-Brand new-Easy Soft'r Brioche





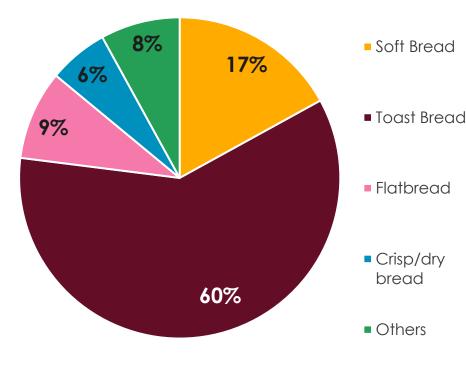
Brioche market representation

By flavour: 55% of the SKUs are plain 45% chocolate/chocolate & hazelnut.

Packaged ambient bread.

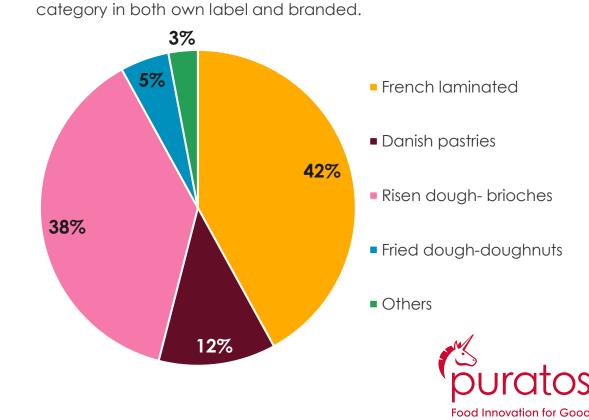
By recipe, in % volume.

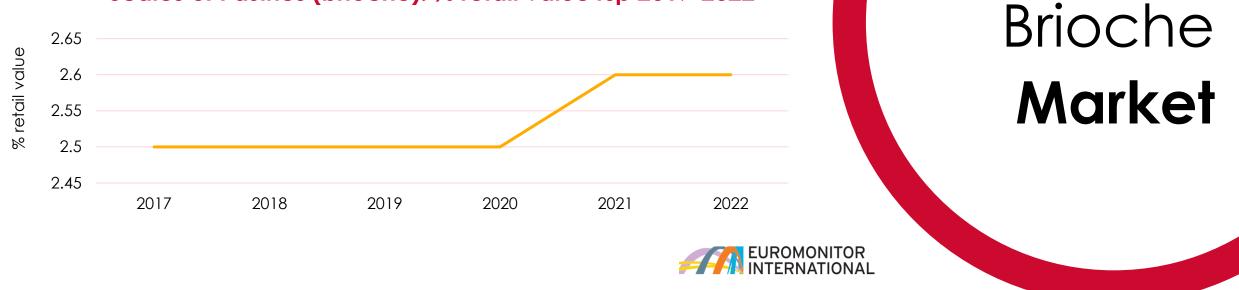
Soft bread category represents batch loaves, **brioche**, **burger buns** and bagels.



Packaged ambient Viennoiserie. By recipe, in % volume.

Brioche have become increasingly popular in the





Scales of Pastries (brioche): % retail value rsp 2017-2022

Brioche firmly rooted in the UK as a baked good







Soft sweet & brioche consumption increased by 6% from 2021-2023

Brioche Market trends

Taste & freshness undeniably remain the drivers of purchase intent



FAMILIARITY

Is a catalyst towards adoption of new products



like traditional tastes

Would still like to have a familiar element when trying new types of food

APPEARANCE enhances taste



agrees that food that looks good to the eye is tasty too

Brioche in all eating occasions

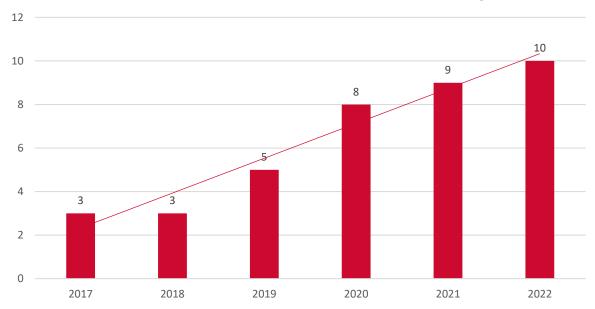
Brioche products now represent more than 15% of the UK morning goods market.

As it's an established product, brands and suppliers have been looking to add value in a variety of way to incentivise purchase from consumers.

Strategies included use of novel flavours, enhancing the tradition from France and targeting different **usage occasions**.

Burger buns and hot dog finger rolls are now widely available in brioche formats that can help deliver a more premium feel to these everyday fast foods. We're starting to see expansion into other UK consumer favourites such as Hot Cross Buns, Bagels, waffles and the dessert market.

innova database



of product Launches of brioche burger buns



Brioche launched across all bakery applications



Tgi Fridays 4 Brioche Burger Buns

United Kingdom, May 2023 VIEW DETAILS

Description: Four brioche burger buns in a plastic open bag.



