

Inspiration for bakers, patissiers & chocolatiers.

Edition 1 - December 2017

1st
Edition!



Lemon Lamingtons

See recipe inside pg.16

A MESSAGE FROM OUR PRESIDENT, KAREL ZIMMERMANN



Dear customers,

It is with great pleasure that we share with you our first edition of **Vision Magazine**! We hope you will enjoy reading about our newest products and recipes, in addition to learning about the various consumer insight initiatives we are taking. These initiatives will further support your business and hopefully create new opportunities.

We of course continue to sharpen our understanding of consumer insights through our unique **Taste Tomorrow** survey, providing the latest trends in consumer behavior in **Bakery, Patisserie** and **Chocolate**. We surveyed 11,000 consumers worldwide and interviewed 100 foodies in seven trend setting cities. The outcome of this survey is available to you — our customers.

As a global company with locations spanning the entire U.S., we are convinced that **Innovation Centers** are essential to further help you develop your business. Therefore, we are proud to share with you the recent opening of our newest Innovation Center in Boston, MA. We are currently investing in the renovation of our Los Angeles Innovation Center, and in the beginning of 2018, we will also have completed the new Innovation Center at our head office located in Pennsauken, New Jersey. As we continue this regional expansion, we look forward to welcoming you in our Innovation Centers around the country!

We of course owe our continued growth in the U.S. market to you, our customers, and we thank you for your business and continued trust.

Sincerely,
Karel Zimmermann
President Puratos Corporation

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AN INTRODUCTION TO TASTE TOMORROW

With Taste Tomorrow, Puratos' proprietary research, we offer you in-depth insights into global and local consumer behavior, attitudes, choices and future trends related to bakery, patisserie and chocolate. By sharing these results with you, our customer, we hope to support your business and provide you with inspiration for future product development.

Taste Tomorrow: it's at the heart of everything we do.



THE NEW CONSUMER RULES





TASTE/TOMORROW

From consumer insights to innovation

THE BAKED GOODS TRIANGLE



When consumers across the globe buy bread, pastry, patisserie or chocolate, their decisions are driven by three key criteria: freshness, healthiness and taste. Those three elements form what we call the 'baked goods triangle.' It is very important to consider these elements to be able to meet your consumers' future needs.

To understand how the baked goods triangle will impact your business, visit www.tastetomorrow.com today.



4 KEY OBSERVATIONS

WE ASKED CONSUMERS from around the world to share their **EXPECTATIONS** for food in the year **2025**. From these results, we were able to discern these 4 Key Observations for the future:

1

Age of abundance

Over the next 10 years, consumers expect food to become more diverse, more innovative, more convenient (ready-made and on-the-go) and better available.



2

Food under pressure

Consumers are pessimistic about the quality and healthiness of their food. They fear it will lose quality, healthiness and freshness in the years to come.



3

Lost in translation

Consumers are confused by the stream of (contradictory) messages about food in the media. They lack fact-based knowledge to make good food choices and therefore demand transparency and clear labels.



4

My sustainability

Consumers look at sustainability from a personal perspective rather than on an environmental scale. They make sustainable choices if they will personally benefit from it.



To understand how the 4 key observations will impact your business, visit www.tastetomorrow.com today.

CONSUMER IDEAS AND CONCEPTS

What do all these findings mean for the **BAKED GOODS INDUSTRY OF TOMORROW?** In order to give you a concrete answer, business concepts have been **CO-CREATED & EVALUATED** with consumers. This is what we learned from the **WINNING CONCEPTS**.



1. My-nnovation

Consumers want to be in control, maintaining as much freedom of choice in the production process as possible.

CONCEPT IDEA:

My Bread is a new bakery concept where consumers can design their own perfect bread by choosing their favorite dough mix or ingredients like nuts, fruits or herbs.

CONCEPT IDEA:

Fuse classic recipes together, like croissants & bagels or cherry & pumpkin apple pie, to create signature hybrids like Cragels and Cherpumples.



