puratos

Texture & Freshness



Enzyme technologies

Innovation inspired by nature



1968
Emulsifiers
Groot-Bijgarden

1994
Enzymes
Andenne

1994
Sourdough
Saint Vith

Puratos, world leader in improvers

For more than 60 years, Puratos has pioneered the improvement of bread production.

Our **bread improvers** offer benefits thanks to vertical integration through our own production of **enzymes and natural sourdough**.

Close to you



Powders and pastes production
Buckingham, UK

Product development & trends
Fringford, UK

What do Puratos Improvers provide?



Peace of
mind

Increased
Sales

Wide variety and
continuous
improvement

Increased
Loyalty
Consistent
premium
quality

Efficiency

Less reliance on
skilled labour for
applications of
many processes

Enzyme technologies

Innovation inspired by nature



Texture is a key component of **Taste** and **enzymes** are a great way to reach outstanding **texture** and **freshness** in a **Clean(er) Label** way.

The appearance of your bread, the ingredient list, the touch, smell, and mouthfeel. Everything matters. **Whether small or big steps are the right choice for you; we help you get there.**

Even more natural, please.

66% of consumers want to be informed on where their food comes from and how it is made

66% would buy more at bakeries where everything is baked with natural ingredients

54% would not compromise on naturalness to have a food product that fits their dietary needs



Intens Strength



An expedition to the Antarctic has discovered an enzyme that delivers strength and tolerance to the dough at low temperatures, especially suited for fresh and frozen bakery applications. Intens Strength is made with this enzyme which can be found in S500 and technologies for frozen.



Superior Tolerance



Volume



Short Freezing



Versatility

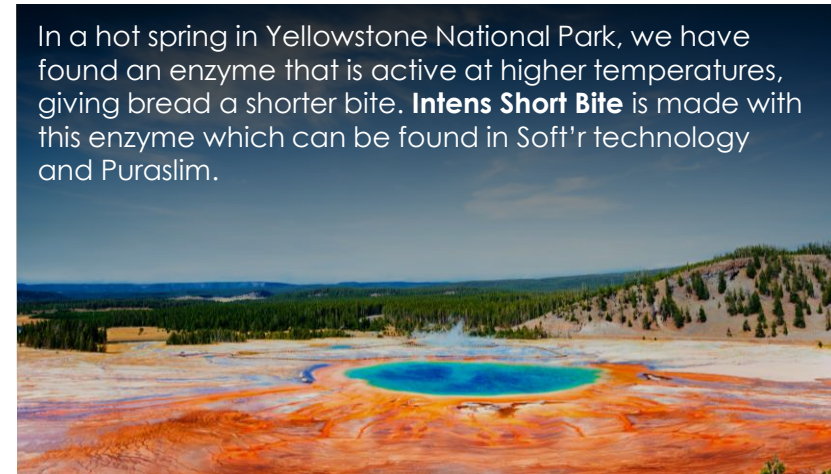


Oven Jump

S500

Double Bake Colour

Intens Short Bite



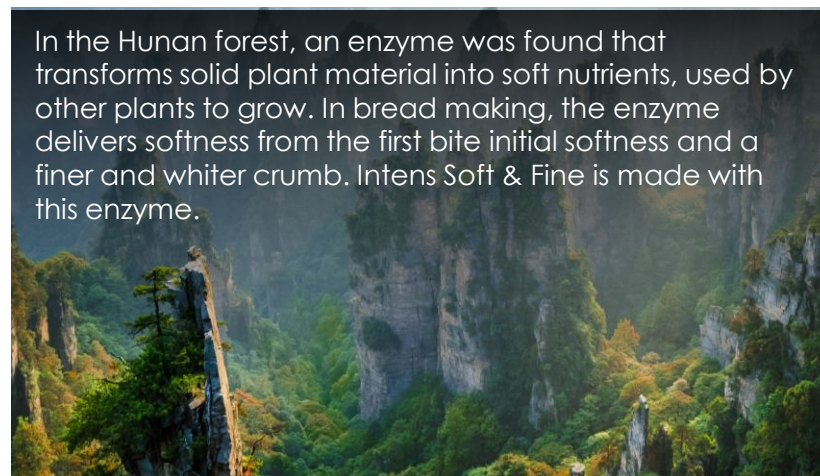
In a hot spring in Yellowstone National Park, we have found an enzyme that is active at higher temperatures, giving bread a shorter bite. **Intens Short Bite** is made with this enzyme which can be found in Soft'r technology and Puraslim.

Puraslim

Soft'r Melting

Intens Short Bite

Intens Soft & Fine



In the Hunan forest, an enzyme was found that transforms solid plant material into soft nutrients, used by other plants to grow. In bread making, the enzyme delivers softness from the first bite initial softness and a finer and whiter crumb. Intens Soft & Fine is made with this enzyme.

A modular ingredient that gives initial softness and freshness of the crumb.



Cost efficient

Intens Puraslim CL

Powdered bread improvers

S500

12.5kg bag: 4106407

Premium multi-purpose improver helping to provide freshness and tolerance on all fermented goods. Regular shape and outstanding volume with consistent products every time. Contains added softness enzyme technology to improve shelf life. Complete peace of mind in bakeries. Baker's best friend.

- Soya: X
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

S500 Sense

12.5kg bag: 4106406

Premium multi-purpose improver that guarantees freshness, volume and dough tolerance on fermented goods. Using the same technology as S500 and providing the same benefits but with an added unique sourdough. This patented natural rye sourdough technology provides a fantastic and perfect flavour and aroma in products. Baker's best friend.

- Soya: X
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

S500 CL (clean label)

12.5kg bag: 4002839

Premium multi-purpose improver helping to provide freshness and tolerance on all fermented goods. Using only enzymes to develop consistent and outstanding products every time. Contains shelf life enzymes for longer freshness and higher tolerance for more time flexibility in the bakery. For bakers that want a transparent and clean ingredient declaration on their baked goods.

- Soya: X
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

All-Purpose CL (clean label) Improver

25kg bag: 4106361

A highly concentrated multi-purpose clean label improver. Provides tolerance in all fermented goods. Develops a great crumb structure and texture. Helps with modern processing times. Use at a lower usage rate compared to S500.

- Soya: X
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

Tigris

16kg bag: 4007800

Highly effective standard multi-purpose improver for fermented bakery products. Provides good tolerance, volume and shape and develops a great crumb structure. Designed to work on all modern-processes. Does not contain soya. Easy to weigh.

- Soya: X
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

Tigris Ultra

25kg bag: 4021511

Highly effective multi-purpose improver for fermented bakery products. Added shelf-life enzymes, emulsifiers and soya to provide great resilience, tolerance, colour and crumb structure with fantastic softness and volume. Designed to work on all modern-processes. Great for long fermentation breads.

- Soya: ✓
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

Double Bake Colour

25kg bag: 4011062

High performance powder improver for the production of parbaked frozen crusty items with an almost finished colour after the first baking. Can save up to 60% of time for bake-off (10mins reduced to 4mins). Keeps bread fresher for longer.

- Soya: X
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

Paste bread improvers

Retro New

4x3kg cartons: 4015689

Multi-purpose paste improver. Contains shelf life enzymes. Does not contain salt. Crust and soft applications.

- Soya: X
- Format: Paste
- Storage: ambient
- Vegan/Veg: ✓

Frialux Controller

4x3kg Cartons: 4102639

Easy-to-use Improver in paste form for all soft rich fermented doughs and soft sweet rolls. Higher usage rate than retro. Does not contain salt. Excellent taste and texture and technology to help shelf life.

- Soya: X
- Format: Paste
- Storage: ambient
- Vegan/Veg: ✓



S500, S500 Sense, S500 CL

The world's best-known range of multipurpose improvers, that deliver absolute peace of mind. Rely on proven and consistent quality across all your applications and keep your customers satisfied.