Plant Based By Asda OMV Deliciously Vegan 4 Brioche Burger Buns

United Kingdom, Jan 2023

VIEW DETAILS

Description: Four deliciously fluffy vegan brioche burger buns. Comes in a plastic flat pouch.



Specially Selected Giant Chocolate Orange Hot Cross Bun

United Kingdom, Apr 2023

VIEW DETAILS

Description: Luxury soft brioche with chocolate chips and candied orange peel. Comes in a paper standard tray, held in a 550g plastic wrapper.



Waitrose And Partners No 1 Brioche Bread And Butter Pudding

United Kingdom, Nov 2022

VIEW DETAILS

Description: Brioche baked with Madagascan vanilla custard, jumbo Chilean raisins, Demerara sugar, cinnamon and Madagascan vanilla seeds. Comes in an aluminum standard tray, held in a 465g carton folded box.



Waitrose And Partners 4 Brioche Hot Dog Rolls

United Kingdom, Jul 2022

VIEW DETAILS

Description: Four brioche hot dog rolls made with egg and butter enriched brioche dough, in a plastic flat pouch.

'Brioche' launched in the UK within past 3 years

innova database



Brioche launched across all bakery applications



Deli Kitchen 6 Brioche Style Wraps

United Kingdom, Nov 2021

VIEW DETAILS

Description: Six brioche style wraps in a plastic flat pouch.



Roberts Brookie Chocolate Orange

United Kingdom, Sep 2020



Description: Brookie chocolate orange in a plastic packet. Brioche bun topped with a swirl of cookie.

Claims: Brioche bun meet cookie. Ready to eat. 247 kcal per portion. Vegetarian friendly.



Specially Selected Traditional French Brioche Star With A Rich Vanilla Filling

United Kingdom, Dec 2020

VIEW DETAILS

Description: Traditional French brioche gently baked until soft and golden with a sweet vanilla filling. Perfect for sharing at Christmas. Comes in a paper tray, held in a plastic packet.



Specially Selected Luxury French 4 Sliced Seeded Brioche Bagels

United Kingdom, Dec 2021

VIEW DETAILS

Description: Four sliced seeded brioche bagels with sesame seeds, in a 300g plastic flat pouch.



St Pierre Brioche Waffle

United Kingdom, Sep 2020

VIEW DETAILS

Description: Brioche waffle is the perfect on-the-go treat. Featuring light brioche and a sugary crunch, it can be eaten on its own or with your favorite toppings for a magnifique snack, breakfast or sweet treat. Comes in a plastic packet.

'Brioche' launched in the UK within past 3 years

innova database



Brioche in all OOH eating occasions





QSR outlets such as Honest Burgers use Brioche to premiumise their burger offerings.



CROME

LONDON

Thick Brioche soaked in savoury batter and fried, topped with Pomodoro tomato sauce, melted mozzarella, pepperoni, fresh basil and EVOO.



akub

Restaurants such as Akub are offering Brioche as a premium inclusion on their menus and for desserts. "Arabic coffee French toast using buttermilk soaked brioche served with sweet whipped labneh, crushed pistachios, bitter cocoa and a drizzle of thick Arabic coffee.



LYSÉE

Premium artisan bakeries such as Lysee are using Brioche to inspire novel and exciting new baked goods and hybrids for snacks and different eating occasions.



Boston

Brunch outlets such as Boston Tea Party have been using Brioche across the menu. Recently they have introduced brioche style cinnamon buns.



Brioche from around the world



Easy Soft'r Brioche product information

Easy Soft'r Brioche is a powdered concentrate for the convenient production of a range of premium brioche or brioche style products. Contains shelf life enzymes and emulsifiers for fresh keeping qualities, great volume and increased softness over time.

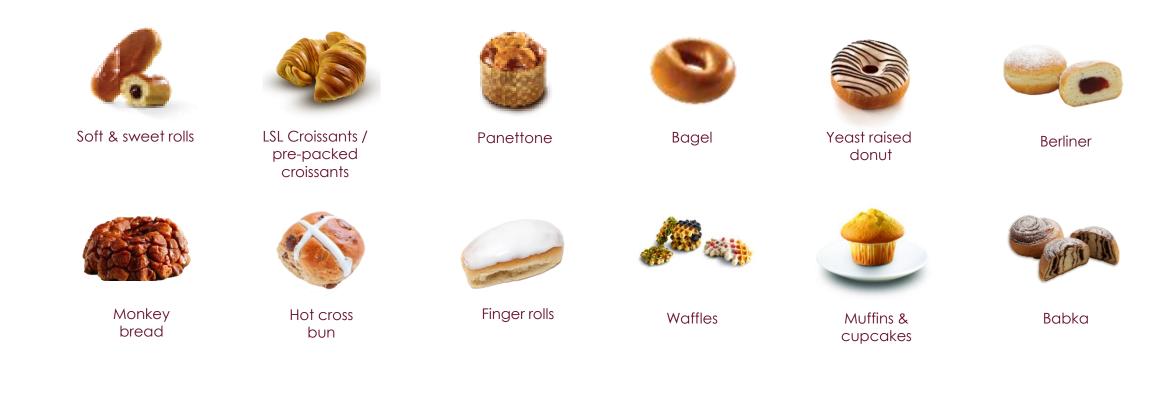
- Puratos code: **4022433**
- Packaging: 12.5kg bag
- Format: Powdered concentrate
- Usage rate: 10% on flour weight
- Shelf life: 9 months
- Storage: Cool dry place 5-25°C