2. Capitalize on Classics

In an abundant world of food where quality and health are under pressure, people rely on tradition and routine. Classics will always remain popular in the baked goods industry.

Cragels and Cherpumples are only the beginning. For more inspiration check out www.tastetomorrow.com/hybrids



3. Communication

Consumers are starting to demand to know exactly what is in their food and where it comes from. Storytelling about a products heritage, sharing recipes and clear product information are key.

At Puratos, we have countless stories to share with you, such as Sustainable Chocolate - The Story of Cacao-Trace. To find out how to incorporate our stories into your products, contact us today.

**STAY TUNED FOR
THE NEXT EDITION
OF VISION FOR MORE
TASTE TOMORROW
INSIGHTS!**

Our Commitment to You and the Next Generation

The Story of Cacao-Trace



At Puratos we are passionate about chocolate. As your reliable partner in innovation we consider responsible sourcing to be an integral part of ethical trading. Since **Ethics** is one of our core values, we decided to take responsibility and better control our cocoa supply chain, from the farm to the final product, in a win-win mindset.

In early 2016, we relaunched our Carat range of compound coatings and chips so that they contain 100% Cacao-Trace cocoa powder, resulting in a superior tasting product. Today, we are proud to add the newest Belcolade Selection Cacao-Trace to our chocolate range.

Challenges in Cocoa

Cocoa is grown around the Equator, where over 5 million small-scale family farmers produce 9 billion pounds of cocoa beans every year.

Growing cocoa requires a significant economic investment and commitment from the farmers. Every day, farmers must confront challenges such as pests, diseased trees, poor nutrition and changes in climate. Many also lack basic training in modern farming techniques and harvest management skills. Combined, these challenges often result in the farmers being paid lower prices when they bring their cocoa beans to market.

The struggle of cocoa farmers to earn a decent wage is also felt by their children, resulting in many potential next-generation cocoa farmers abandoning farming for other professions.

Our Unique Approach

Cacao-Trace is Puratos' **unique sustainable cocoa program and certification**, active in the Ivory Coast, Philippines and Vietnam. Cacao-Trace's holistic approach not only motivates farmers to continue to grow cocoa for generations to come, it also contributes to better quality cocoa beans.

- First, farmers receive training on good agricultural practices and harvesting techniques to **increase their yield** without needing to buy more land. A higher yield translates into a higher farmer income.
- Cacao-Trace offers cocoa farmers an additional incentive: a **premium linked to the quality of their cocoa beans**. The more farmers earn, the more motivated they will be to continue growing better quality cocoa beans. And by earning more, farmers are able to invest in their farms, skills and families.
- Last but not least, we work closely with farmers to carefully **control the bean fermentation** and drying process at our unique post-harvest centers, a vital step to ensuring superior cocoa beans.

Unfortunately, all of these actions are still not enough to bring the farmer above the poverty level. Therefore, we have created the **Chocolate Bonus**: a unique scheme to rebalance profit throughout the supply chain and safeguard the Next Generation of Cocoa Farmers.



The Chocolate Bonus

For every pound of Cacao-Trace® chocolate sold, a “Chocolate Bonus” of \$0.05 is reallocated straight back to the cacao farmers we work with.

Our Next Generation Cocoa Foundation, which is independently audited, guarantees that 100% of this chocolate bonus goes back to the farmers.

Cacao-Trace is not a charity but a sustainable approach for everyone involved. When the farmers win, we all win. For more information about Cacao-Trace visit www.cacaotrace.com today.



The Man Behind Our Technical Advisors

**An Interview with Laurent Vannieuwenhove,
National Innovation Center Manager**

Q: Laurent, how long have you been working for the Puratos Group?

A: Ten years this past June – it's amazing how time goes by.

Q: What is your current role at the Puratos Corporation?

A: I'm the National Innovation Center Manager, meaning I lead our talented team of Technical Advisors and coordinate the daily activities that occur in 1 of our 6 Innovation Centers located across the U.S.