TOLERANCE

- Greater dough tolerance at every stage of the process
- Effectively overcomes any variation in flour quality



VOLUME

- Regular shape, great volume and outstanding oven jump



VERSATILITY

- All applications from crusty breads to soft & laminated
- All baking methods, in direct, retarded or short-freezing



SHAPE



FRESHNESS

- Contains freshness technology to maintain freshness during shelf-life



SHORT FREEZING

- Suitable for short freezing



GREAT EXPRESSION OF THE INCISIONS



S500 CL IS CLEAN(ER) LABEL



TASTE

- S500 Sense includes natural sourdough technology



PEACE OF MIND

- Works for all applications and under all different type of conditions



INCREASE SALES

- Variety and choice



INCREASE CONSUMER LOYALTY

- Consistent premium quality



GAIN EFFICIENCY

- Less depending on skilled labour



REDUCE COSTS

- Less waste

Shock test in over-proofing conditions



Soft or rich bun/roll improvers

Soft'r Cotton

12.5kg bag: 4020298

NEW TECHNOLOGY. An improver for all soft fermented applications. Contains emulsifiers and enzymes which provide outstanding shelf life, good volume and softness. Contains soya for added whiteness to the crumb. Great for hot dog rolls, burger buns, toast breads and all sweet bun applications.

- Soya: ✓
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

Soft'r Melting

20kg bag: 4003529

A premium improver for soft rich applications. Combines the four key texture parameters of optimal moistness, outstanding softness, very short bite and excellent resilience into one product. Maintains unique melting sensation after 2 weeks.

- Soya: X
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

SC 500

25kg bag: 4106327

Premium improver specifically for scotch and morning roll applications with a long fermentation. Provides tolerance to fermented goods. Provides complete peace of mind.

- Soya: ✓
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

Puraslim P

20kg bag: 4008254

Premium quality ingredient for replacement of fat in soft and sweet breads, whilst enhancing the richness. Up to 20% recipe cost reduction and reduced exposure of cost fluctuations in butter and oil. Up to 50% less saturated fat.

- Soya: X
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

Soft or rich mixes & concentrates

Soft'r Bun Concentrate SG

12.5kg bag: 4002656

A versatile concentrate for the production of all sweet fermented goods. Provides great volume, softness and tolerance during fermentation process. Contains shelf life and softness enzymes.

- Soya: ✓
- Format: Powder
- Storage: ambient
- Vegan/Veg: X

Easy Brioche

Coming soon

A versatile 10% concentrate for the production of all brioche style products. Provides great volume, softness and tolerance. Contains shelf life and softness enzymes. Suitable for Vegans.

- Soya: X
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

Soft'r Soft Roll 2010

12.5kg bag: 4106371

Easy-to-use powdered concentrate for the production of hot dog rolls, burger rolls and other soft rolls with a soft bite. Consistent reliable products every time. Soft'r technology ensures ease of process and good machinability.

- Soya: ✓
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

Crammond SG

25kg bag: 4106358

High quality concentrate for the production of long fermented robust scotch rolls with a high-quality appearance. Provides great volume and taste as Crammond technology allows to be fermented to maximum potential. Aroma driven by length of fermentation.

- Soya: ✓
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

Wholemeal bread

Rustic SG

25kg bag: 4106308

Improver for wholemeal bread. Provides exceptional tolerance, volume and strength. Gluten enriched to develop fantastic dough structure for the wholemeal process.

- Soya: X
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

Speciality bread mixes

Easy Ciabatta

15kg bag: 4106307

Easy-to-use concentrate for the production of Ciabatta and other continental crusty specialities. Contains sourdough to develop an authentic taste and texture.

- Soya: X
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

Easy Baguette

15kg bag: 4106325

Easy-to-use concentrate for the production of baguettes and other continental crusty specialities, to create products with authentic taste and texture. Contains added sourdough for flavour. Perfect for baguettes.

- Soya: X
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

Savoury Scone Mix

15kg bag: 4106007

Complete mix for savoury scone. Simple to use, just add water. Develops superb taste, texture and volume with a soft texture.

- Soya: X
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

See page 33 for bread mixes with grains

Pastry & lamination improvers

S500 Suractiv Red SG

25kg bag: 4106303

Quality improver providing great tolerance within long fermented products such as danish and croissants, including pizza.

- Soya: X
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

S500 Puff Pastry

25kg bag: 4020414

Easy-to-use premium puff pastry improver. Lowers costs by reducing the quantity of lamination fat by up to 20%. Complete peace of mind in the bakery due to S500 technology.

- Soya: X
- Format: powder
- Storage: ambient
- Vegan/Veg: ✓

Lamination Fats

Mimetic 32

5X2kg carton: 4005598

Plant-based speciality fat for lamination, providing a real butter sensation. To replace butter or upgrade margarine made products (1-1 replacement). Cost effective in terms of ingredient and workability (more convenient and ambient storage). RSPO certified.

- Soya: X
- Format: Block
- Storage: ambient
- Vegan/Veg: ✓

MIMETIC

Mimetic offers you the best of French pastries. The result of the final piece exquisite and unmatched. It is the answer to the consumer (health, flavour and freshness) and to the professionals (ease of work and optimisation).

	MARGARINE	BUTTER	MIMETIC
Tolerance	✓		✓
Store without refrigeration	✓		✓
Premium flavour		✓	✓
Freshness		✓	✓
Prolonged freshness			✓
With butter		✓	✓
TFA <1%	✓		✓
Stable price	✓		✓

Argenta Pastry

5X2kg carton: 4007270 4X2.5kg carton: 4007272

100% easy-to-use pre-cut vegetable laminating margarine for pastry applications. Suitable for plant-based diets. Provides non-greasy mouthfeel.

- Soya: X
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

Fried goods

Soft'r doughnut (new) Vegan

Coming soon

Quality concentrate for production of yeast raised ball and sheeted doughnuts. Modern technology for great volume and shelf life. Natural colour to products and vanilla taste notes. Works great in cinnamon buns.

- Soya: ✓
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

Easy Donut (SG)

25kg bag: 4003287

Concentrate for the production of ball or sheeted doughnuts. Technology for fresh keeping qualities and great volume and softness. Long shelf life. No flavour – capability for diversifying range with different flavours.

- Soya: X
- Format: Powder
- Storage: ambient
- Vegan/Veg: X

Ringo Cake Doughnut Mix

16kg bag: 4106426

Easy-to-use 100% mix for cake doughnut. Just add water. Provides nice bite with minimal oil absorption and good yield.

- Soya: ✓
- Format: Powder
- Storage: ambient
- Vegan/Veg: X

Bakery glazes

Sunset Glaze

12X1L: 4014627 BIB 10L: 4012927

UHT ready-to-use egg substitute for glazing both sweet and savoury products as it is unsweetened. Outstanding shine and colour. Ideal for egg-free diets. Contact wrappable. Clean-label.

- Soya: X
- Format: Liquid
- Storage: ambient
- Vegan/Veg: ✓

Releasing agents

Spraylix

6L carton: 4102705

Aerosol of releasing agent for all types of trays and tins used in bakery and confectionery. Forms white foam to ensure a good uniformity in covering treated service. Limits formation of deposits and keeps tins clean. CFC free.

- Soya: X
- Format: Spray
- Storage: ambient
- Vegan/Veg: ✓

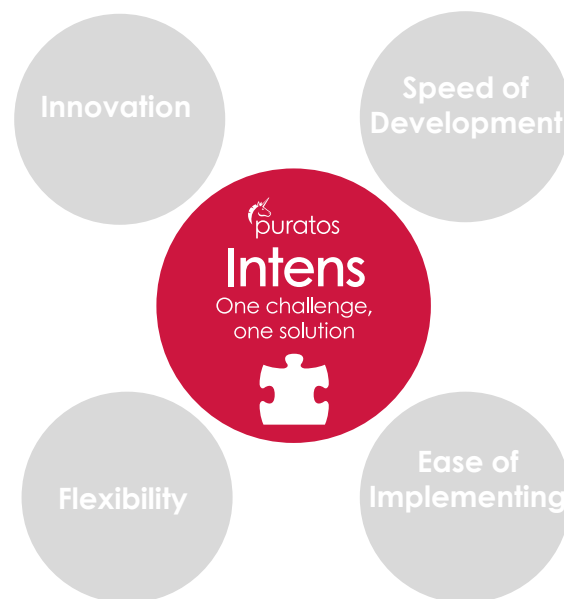
Intens

A range of products that work on a single functionality of the dough or the final bread. Can be used in all bakery applications and processes.