One solution for all your premium sweet goods

Easy Soft'r Brioche is a versatile solution for all sweet/soft baked goods, providing the luxury and softness of brioche to all.



+ many more applications! Reach out to discuss applications or recipes at: info UK@puratos.com For recipes online, visit: https://www.puratos.co.uk/en/bakery/cat egories/bakery-mixes/brioche-concept





Puratos solutions for <u>all styles</u> of trending Brioche



Rise of the flexitarian

Plant-based brioche using Mimetic **Reduced fat**

using Puraslim

Balancing costs whilst producing high quality brioche Traditional and heritage.

Brioche from France. Sourdough to enhance taste

Using Sapore Medea



Rise of the Flexitarian

- Taste is the most important for repeat purchase alongside health.
- Permissable indulgence achieves +46% growth in food and drinks with a plant-based and premium indulgence claim (globally 2018 vs 2021, Innova).
- At least 1 in 5 consumers are looking for plant-based treats
- Analysis from Puratos' UK Edit report found that marketing needs to concentrate on communicating sustainability.



Consumer attitudes & beliefs



a positive impact on the

environment

Expect to buy more vegan food in the future



Looking to develop a **Plant-based** brioche?

Rise of the Flexitarian

Top 50 keywords used in conversation about 'brioche'



Looking to develop a **Plant-based** brioche?

Top 50 hashtags used in conversation about 'brioche'

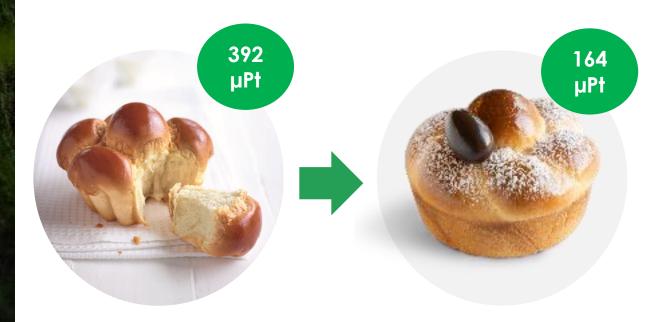
#shoplocal #cantonarms #eeeeeats
#foodstagram #veganuary #foodporn
#tast/#plantbased #brioche #burger
#pub #plantbased #brioche #londoneats
#veganfood #vegan #sourdough
#brunch #foodie #alconburyweald
#cider #bakery #food
#cider #bakery #food
#veganuk #vegetarian #baker #foodphotography #breakfast





Search term: "Brioche" Geography: UK Timeframe: 01/06/22 – 01/06/23 Plant based brioche has an impact 55% lower vs. Classic

Environmental impact for 1 kg of brioche:



Classic brioche

Plant based brioche



Mimetic – PB fat replacement

- Allows to bake brioche & sweet breads without eggs and butter
- Indulgent buttery sensation
- Free from animal-based ingredients
- Based on technologies to replace eggs and fat
- Easy to use

55% lower impact on the environment

with no compromise on taste and texture



h la la Brioche

PLANT-BASED BRIOCHE BIIN

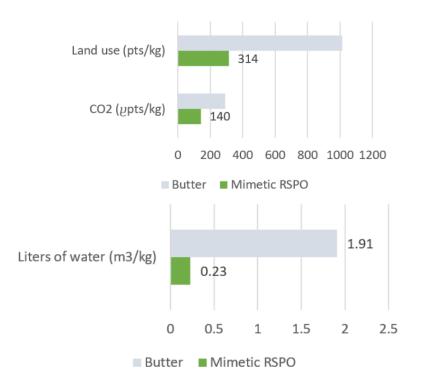
SOFT, FLUFFY & RICH NO BUTTER & EGGS



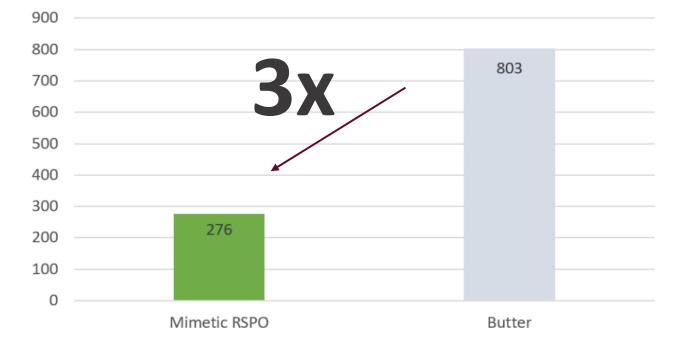
Food Innovation for Good

Mimetic has a 3x lower environmental impact vs butter

PEF method (Product Environmental Footprint), designed and adopted by the EC as the reference method for Life Cycle Assessment (LCA) studies.