Q: Can you elaborate more on what a Technical Advisor specifically does at Puratos?

A: Our team has 3 roles when providing technical support:

1. Inspiration in recipe development
2. Internal & external technical trainings on products & techniques
3. On-site assistance with the implementation of concepts

Once we understand what the customer is looking for, we can test, create and evaluate concepts in our Innovation Centers. Ultimately, this saves time for our customers. After a first evaluation involving the customer, we then decide to either work more on the prototypes or to finish the fine tuning at the customer's production plant and start training their teams for the implementation of the product.



Q: Did this process affect the development of the recipes for the first edition of *Vision*?

A: Absolutely. We wanted to showcase “classic” staple recipes, products you will most likely find in every bakery & pastry shop, like baguettes, croissants, snack cakes – you know, the classics. Additionally, we wanted to translate the findings from our Taste Tomorrow survey as much as possible into what we created, such as the Age of Abundance which focuses on this specific consumer expectation: Over the next 10 years, food will become more diverse. That’s how we came up with recipes inspired by our multicultural staff like the Caramel Calabaza or the Lemon Lamingtons.

Q: Speaking of inspiration – where does your team find their inspiration? Can you share any insights on the creative process you and your team follow?

A: On top of what we have observed from our Taste Tomorrow research, social media platforms are becoming more and more important as a source of inspiration – but we can’t forget the global network of Puratos Technical Advisors. On a regular basis, technical seminars are organized, bringing together Technical Advisors from all over the world where local specialties and trends are shared.

Q: How do you see the role of the Technical Advisor evolving in the future as Puratos continues to expand in the U.S.?

A: We aim to shift from an advisory position to the role of a technical partner, becoming the go-to for any product related question or support request.

Q: What do you hope readers of *Vision* will take away from this first edition and moving forward?

A: An awareness of the services we can provide our customers in order to help them grow their business. We have endless tools available; whether it is our Taste Tomorrow research, Sensobus, growing recipe database, we hope to inspire a lot of people.

recipes



**Fact**

Consumers rely on tradition & routine. Classics, like **Baguettes**, will always remain popular in the baked goods industry. Do not abandon your evergreens.

Baguette

Ingredients	%	g
Flour Bread	95	3800g
Whole Wheat Flour	5	200g
Water	70	2800g
Salt	2	80g
O-tentic Durum	4	160g

Working Method:

- **Mixing Spiral:** 5 minutes 1st speed;
6 minutes 2nd speed
- **Dough Temperature:** 78-81°F
- **Bulk Fermentation:** 30 minutes
- **Scale:** 12oz, pre-shape & then shape to 21 inches long
- **Intermediate Proof:** 10-15 minutes
- **Make Up:** Baguette
- **Final Fermentation:** 75-90 minutes, 90°F, 80% humidity
- **Decoration Before Baking:** Dust with flour and 5 diagonal cuts
- **Oven Temperature:** Deck oven at 450°F, then drop to 425°F and open vent during the last 5 minutes.
- **Baking Time:** 20-22 minutes
- **Steam**

**Tips & Tricks**

Want to be even more creative?
Use our NEW **Deli Dulce de Leche** for a Latin twist!

Caramel Calabazza

Ingredients	%	g
Water	48	1008g
Fresh Yeast	1.5	31.5g
Tegral Soft'r Sweet Bread	100	2100g
Sunset Glaze	-	-
Deli Caramel	-	-

Working Method:

- **Mixing Spiral:** 5 minutes 1st speed;
12-15 minutes 2nd speed
- **Dough Temperature:** 78-81°F
- **Bulk Fermentation:** 30 minutes
- **Scale:** 3oz
- **Intermediate Proof:** 10 minutes

After Baking:

- Cut the bun as seen in the picture above

- **Make Up:** Round
- **Final Fermentation:** 75 to 90 minutes,
90°F, 80% humidity
- **Decoration Before Baking:** Spray with **Sunset Glaze**
- **Convection Rack Oven:** 380°F
- **Baking Time:** 15-18 minutes
- **Steam**