Why enzymes?

Enzymes are made by fermentation. They are naturally present everywhere, in your body for example but also in ingredients to make bread such as yeast and flour.

We add enzyme technology to the baker's recipe to improve dough tolerance, appearance and texture of products. They can also help you to easily implement new technologies, keep flexibility in your production unit, to be innovative or faster during product development.



If you have a specific product requirement not in our range, **contact us!**

A modular solution example:

Add 0,5% for more freshness for freshness over shelf life and a soft and moist crumb.	Flour	100 %
	Water	60 %
	Yeast	2.5 %
	Salt	1.8 %
	Sugar	2 %
	Fat	2 %
	Improver	1 %

**+ Intens
Freshness**

Intens freshness

(5) 25kg bag: 4004111 (6) 20kg bag: 4004842

Modular ingredient in powder form that keeps the product fresh during its whole shelf life. Provides a soft and moist crumb whilst maintaining a good resilience. Optimal for all bakery products with a shelf life of <2 weeks.

- Soya: X
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

Intens freshness cool

25kg bag: 4001850

Optimises and preserves the texture quality & freshness on soft refrigerated bakery products. Whilst maintaining a good resilience. After 2 weeks, softness is significantly better.

- Soya: X
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

Intens melting

25kg bag: 4007699

Improves the melting sensation in soft and sweet yeast raised breads and rolls (excellent softness, resilience, moistness and short bite). Extend freshness until end of shelf life.

- Soya: X
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

Intens short bite

25kg bag: 4103625

Provides (optimises) short bite in soft products, keeping the original softness of the product.

- Soya: X
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

Non-enzyme based modular solutions

Intens mould control

25kg bag: 4103748

Preserves the shelf life of yeast raised bakery products. Long microbiological shelf life (up to more than 60 days depending on application, hygiene and environmental conditions). Limited impact on yeast activity, fermentation time and flavour.

- Soya: X
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

Extendo

25kg bag: 4002785

Inactive yeast with high reducing power. Extensibility agent for dough and pastry goods. Stops dough from shrinking whilst going through a mechanical process. Imparts minimal yeast flavour.

- Soya: X
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

Cost saving solutions

Cut costs not indulgence. With our solutions, we help you to...



Intens egg replacement

20kg bag: 4003958

Modular ingredient in powder form to replace up to 50% of egg in bakery products. Can be added to any recipe on top of existing bread improver. 1kg egg to be replaced by 0.2kg of Intens Egg Replacement and 0.8kg of water.

- Soya: X
- Format: powder
- Storage: ambient
- Vegan/Veg: ✓

Intens gluten replacement

Coming Soon

Modular ingredient in powder form to replace all or part of the gluten and to reinforce low protein flour, in direct method and frozen doughs. 1% on flour weight to replace 1% gluten.

- Soya: X
- Format: powder
- Storage: ambient
- Vegan/Veg: ✓

Mimetic 32

5X2kg carton: 4005598

Plant-based speciality fat for lamination, providing a real butter sensation. To replace butter or upgrade margarine made products (1-1 replacement). Cost effective in terms of ingredient and workability (more convenient and ambient storage). RSPO certified.

- Soya: X
- Format: Block
- Storage: ambient
- Vegan/Veg: ✓

Puraslim P

20kg bag: 4008254

Premium quality improver for replacement of fat in soft and sweet breads, whilst enhancing the richness. Up to 20% recipe cost reduction and reduced exposure of cost fluctuations in butter and oil. Up to 50% less saturated fat.

- Soya: X
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

Puraslim CL

Coming soon

The same fat reduction as Puraslim P in soft and sweet breads but with clean label technology for those looking for less ingredients on the packaging label.

- Soya: X
- Format: Powder
- Storage: ambient
- Vegan/Veg: ✓

Double Bake Colour

25kg bag: 4011062

High performance powder improver for the production of parbaked frozen crusty items with an almost finished colour after the first baking. Can save up to 60% of time for bake-off (10mins reduced to 4mins). Keeps bread fresher for longer.

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Sunset Glaze

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UHT ready-to-use egg substitute for glazing both sweet and savoury products as it is unsweetened. Outstanding shine and colour. Ideal for egg-free diets. Contact wrappable. Clean-label.

- Soya: X
- Format: Liquid
- Storage: ambient
- Vegan/Veg: ✓

S500 Puff Pastry

25kg bag: 4020414

Easy-to-use premium puff pastry improver. Lowers costs by reducing the quantity of lamination fat by up to 20%. Complete peace of mind in the bakery due to S500 technology.

- Soya: X
- Format: powder
- Storage: ambient
- Vegan/Veg: ✓



 puratos

Taste 

Sourdough is growing...

32%

are aware of sourdough as a possible ingredient for bread.

15%

of bread category launches contain sourdough in 2021 vs 6% in 2015.

Sourdough perceived as healthy by

59%

of consumers in 2019 vs 51% in 2015

In 2020

21%

of consumers said they'd consume more sourdough as part of a healthy diet

According to the consumer:

1. Flavour profile

One profile doesn't fit all: A range of 3 - 4 flavours would encourage more consumers to purchase sourdough

2. Entry and purchase points for sourdough

ISB and bakeries are both regular purchase points but the entry point for sourdough is usually out of home

3. Purchases barriers

Understanding of what it is, knowledge of health benefits, opportunity to sample and price point

4. Purchase drivers

Occasion, habit, health, taste and texture needs

5. Essential and non-essential messages

Nutrition, ingredients, the taste and serving ideas are of more interest than process to the majority of consumers.



was the 3rd most conversational topic on social media in 2020.

Our passion for Sourdough...

Sourdough Library

A unique heritage in the world

Nothing demonstrates our commitment to the world of bread more than our library of sourdoughs. Located in our “centre for bread flavour” in St. Vith, Belgium, the library is dedicated to safeguarding the biodiversity of the sourdoughs it houses and to preserving the heritage and knowledge of the world of bread. More than 100 unique sourdoughs from around the globe are conserved here.

Are you interested in registering your sourdough to our library? It may be part of our heritage in the future. For more information, consult your commercial advisor or visit: www.thequestforsourdough.com



Living liquid Sourdough

Active sourdoughs are the basis of our entire range of products in sourdough technologies. They all start from an active sourdough.

Our range of active sourdoughs are made according to the traditional method. To create the base we start with 60% liquid and 40% solid.

Traditional process



60% liquid | 40% Solid

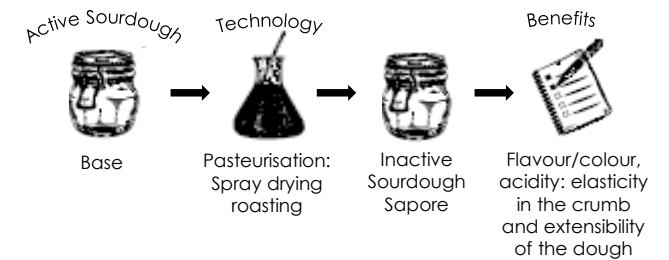
This process is unique in the market, so we get a higher % of flour to be fermented, obtaining a final product of superior quality in texture, conservation, crispness, aroma, flavour and colour.

Stabilised (inactive) Sourdough

To develop our range of inactive Sourdoughs, we apply 3 different technologies: pasteurisation, spray drying and roasting.