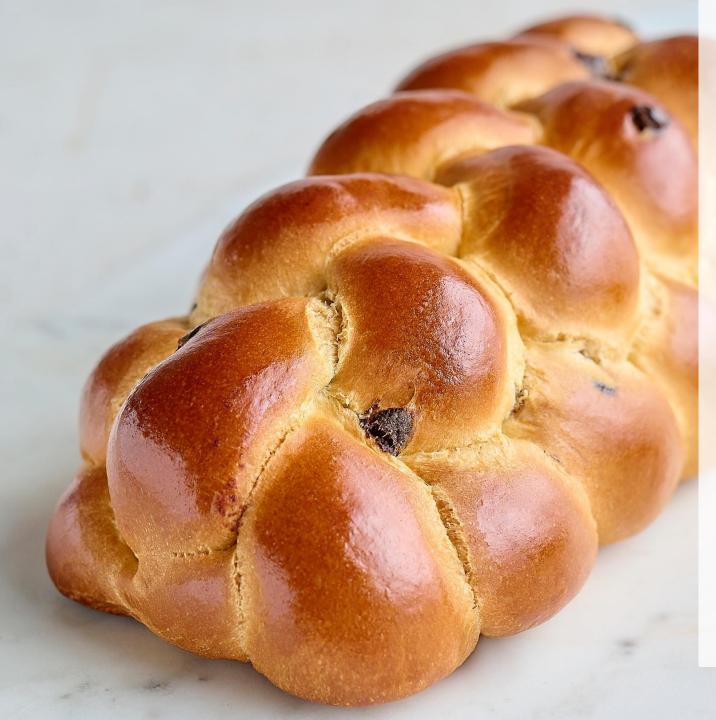


GLOBAL ENVIRONMENTAL PERFORMANCE (UPTS/KG)





The PEF method defines the environmental footprint of products through the measurement of 16 impact categories, including climate change, water scarcity, land use, and numerous other aspects, covering all the main impacts of human activity on the planet, through all the stages of the product life cycle, from raw materials to end of life.



PLANT-BASED BRAIDED BRIOCHE

INGREDIENTS	g
Flour	1000
Water	475
Sugar	80
Trimoline	70
Yeast	40
Belcolade Cacao-Trace K10	150
Mimetic Incorporation	100
Easy Soft'r Plant-Based	100
Sapore Carmen	50
Intens Melting	5

WORKING METHOD

Mixing (Spiral) :

4 min. at first speed, then 4 min. at second speed. Add the **Mimetic** and mix again 4 min. slow speed and 3 min. at second speed. Add chocolate and mix again slowly until incorporated.

Dough Temperature : 26°C

Bulk Fermentation :

15 min. at ambient temperature.

Scaling :

Divide dough pieces of 60 g, pre-shape long and put in the freezer for a few minutes.

Shaping :

Shape long till obtaining bands of 30cm long. Replace in the freezer few minutes and braid six bands together.

Final Fermentation :

2 hours at 28°C and 80% humidity.

Decoration :

Glaze with Sunset Glaze Easy Plus.

Baking :

In the deck oven at 180-180°C for 20 min.

Finition :

When the core temperature is at 36°C, pack in plastic bag.

Click here to
 watch the process



PLANT-BASED BRIOCHE BURGER BUNS

INGREDIENTS	g
Flour	1000
Water	550
Yeast	40
Easy Soft'r Brioche	100
Mimetic Incorporation	100
Sapore Carmen 50	80

WORKING METHOD

Mixing (Spiral): 3 min. at first speed, then 8 min. at second speed.

Dough Temperature : 26°C

Bulk Fermentation : 10 min. at ambient temperature.

Scaling :

Divide dough pieces of 60 g.

Intermediate proof: 10 mins or straight through a roll plant.

Make up: Pin for hamburger bun.

Final Fermentation: 55-70 min at 32°C and 80% humidity.

Decoration before baking: Glaze with **Sunset Glaze**

Baking : In the deck oven at 190-210°C for +/-12 min. Rise of the flexitarian

Plant-based using Mimetic **Reduced** fat

using Puraslim

Balancing costs whilst producing high quality brioche Traditional and heritage.