- Fill with **Deli Caramel** and dust with powdered sugar



Ciabatta

Ingredients	%	g
Flour	70	2100g
Durum Flour	30	900g
Water	80	2400g
Salt	2	69g
Olive Oil	3	90g
O-tentic Durum	4	120g

Working Method:

- **Mixing Spiral:** 5 minutes 1st speed, 10 minutes 2nd speed
- **Dough Temperature:** 78-81°F
- **Bulk Fermentation:** 90 minutes
- **Intermediate Proof:** None
- **Make Up:** Ciabatta 2x6
- **Final Fermentation:** 30-40 minutes at room temperature
- **Decoration Before Baking:** As desired
- **Bake in a deck oven:** 450°F, then drop to 425°F and open vent during last 5 minutes
- **Baking Time:** 15-18 minutes
- **Steam**

**Did you know?**

83% of consumers around the world find wholegrain wholemeal healthy **AND** wholegrain has been the #1 claim during the last 3 years in all product launches.

Whole Wheat Multigrain Loaf

Ingredients	%	g
Flour	70	3500g
Whole Wheat	30	1500g
Water	55	2750g
Salt	1.5	75g
Fresh Yeast	3	150g
Softgrain Multigrain	40	2000g
S-500 Green	1.5	75g

Working Method:

- **Mixing Spiral:** 4 minutes 1st speed, 6 minutes 2nd speed
- **Dough Temperature:** 78-81°F
- **Bulk Fermentation:** 15 minutes
- **Scale:** 450 gr
- **Intermediate Proof:** 15 minutes
- **Make Up:** Loaf or round
- **Final Fermentation:** 75-90 minutes, 90°F, 80% humidity
- **Decoration Before Baking:** Cut as desired
- **Bake in a deck oven:** 425°F, then drop to 380°F and then open vent in the last 5 minutes
- **Baking Time:** 30-35 minutes
- **Steam**

**Fact**

66% of American consumers expect more **food innovation** by the year 2025.

Lemon Lamingtons

Recipe

Tegral Satin Supreme Dark Chocolate Crème Cake	1000g
Liquid whole eggs	350g
Oil	300g
Water	225g

Process:

Mix eggs with **Tegral Satin Supreme Dark Chocolate Crème Cake** for 1 minute on low speed, then 3 minutes on medium speed with the paddle attachment. Add oil & water and mix 1 minute on low speed, scrape & mix again for 3 minutes on low speed.

Assembly:

Spread batter in a frame approximately ½ inch thick. Bake in a deck oven at 370°F for approximately 22-24 minutes. Allow to cool and freeze.

Cut into cubes while frozen and inject with **Deli Citron**. Enrobe in **Carat Decorcrem Dark SH** and coat with desiccated coconut.

**Fact**

80% of American consumers rank the 'pimp my cake' concept as very relevant and would definitely buy at an offering store.

Double Chocolate Loafcake

Recipe

Tegral Satin Supreme Dark Chocolate Crème Cake	1000g
Liquid whole eggs	350g
Oil	300g
Water	225g

Tips & Tricks

'Pimp my cake' is a patisserie shop concept that proposes a wide variety of personalized fresh and delicious patisserie items. Consumers can customize their own Loafcake by choosing the texture & inclusions that make it.

Process:

Mix the eggs with **Tegral Satin Supreme Dark Chocolate Crème Cake** for 1 minute on low speed, then 3 minutes on medium speed with the paddle attachment. Add oil & water; mix again for 1 minute on low speed, scrape & mix for 3 minutes on low speed.

Assembly:

Pour 400g of batter into aluminium baking moulds & bake in a deck oven at 365°F for approximately 40-45 minutes. When completely cooled down, melt **Belcolade NH Ganache** with 3% water. Add chopped nuts to ganache & coat loaf cake.



Did you know?

57% of American consumers say they **prefer quality** over a cheaper price.