Thanks to the stabilization technology we get an inactive sourdough with the textural properties and flavour of an active sourdough, but that does not need to be kept refrigerated and can be kept at room temperature.

Production process of deactivated sourdough



Fresh & living Sourdoughs

Low acidity

Stabilised sourdoughs

In liquid or powder

Higher dosage for authentic sourdough breads

Taste complexity

For a signature flavour in your bread

 UK made active Sourdough

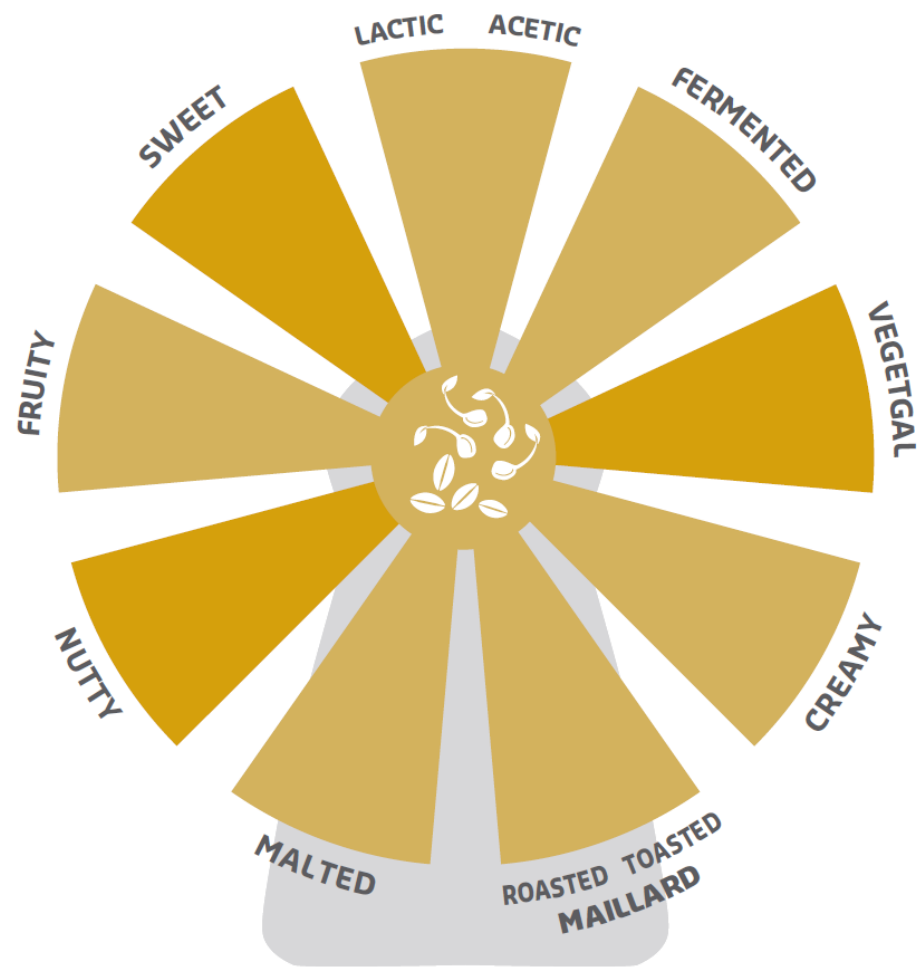
Made in the UK claim

Local flavour preferences and ingredients

Gluten free options available using interesting cereal



Our flavours



Fruity: dried fruit, grapes

Nutty: hazelnut, walnut, almond

Malted: malt syrup, malt flour

Maillard: toasted, coffee, smoky, charcoal

Creamy: fresh butter, fresh milk

Vegetal: fresh, dried herbs, woody, earthy

Fermented: yeast-alcohol

Sour: lactic, acetic

Sweet: sweet taste, honey, caramelic

Create, believe, imagine


Create your own flavour notes by mixing our Sapore Signature varieties. You can mix the profiles of the range to your liking and create your own different flavour assortments.

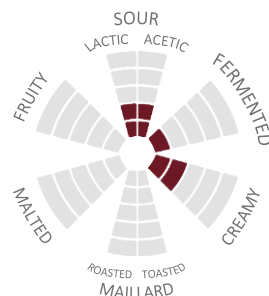
Living liquid Sourdough

Sapore Alcina

10kg bucket: 4101466

A liquid living wheat sourdough. Inspired by the French sourdough tradition. The French acquired this sourdough from the Greeks on their trading missions.


- Cereal:  Wheat
- Acidity: 20-28 TTDA
- Storage: +4°C
- Shelf life once opened: 14 days

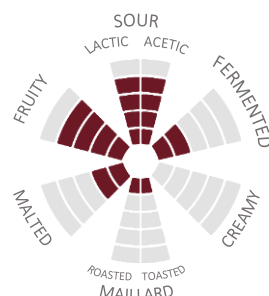


Sapore Oracolo

10kg bucket: 4101497

A liquid living ready-to-use rye sourdough. A fruity flavour profile that brings flavour, texture and freshness to breads.

- Cereal:  Rye
- Acidity: 25 TTDA
- Storage: +4°C
- Shelf life once opened: 14 days



UK made range

Sourdough from Simonswood, Liverpool. All developed based on consumer preferences established by our 2021 extensive research.

Sapore Jude

10kg bucket: 4019229 1000kg inliner: 4019240

A liquid living quinoa and oat sourdough, providing a mild creamy flavour.

- Cereal:  Sorghum  Oat  Brown rice
- Acidity: 11-21 TTDA
- Storage: 0-4°C
- Shelf life once opened: 14 days

Sapore Eleanor

10kg bucket: 4020872 1000kg inliner: 4020873

A liquid living buckwheat and quinoa sourdough, providing a traditional tangy sourdough flavour.

- Cereal:  Buckwheat  Quinoa
- Acidity: 30-40 TTDA
- Storage: 0-4°C
- Shelf life once opened: 14 days

Sapore Lucy

10kg bucket: 4019229 1000kg inliner: 4019240

A liquid living sorghum, quinoa and oat sourdough, providing a fruity, balsamic vinegar.

- Cereal:  Sorghum  Quinoa  Oat
- Acidity: 25-35 TTDA
- Storage: 0-4°C
- Shelf life once opened: 14 days

Sapore Rita

Coming soon

A liquid living chestnut and oat sourdough, providing a buttery flavour to cakes and biscuits.

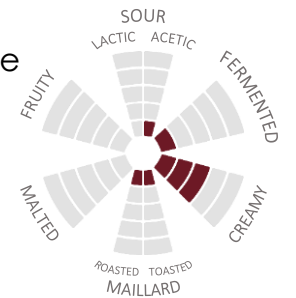
- Cereal:  Chestnut  Oat
- Acidity: 25-35 TTDA
- Storage: 0-4°C
- Shelf life once opened: 14 days

Stabilised liquid Sourdough

Sapore Carmen50 10kg bucket: 4101480 1000kg container: 4000849

A liquid wheat sourdough ingredient. Inspired by Italian Lievito Madre tradition, where sourdough is used to make the special sweet Panettone bread. Creamy flavour.


- Cereal:  Wheat
- Acidity: 50 TTDA
- Storage: 4-25°C

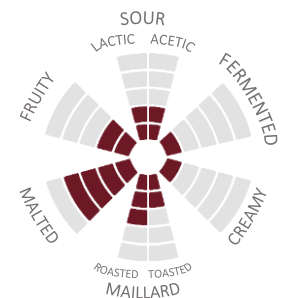


Sapore Salome

10kg bucket: 4007053

A liquid malted rye sourdough ingredient. Inspired by the Scandinavian tradition of scalding. For all kind of wholemeal or dark rye bread. Easy to use and dose. Provides light crumb structure.