Brioche from France. Sourdough to enhance taste

Using Sapore Medea



Reduced fat brioche

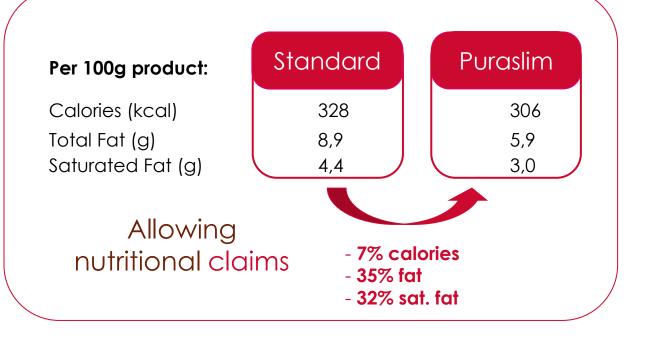
More and more consumers are prioritising healthy living. Our latest Taste Tomorrow study shows that that demand for healthier food options is on the rise. In fact, over **1 in 2** consumers **(58%)** are looking for food options that support their holistic health.

However, taste remains a key factor, with 60% of people unwilling to compromise on flavour for health benefits.

Puraslim is an improver that reduces

(saturated) fats and calories with no compromise on taste. By using Puraslim in your brioche recipe, you can create products that remain fresh longer and are more nutritious.

In addition to offering a healthier option for consumers, Puraslim can also help you manage production costs and increase efficiency. Plus, Puraslim meets clean label needs, so you can offer a more natural product to your customers.







NUTRITIOUS REDUCED FAT BRIOCHE

INGREDIENTS	g
Flour	750
Wholemeal wheat flour	
Water +/-	600
Yeast	45
Salt	14
Brown Sugar	50
Agave Syrup	20
Easy Soft'r Brioche	100
Mimetic Incorporation	100
Sproutgrain Rye in Syrup	300
Intens Puraslim	30

WORKING METHOD

Mixing (Spiral) :

4 min at first speed, then 4 min fast. Mix 4 min slow by gradually adding Mimetic and mix +/- 5 min fsat. Incorporate Softgrain after mixing.

Dough Temperature : 28°C

Bulk Fermentation :

15 min.

Scaling :

Scale 1200/30 and round up.

Intermediate proof:

10 mins.

Make up:

Place 6 balls in a rectangular mold.

Final Fermentation:

90min at 30°C and 85% humidity.

Decoration before baking: Glaze with **Sunset Glaze**

Baking :

In the deck oven at 190-210°C for +/-12 min.



REDUCED FAT CHOC BRIOCHE BREAK

DOUGH INGREDIENTS	C
Flour	1000
Water +/-	400
Yeast	15
Sugar	80
Milk powder	4(
Eggs	50
Fresh cream	80
Salt	15
Intens Puraslim	20

CAKE INGREDIENTS	G
Tegral Satin Crème Cake Chocolate Mix	1000
Water +/-	225
Eggs	50
Mimetic Incorporation	300

WORKING METHOD

Mixing (Spiral) : 4 min slow, and then 6 min fast.
Dough Temperature : 28°C
Bulk Fermentation : 10 min.
Scaling : Scale 40g.
Intermediate proof: 10 mins.
Make up: Roll the dough long and cut into small pieces. Place randomly in a baking cup.

Final Fermentation: 60min at 30°C and 85% RH

Decoration before baking: Brush with Sunset Glaze. Pipe chocolate cake batter in between the dough pieces.

Baking :

In the deck oven at 230 top, 230°C bottom for 10 min.

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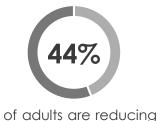
Balancing costs

In today's market, we face challenges with the availability and cost of ingredients, as well as logistics of sourcing specific items.

The U.S. Labor Department published a report in January 2023 showing that egg prices have increased by 59.9% and butter by 31.4% since last year. Brioche is one of the costliest bakery products because of its high proportion of butter and eggs.



Rising costs are also changing consumer purchasing habits:



spend on groceries



are focusing on throwing less food away.





Our range to help you balance brioche costs

Easy Soft'r Brioche 10%

Mimetic incorporation

Puraslim

Sunset Glaze



Complete versatility. One improver for all brioche types. Great consistent taste & texture.



Provides the same melting experience as butter whilst **more cost efficient** & sustainable. Can be kept at ambient temp, saving fridge space.



Reduce fat (up to 20%), costs and calories with no compromise on indulgence



Egg-wash alternative

without the issues of using real eggs. Glaze 10% more products using Sunset glaze.

COST SAVER BRIOCHE BURGER BUNS

INGREDIENTS	g
Flour	1000
Water	550
Yeast	40
Easy Soft'r Brioche	100
Margarine	100
Sunset Glaze	-

WORKING METHOD

Mixing (Spiral): 3 min. at first speed, then 8 min. at second speed.

Dough Temperature : 26°C

Bulk Fermentation : 10 min. at ambient temperature.

Scaling :

Divide dough pieces of 60 g.

Intermediate proof: 10 mins or straight through a roll plant.

Make up: Pin for hamburger bun.