- Cereal:  Malted Rye
- Acidity: 80 TTDA
- Storage: 4-25°C






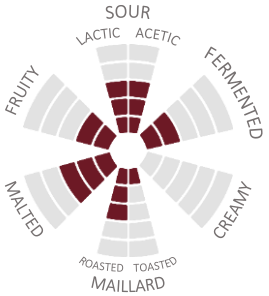
Stabilised powdered Sourdough

Sapore Baiota

25kg bag: 4018600

A powder wheat bran sourdough ingredient. Baiota ferments pure wheat bran to obtain the highest fibre content. It also provides the lovely taste sourdough is famous for and helps you to obtain the Gut health and source of/added fibre claims consumers seek.


- Cereal:  Wheat bran
- Acidity: 45-55 TTDA
- Storage: ambient
- Shelf life once opened: 12 months

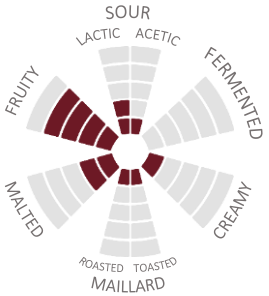


Sapore Traviata

25kg bag: 4100604

A powder rye sourdough ingredient inspired by the French Sourdough tradition. Grapes were soaked in water and then mixed with flour to start the levain fermentation. Best results in French baguettes, Italian breads & wholegrain.


- Cereal:  Rye
- Acidity: 80 TTDA
- Storage: ambient
- Shelf life once opened: 9 months

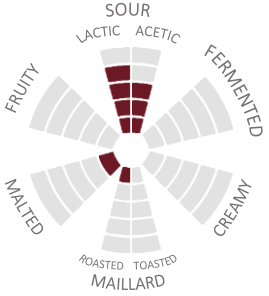


Sapore Medea

25kg bag: 4100593

A powder wheat sourdough ingredient inspired by the San Francisco sourdough culture, Sapore Medea brings lactic and acetic notes to your bread.


- Cereal:  Wheat
- Acidity: 145 TTDA
- Storage: ambient
- Shelf life once opened: 9 months

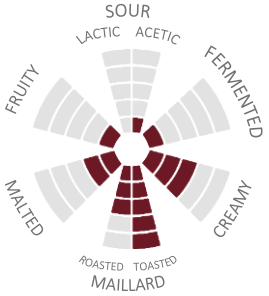


Sapore Rigoletto

25kg bag: 4100279

A powder wheat sourdough ingredient with a traditional toasted flavour for bread and crusty rolls. Minimum fermentation time of 1hr is required.

- Cereal:  Wheat
- Acidity: 55 TTDA
- Storage: ambient
- Shelf life once opened: 9 months

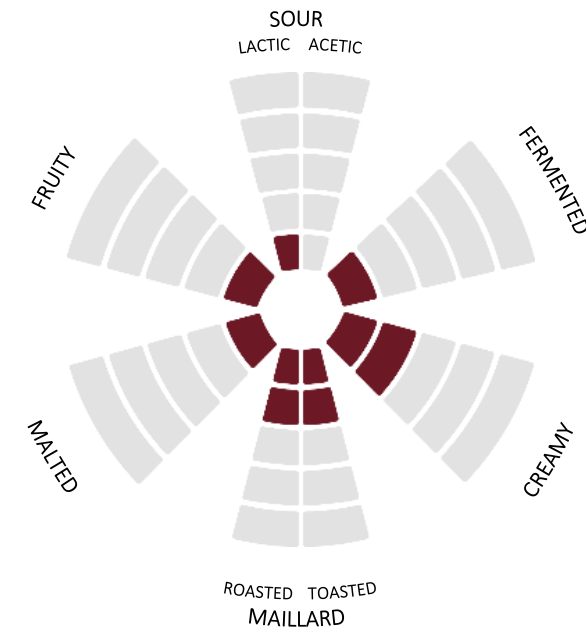


O-tentic Durum



Based on natural fermentation, O-tentic is the start of exceptional breads full of taste, flavour and texture. Inspired by the real Altamura Sourdough, made from durum wheat flour from Puglia. Create a unique Italian flavour profile.

4 simple ingredients to make a variety of great tasting Italian style breads:



Great texture

O-tentic is the guarantee your customer always gets the perfect bread texture, whatever the final application



Great taste

O-tentic delivers the authentic and traditional aroma that all consumers want to taste in their breads.

Great freshness

Moisture is released more slowly during baking and thereby ensuring a longer shelf life for O-tentic breads.

O-tentic Durum

10x1kg: 4100276 1x10kg: 4101016

Dosed at 4%, O-tentic is at the start of all your breads. With different water levels, you can develop the best Ciabatta, Toast, buns or even croissants. You'll no longer have to worry about the highs and lows of flour quality, with O-tentic you are guaranteed a perfect result every single bake. Provides a creamy and toasted flavour.

- Shelf life once opened: 1 week chilled (0-7°C)
- Shelf life before opened: 12 months (16-20 °C)
- Dosage: 4%



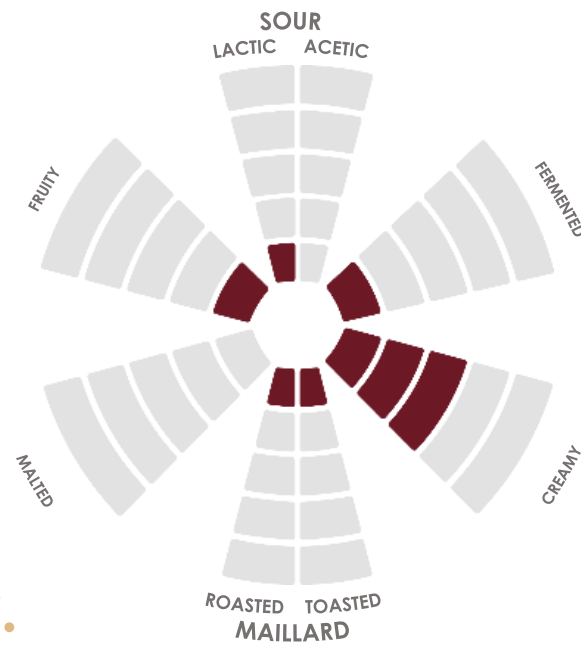
• Flavour:
Creamy, toasted



• Cereal:
Durum wheat

Leaven Up

A true sourdough with its own fermentation power.



Leaven Up

560kg: 4019018 900kg: 4018455

Dosed between 5 and 10%, it will bring fermentation power in a consistent way and in a limited time frame (4 to 6 hours), replacing baker's yeast in your recipe, and ingredient label. **For a real authentic sourdough claim.**