Final Fermentation: 55-70 min at 32°C and 80% humidity.

Decoration before baking: Glaze with **Sunset Glaze**

Baking : In the deck oven at 190-210°C for +/-12 min.

COST SAVER CHOCOLATE CHUNKS BRIOCHE

INGREDIENTS	g
Flour	1000
Water	475
Yeast	40
Sugar	80
Trimoline	70
Easy Soft'r Brioche	10
Mimetic Incorporation	100
Belcolade CT K10	150

WORKING METHOD

Mixing (Spiral) :

4 min slow, then 4 min fast then add the Mimetic and mix again 4min slow and 3 min fast. Add the Belcolade K10 during the last mixing minute.

Dough Temperature : 26°C

Bulk Fermentation :

15 min. at ambient temperature.

Scaling :

Divie dough pieces of 60gr, pre-shape long and put in the freezer few minutes.

Intermediate proof:

10 mins or straight through a roll plant.

Make up:

Shape long till obtaining bands of 30cm long. Replace in the freezer few minutes. Place six brands on front of you shape: starting from the right, 2nd one to the left top and 1st left one to the middle. Repeat the same on other side and continue till the end of the bands.

Final Fermentation:

2hr at 28°C and 80% humidity.

Decoration before baking: Glaze with Sunset Glaze

Baking : In the deck oven at 180°C for 20 min. Rise of the flexitarian

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Provenance and storytelling may make your range stand out



So, what is brioche exactly?

Brioche is a pastry and a delectable sweet bakery items traditionally made with butter and eggs that gives it a rich, slightly sweet and buttery flavour. Brioche is also known for its soft, fluffy texture, which is the result of the high fat content in the dough.



THE ORIGIN OF BRIOCHE

The most authentic and classic brioche comes from Normandy, a region of northern France famous for the quality of its butter.

Interestingly, in very authentic brioche recipes, 400g of butter per kilo of flour is required. Normandy since 16th century The name brioche comes from the Norman dialect "**brier**", which means "to crush the dough"





Provenance and storytelling may make your range stand out





FRENCH

French cuisine represents a unique cultural heritage



Over the centuries, brioches spread to many regions, and there are now over 30 different types of brioche in France, with almost every region having its own specialty.







VENDÉENNE

INGREDIENTS	g
Flour	1000
Water	475
Sugar	80
Trimoline	70
Yeast	40
Belcolade Cacao-Trace K10	150
Mimetic Incorporation	100
Easy Soff'r Plant-Based	100
Sapore Carmen	50
Intens Melting	5

WORKING METHOD

Mixing (Spiral) :

4 min. at first speed, then 4 min. at second speed. Add the **Mimetic** and mix again 4 min. slow speed and 3 min. at second speed. Add chocolate and mix again slowly until incorporated.

Dough Temperature : 26°C

Bulk Fermentation :

15 min. at ambient temperature.

Scaling :

Divide dough pieces of 60 g, pre-shape long and put in the freezer for a few minutes.

Shaping :

Shape long till obtaining bands of 30cm long. Replace in the freezer few minutes and braid six bands together.

Final Fermentation :

2 hours at 28°C and 80% humidity.

Decoration :

Glaze with Sunset Glaze Easy Plus.

Baking :

In the deck oven at 180-180°C for 20 min.

Finition :

When the core temperature is at 36°C, pack in plastic bag.



TROPEZIENNE

INGREDIENTS	g
Flour	1000
Eggs	300
Milk	250
Sugar	120
Yeast	50
Salt	15
Fresh Cream	50
Agrum Zest	QS
Mimetic Incorporation	200
Soft'r Melting	10
Sapore Carmen	10
1	
INGREDIENTS DIPLOMATE	g

INGREDIENTS DIPLOMATEgMilk1000Egg Yolk180Sugar90Butter40Vanilla Bean2pcsPassionata600CPT90

Make a custard cream with the milk, sugar, egg yolks, CPT and vanilla. Add the butter at the end, cooldown in the freezer for 15' and in the fridge. Smooth down with a paddle and add the whipped Passionata.

WORKING METHOD

Mixing (Spiral) :

4 min. slow and 12 min fast. Then add the Mimetic and mix again 5' fast.

Dough Temperature : 26°C

Bulk Fermentation :

Overnight at 3°C with a plastic cover on top.

Scaling :

Divide dough pieces of 35g, shape round and place in small bun tray.

Shaping :

Divide dough pieces of 35gr, shape round and palce in small bun tray.

Final Fermentation :

1h 30 at 28°C and 80% humidity.

Decoration :

Glaze with Sunset Glaze Easy Plus and sprinkle pearl sugar.

Baking :

In the deck oven at 180-180°C for 11 min.

Conservation:

When the core temperature is 36°C, pack in plastic bag.

Finition :

Cut the brioche in half, add the 20gr of Diplmate cream to make the Tropezienne and dust icing sugar on the top.