- Shelf life once opened: 14 days
- Dosage: 10-30%
- Storage: chilled



• Flavour:
Mild creamy



• Cereal:
Durum wheat



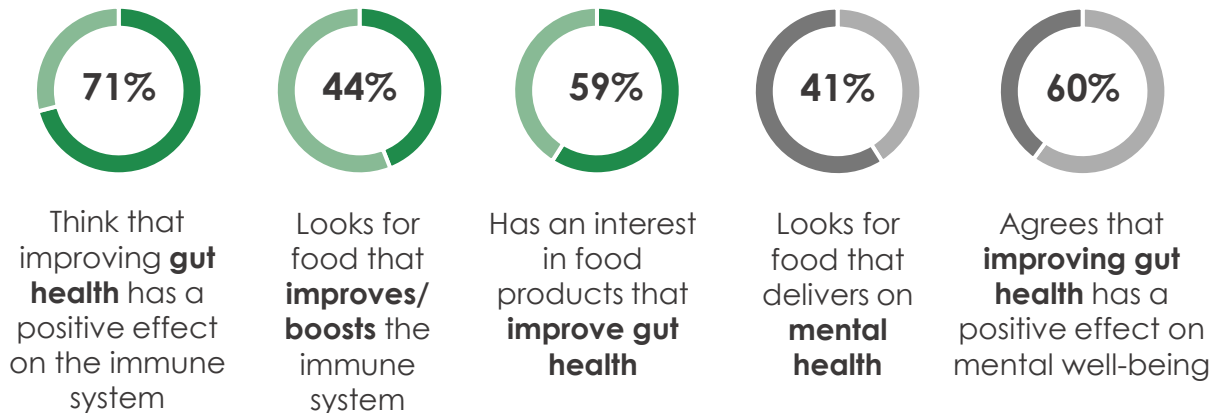
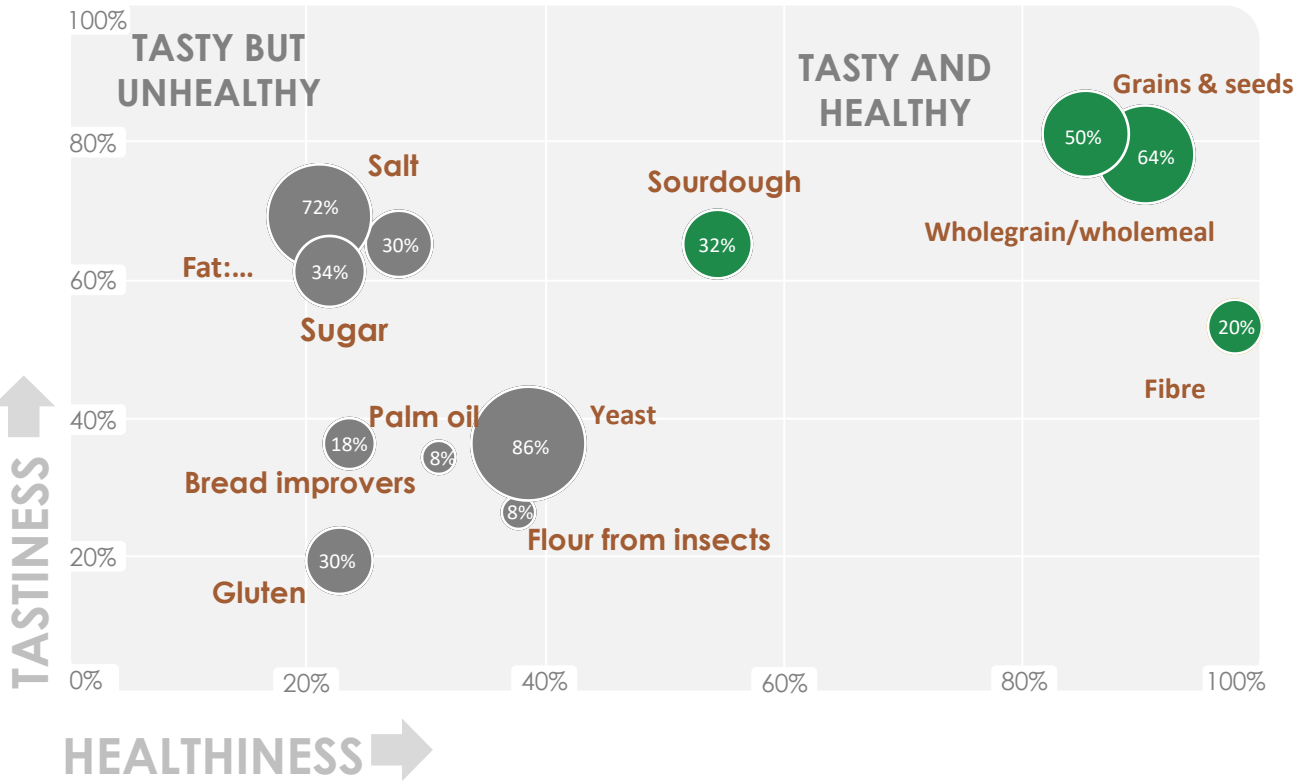
puratos

Health & Well-Being



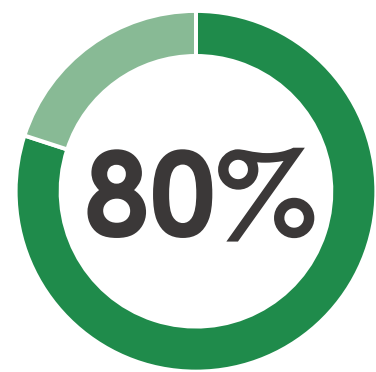
Grains & seeds, wholegrain and fibre are **power ingredients**

Consumers expect food to deliver beyond their physical health...

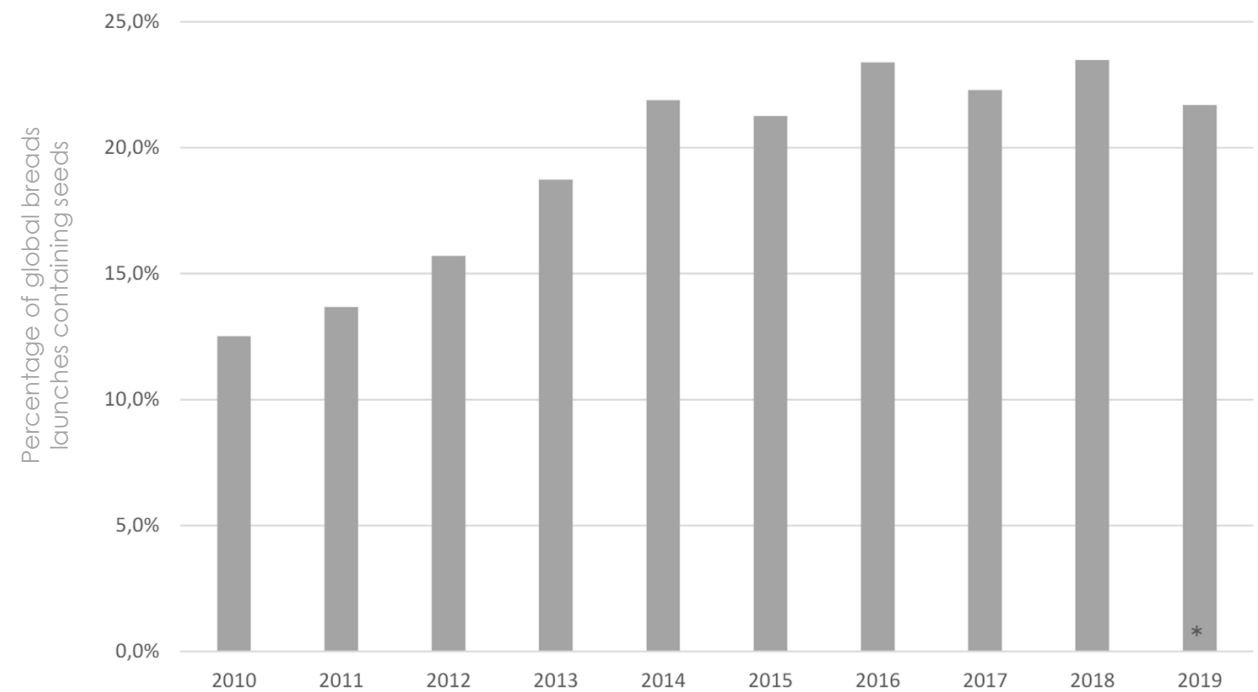


The positive link between gut health and fibre is recognised by consumers

Seeds evolution, there are increasing number of bread launches containing seeds between 2010 and 2019.



Say that **fibre** has a positive effect on **digestion**



Increased by **7.8%** between 2010-2019 in the UK.

Which grains and seeds are trending?

Most used wholegrains?

Rye, wheat, oats and barley are with maize, rice, sorghum the 7 most grown cereals in the world.



Rye	Wheat	Oats	Millet	Barley
15.2%	11.8%	9.1%	8.3%	5.2%

The most used wholegrains over the past years in bread products. Percentage of breads containing the following wholegrains over total bread products.

Most used pulses?

Chickpeas, gram and lentils come from India and are some of the most produced pulses in the world.



Chickpea	Adzuki bean	Black gram	Red lentil	Green lentil
37%	11.8%	5.9%	3.4%	2.5%

The most used pulses over the past years in bread products. Percentage of breads containing the following wholegrains over total bread products.