INGREDIENTS	g
Wheat flour	1000
Egg	420
Water	0
Salt	15
Butter	500
Sugar	200
Yeast	50
Easy Soft'r Brioche	10
Sapore Carmen	100
Sunset Glaze	47.58

WORKING METHOD

Mixing (Spiral) : 20min at slow/1st speed. 10min at 2nd speed.

Dough Temperature : 26°C

Bulk Fermentation :

30 min ambient temperature.

Scaling :

40g

Intermediate proof: 5 min

Shaping :

Shape it round and place it in a tin mold of brioche with six balls.

Final Fermentation :

180min at 28°C and 80% humidity.

Decoration :

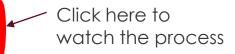
Put Sunset Glaze on top with a spray gun or brush.

Baking :

180°C top, 180°C bottom. +/- 20 min.

Final step:

After baking, cool down to 32C then put in a plastic bag and close it.





g
1000
350
40
150
80
200
10
50
40.8

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WORKING METHOD

Mixing (Spiral) :

20min at slow/1st speed. Add Mimetic Incorporation. 10min at 2nd speed.

Dough Temperature : 26°C

Bulk Fermentation : 30 min.

50 mm.

Scaling :

40g

Shaping :

Shape it round and place 6 pieces in a brioche à tête mold. Put 5 at the bottom, then shape the 6th slightly longer before placing it in the middle.

Final Fermentation :

+/- 90 min at 28°C and 80% humidity.

Decoration :

Put Sunset Glaze on top with a spray gun or brush.

Baking :

190°C top, 190°C bottom. +/- 20 min.

Brioche de Limoux : Classic

Ingredients

2600g
1000
300
200
200
200
50
40
20
10
10
10
350
100
100
10

	Prefermented Dough	610g
_	DUO Flour	1000
	Milk	600
	Yeast	10
_	Mix all the ingredient together 6's and 5' fast. Give 60' of bulk 30°C of 85% humidity.	
_	Cream 2	2960g
_	Milk	1000
-	Sugar	200
	Egg yolk	60
-	CPT	90
	Mix the sugar and the milk. Mix the Egg Yolk together with the CPT . H the milk until just boiling, add to th preparation and whip. Put again the heater until just boiling. Pour of tray with clean film, cover and free	eat ne on n a

for 10'. Reserve in the fridge till "Final

Layout" step.

Working method

Mixing (Spiral): 10' slow without the **Mimetic** and 10' slow again with. Add the Zests 1' before the end.

Dough T°C: 26°

Bulk Fermentation : 60' at ambient temperature and overnight at 4°C.

Scaling and Pre-shaping : Divide 430gr dough pieces and shape round. Give a resting time of 30' in the fridge. Roll out into circles of 30cm.

Final Layout : Mix 250gr of cream together with 650gr of candied fruits. Pipe 150gr around the edge of the circle (5cm from the edge). Fold the outside dough circle over the cream and seal. Cut a cross in the middle and fold over the ring of dough. Shape well to get an evenly shape.

Final Fermentation : 180' at 30°C and 85% humidity.

Decoration : Brush with **Sunset Glaze Easy Plus** and decorate with candied fruits and pearl sugar.

Baking : Deck oven Top T°C: 180°C Deck T°C: 180°C Time: 25' Damper: Close

Cooling : When the core temperature is at 36°C pack in plastic bags to keep them fresh.



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The future of bread lies in its past

With the spotlight of home baking during lockdown, a greater appreciation for artisanal bakery and sourdough rose.

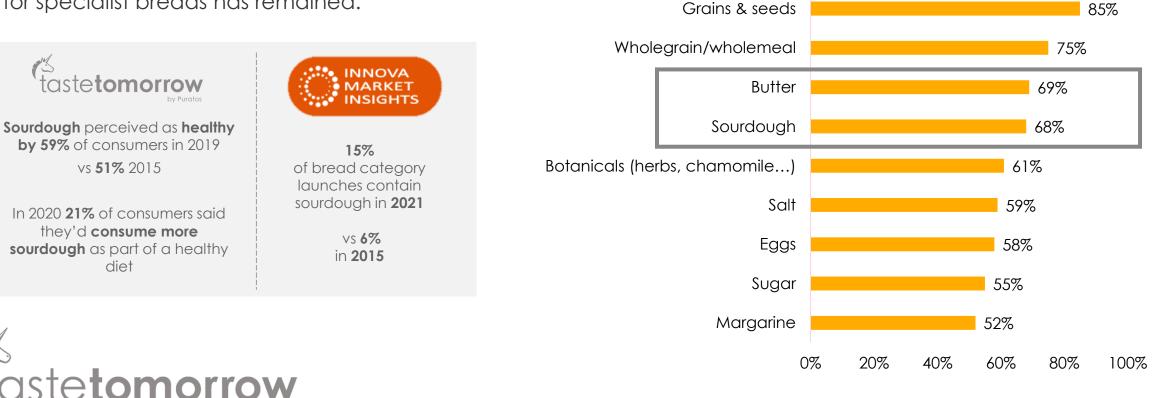
With busy lives becoming the norm again, the time to bake bread has faded, yet the appetite for specialist breads has remained.

by Puratos

diet

Consumers know Sourdough brings taste...