Most used seeds?

Linseeds, sesame seeds, sunflower seeds and poppy seeds are seeds that have been cultivated for several thousand years in various parts of the world.

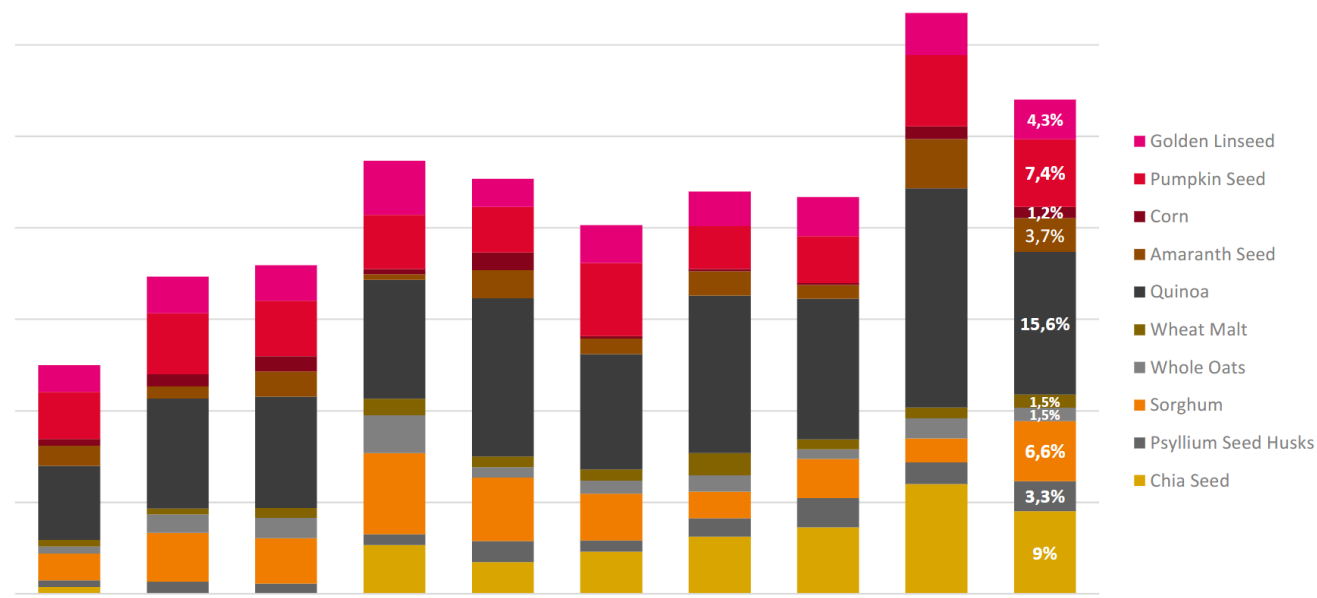


Linseeds	Sesame	Sunflower	Poppy	Psyllium Husk
44.1%	41.5%	33.8%	10.4%	9.8%

The most used seeds over the past years in bread products (2010-2019). Percentage of total bread products launched over this period containing the following seeds.

Fastest growing G&S

Chia seeds have seen their usage increase tenfold between 2008-2019



Evolution of use in bakery



Softgrain range

Healthy grains, tasty breads

The softgrain range is based on the German tradition of soaking and boiling grains, called "Brünstuck". Take advantage of all traditional benefits of whole grains and add natural freshness and unique flavour.

Ready-to-use whole grains and seeds that have been cooked and infused with dormant sourdough. A process that gives us advantages.



Innovation and differentiation



Convenience



Versatility

Reinvent your range of grain and seed breads in line with the latest consumer trends

Ready to use, easy to use. It can be added to any dough.

Endless applications, unlimited creativity

Softgrain production process



Selection of grains and seeds



We infuse the grains and seeds with the most suitable inactive sourdough



Softgrain



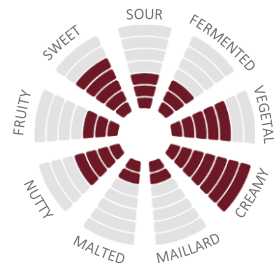
Health and well-being. Easy to use provides freshness in a natural way.

1 Softgrain Sprouted Oat

5kg pouch: 4016819

Sprouted oat grains infused with oat Sourdough. In flakes, steel cut or flour, oat will bring texture and taste to your bread. When sprouted, it has a unique sweet and creamy taste. Ready-to-use, add directly to dough at beginning or end of mixing.

- Grains:  Oat
- Shelf life once opened: 14 days (bucket) / 2 days (pouch)
- Dosage: 10-30%
- Storage: ambient

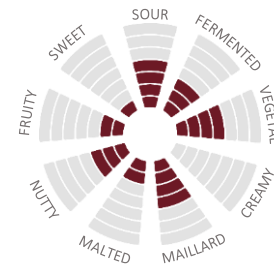


2 Softgrain 5 CL

5kg bucket: 4009416 10kg pouch: 4011534

A ready-to-use blend of grains and seeds soaked in a unique mild sourdough flavour. The soaking brings additional taste and prevents the grains and crumb from drying out allowing for longer freshness. Add directly to dough at beginning or end of mixing.

- Grains:  Wheat  Spelt  Sunflower  Rye  Linseed
- Dosage: 5-35%
- Shelf life once opened: 14 days
- Storage: ambient

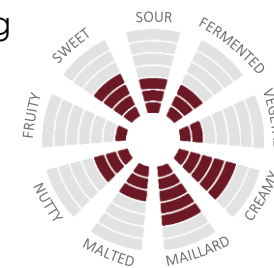


3 Softgrain Golden 6 CL

5kg bucket: 4011194 10kg pouch: 4013582

A blend of seeds soaked into a wheat sourdough, resulting in a ready-to-use blend of tasty grains. With its light colour and a sweet touch, this Softgrain is perfectly suited for rich and sweet applications. Add directly to dough at beginning or end of mixing.

- Grains:  Wheat  Oat  Sunflower  Millet  Linseed  Chia
- Dosage: 10-30%
- Shelf life once opened: 14 days
- Storage: ambient

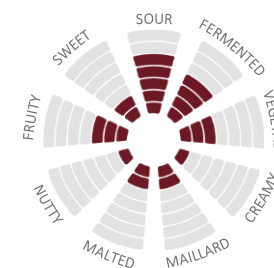


Softgrain 5 Rye SP CL

10kg pouch: 4017459

A ready-to-use blend of grains and seeds soaked in a unique mild sourdough flavour. The same grains and seeds as our Softgrain 5 CL, however we have sprouted the rye within to impart a richer, juicier and sweeter flavour to baked goods. Add directly to dough at beginning or end of mixing.

- Grains:  Wheat  Spelt  Sunflower  Sprouted Rye  Linseed
- Dosage: 10-30%
- Shelf life once opened: 14 days
- Storage: ambient



1 SOFTGRAIN Sprouted Oat

- Source of fibre
- 2 vitamins & minerals
- 1 grain
- 36% wholegrain

2 SOFTGRAIN 5

- Source of fibre
- 4 vitamins & minerals
- 5 grains & seeds
- 32% wholegrain

3 SOFTGRAIN Golden 6

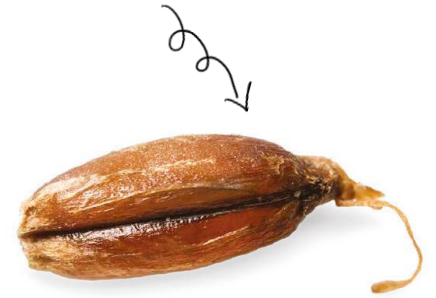
- Source of fibre
- 5 vitamins & minerals
- 6 grains & seeds
- 28% wholegrain



Sproutgrain range *Healthy grains, tasty breads*

There are three primary phases in the controlled sprouting process. Normally, after phase 3 the sprouting process is completed and the enzymes need to be inhibited in order to prevent the sprouted grain turning into a plant. A heat treatment is often used to kill the active enzymes.