To what extent do you think that each of the ingredients below adds to the tastiness of bread? (2023)



RICH PB SOURDOUGH BRIOCHE ROLLS

INGREDIENTS	g
Flour	1000
Water	480
Yeast	40
Sugar	50
Easy Soft'r Brioche	100
Mimetic Incorporation	100
Sapore Carmen 50	80

WORKING METHOD

Mixing (Spiral): 3 min. at first speed, then 8 min. at second speed.

Dough Temperature : 26°C

Bulk Fermentation : 10 min. at ambient temperature.

Scaling :

Divide dough pieces of 60 g.

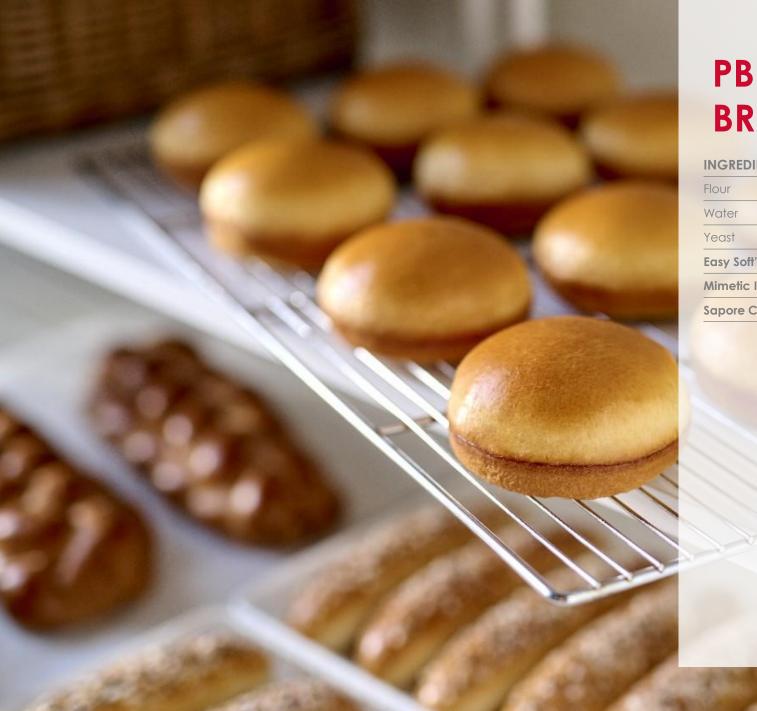
Intermediate proof: 10 mins or straight through a roll plant.

Make up: Pin for hamburger bun.

Final Fermentation: 55-70 min at 32°C and 80% humidity.

Decoration before baking: Glaze with **Sunset Glaze**

Baking : In the deck oven at 190-210°C for +/-12 min.



PB SOURDOUGH BRIOCHE ROLLS

INGREDIENTS	g
Flour	1000
Water	520
Yeast	40
Easy Soft'r Brioche	100
Mimetic Incorporation	100
Sapore Carmen 50	80

WORKING METHOD

Mixing (Spiral): 3 min. at first speed, then 8 min. at second speed.

Dough Temperature : 26°C

Bulk Fermentation : 10 min. at ambient temperature.

Scaling : Divide dough pieces of 60 g.

Intermediate proof: 10 mins or straight through a roll plant.

Make up: Pin for hamburger bun.

Final Fermentation: 55-70 min at 32°C and 80% humidity.

Decoration before baking: Glaze with **Sunset Glaze**

Baking : In the deck oven at 190-210°C for +/-12 min.

Our products in your goods

Inclusions, fillings & toppings

- Healthy, soft and sprouted grains with unique flavours and textures (also infused with Sourdough).
- Toppings for striking visual and premium appearance.
- Sunset glaze (egg-glaze replacement, more sustainable and allows a plant-based claim)
 Our new possibilities within grains and seeds includes heating, roasting, sterilizing, steaming, drying and coating.
- Chocolate, white, milk, dark & caramel:
 - Coatings (Coverflex)
 - Fillings



Texture

- Improvers, concentrates/mixes and modular enzymes to provide:
 - Short bite & softness
 - Reduced fat, sugar and salt
 - Vegan diet
 - Extended shelf life
 - Freshness
 - Volume and consistency
 - and much more... get in contact!

Flavour

- A range of sourdough ingredients, with flavours that accentuate specific sweet, savoury or provenance flavours:
 - Live sourdoughs
 - Stabilised sourdough flavours
 - UK sourdoughs (GF)
 - Leavening power for true Sourdough claim



Contact: <u>info_uk@puratos.com</u> for more information on trends & products.