A sprouted grain



In **phase 1** the grains are **selected** and **soaked** to reach a moisture content of around 45%.



In **phase 2**, the endogenous grain metabolism that is necessary to mobilize storage materials (i.e. starch and protein) is **activated**. At the end of the second phase the radicle emerges and becomes visible.



During **phase 3**, the seedling begins to **grow**, and the seed takes up more water. At this point, active enzymes **transform** different constituents during sprouting, and vitamins and minerals are made available for the embryo.



To deliver the most tasty and juicy sprouted grains, Puratos developed a unique fourth step; a natural fermentation after the sprouting phase.

Differentiating flavour profile


One of the beneficial characteristics of sprouted grains is their unique flavour profile. Due to the activation of endogenous amyolytic enzymes, complex starch molecules are transformed into simple oligosaccharides and sugars. This transformation adds natural sweetness to products when sprouted grains are used, which could also help manufacturers reduce levels of added sugar in products.

70% of consumers believe Sproutgrains have a positive impact on their overall health.

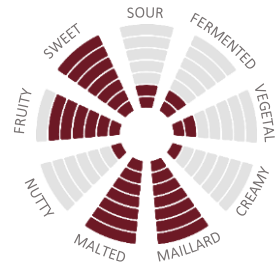
Sproutgrain Rye in Syrup

22kg bucket: 4008895

Moist and soft ready-to-use sprouted and fermented rye kernels in syrup. The grain is rich in fibres that are beneficial to your health. When sprouted the rye brings honey and malted notes. A versatile product that can be used in many types of breads, cakes and cookies. Add directly to dough at beginning or end of mixing.

- Grains: 
Rye


- Dosage: 20-50%
- Shelf life once opened: 7 days
- Storage: 2-6°C



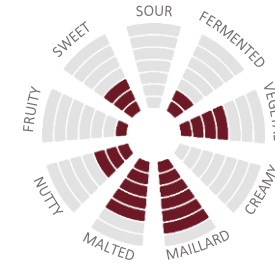
Sproutgrain Rye

10kg bag: 4006523

Sprouted and fermented rye kernels. Typical from the north of Europe, this grain is high in fibres that are beneficial to your health. When sprouted, it brings honey and malted notes. A versatile product that can be used in many types of breads, cakes and cookies. Add directly to dough at beginning or end of mixing.

- Grains: 
Rye


- Dosage: 10-50%
- Shelf life once opened: 7 days
- Storage: 2-6°C



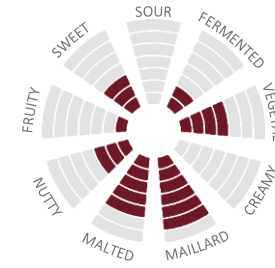
Sproutgrain Rye Mash

10kg bag: 4011194

A ready-to-use product for a wide range of applications. It brings wholegrains, taste and an airy texture to the applications. Moreover, because the rye grains are mashed, the visibility of wholegrains in the application is very subtle, perfect for children or those not looking for visible grains in products, whilst still providing the great taste, texture and health that the rye grains provide to baked goods.

- Grains: 
Rye

- Dosage: 10-35%
- Shelf life once opened: 3 months
- Storage: 2-6°C



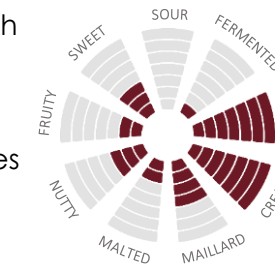
Sproutgrain Oat

10kg pouch: 4013509

Ready-to-use Sproutgrains can be added straight to a plain dough to result in delicious breads with a unique flavour profile. Oat in flakes, steel cut or flour will bring great texture and taste to your bread with a unique sweet, fruity and creamy taste. Add to your dough at the beginning or end of mixing, versatile for bread, cakes and cookies.

- Grains: 
Oat

- Dosage: 10-35%
- Shelf life once opened: 3 days
- Storage: 2-6°C



Puravita

100% convenience.
Always healthy

A range of best-in-class ready-to-use bakery mixes with a fantastic taste and all the health benefits of wholegrains & seeds.





Embracing consumers' desire for healthy grains & seeds bread without compromise on taste, Puravita offers best-in-class breads with wholegrain that have a fantastic taste and all the health benefits of grains & seeds, in a convenient way.

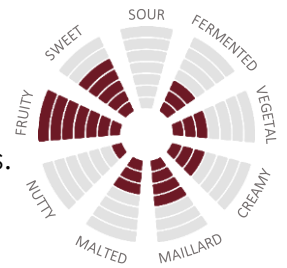


Puravita Break

15kg bag: 4011194

A versatile powder mix that enables baking a delicious bread bar loaded with grains and fruit, the ideal snack that can be enjoyed anywhere anytime. Puravita break bar helps active and health conscious adults through a healthy, on-the-go snack avoiding added sugar and fat and increasing fruits, grains fibres and proteins.

- Grains:    
Wheat Sultana Apricot Figs
- Dosage: 100% mix
- Storage: ambient

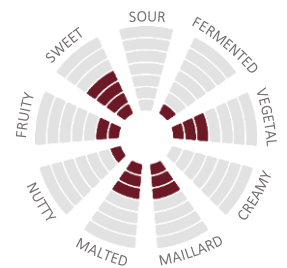


Puravita Sprouted Grains

15kg bag: 4013582

A concentrated powder mix that enables the baking of a high in fibre bread, rich with the unique flavour and texture of sprouted grains. Usable in all crusty, soft and flat breads, steam buns & laminated items. Unique sweet taste.

- Grains:    
Sprouted Rye Flax seeds Oat Sunflower
- Dosage: 50% mix
- Storage: ambient



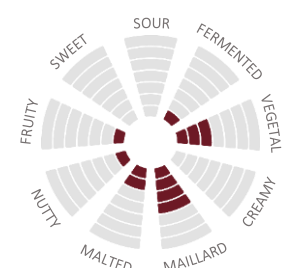
Storage: 5-25°C

Puravita Pulses

15kg bag: 4013338

A complete powder mix that enables baking a delicious plant-based high in protein & fibre bread, based on chickpea flour. Pulses are super ingredients and fantastic allies for a healthy diet. They are high in vegetal proteins & fibres and a great energy provider. Usable in all crusty, soft and flat breads, steam buns & laminated items.

- Grains:   
Chickpeas Flax seeds Sunflower
- Dosage: 100% mix
- Storage: ambient



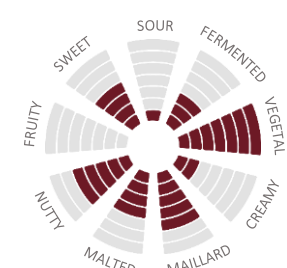
Storage: 5-25°C

Puravita Fibre+

15kg bag: 4011194

A complete powder mix that enables baking a delicious plant-based high in protein & fibre bread, based on chickpea flour. Pulses are super ingredients and fantastic allies for a healthy diet. They are high in vegetal proteins & fibres and a great energy provider. Usable in all crusty, soft and flat breads, steam buns & laminated items.

- Grains:     
Millet Wheat Flax seeds Oat Sunflower
- Dosage: 100% mix
- Storage: ambient



Storage: 5-25°C

Graindesign

Added value grains and seeds décor mixes for professional bakers, allowing you to bake breads with fantastic taste, texture and appearance with the benefit of a healthy halo.

Black & white

15kg bag: 4021416

Rice flakes, salted Black Sesame & Nigella seeds.



• Dosage: 100% mix • Shelf life once opened: 6 months • Storage: 5-25°C

Tricolore

15kg bag: 4021415

Toasted Melon, Red quinoa & Chopped Pumpkin



• Dosage: 100% mix • Shelf life once opened: 6 months • Storage: 5-25°C





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