Mini Caramel Pecan Pie

Recipe

Deli Caramel	450g
Liquid whole eggs	160g
Milk	50g
Pecan pieces (Toasted)	180g

Process:

Mix all ingredients together until smooth.

Assembly:

Fill par-baked shells with 60-65g caramel pecan and bake for approximately 15 minutes in a 350°F rack oven/370°F in a reel oven.

Allow to cool completely & finishing with a drizzle of **Carat Coverlux Dark SH** & toasted pecans.

**Fact**

65% of consumers around the world would find it interesting if bakeries shared more about their traditions.

Strawberry Cobbler

Recipe: Cake Batter

Tegral Satin CL Silver Crème Cake	1000g
Liquid whole eggs	350g
Oil	300g
Water	225g

Process:

Mix eggs with **Tegral Satin CL Silver Crème Cake** for 1 minute on low speed, then again for 3 minutes on medium speed with the paddle attachment. Add oil & water and mix for 1 minute on low speed, scrape & again, mix for 3 minutes on low speed.

Assembly:

Fill a 9 inch par-baked graham pie crust with 400g cake batter. Pipe generous dots of **Topfil Plus Strawberry** in the cake & top with frozen crumble. Bake in a deck/reel oven at 356°F for approximately 45 minutes. Allow to cool completely & decorate with **Puratop White 'N Shiny**.

Recipe: Crumble

Tegral Satin CL Silver Crème Cake	800g
Almond flour	200g
Butter	250g
Orange zest	1 pcs

Process:

Mix **Tegral Satin CL Silver Crème Cake** with almond flour, orange zest and butter until a crumbly texture forms. Freeze until needed.



Did You Know?

Since 1932, Biscoff cookies have been Europe's coffee break favorite. The cookie is traditionally made in Belgium to celebrate weddings, births and other special occasions.

Biscoff Cookie Bark

Recipe

Carat Coverlux Milk SH	Desired Amount
Biscoff Cookies	Desired Amount

Process:

Scoop desired amount of **Carat Coverlux Milk SH** into bowl. Place bowl in microwave. Set the time for 1 minute on full power.

Remove bowl from microwave & stir with spatula. Place bowl in microwave. Set the time for 1 minute at 50% power.

Remove bowl from microwave and stir with spatula. Check the temperature with the thermometer, which should read between 115-122°F.

Once melted, pour layer of **Carat Coverlux Milk SH** in sheet tray and smooth.

Place tray in cooler for 4 minutes at -3 to -10°F. Then, remove tray.

Break up Biscoff Cookies and spread evenly on tray. Tap tray on counter and place in cooler for 7-8 minutes at -3 to -10°F.

Remove tray from cooler.

Assembly:

Invert tray on parchment paper to release product. Break product into pieces.



Fact

Carat Decorcrem Dark SH is Cacao-Trace certified, meaning a seriously delicious compound sourced from a sustainable and transparent cocoa supply chain. **Cacao-Trace** is Puratos' certification program based in the Ivory Coast, Philippines & Vietnam, which you can read more about on pages 7 & 8.

Malaga

Recipe

Carat Decorcrem Dark SH	-
Tegral Satin Crème Cake	1000g
Water	220g
Liquid whole eggs	350g

Butter – soft	300g
Vanilla Pod	1 piece
Dark Rum	As needed
Raisins	160g

Process:

Soak raisins in the rum overnight. Drain before adding the raisins to the batter.

Mix the **Tegral Satin Crème Cake** and eggs for 1 minute on slow, and then 3 minutes on medium speed.

Add the water, vanilla seeds and soft butter; mix for 1 minute on slow, scrape bowl, and mix again on slow for 3 minutes.

Lastly, add the drained raisins.

Assembly:

Pipe 3/4 of the batter into a rectangular silicone mold. Mold should be 4 x 56cm.

Then, bake in a convection/rack oven at 340°F.

After 20 minutes, place a tray on top of batter.

Once done baking, cool down and freeze batter.

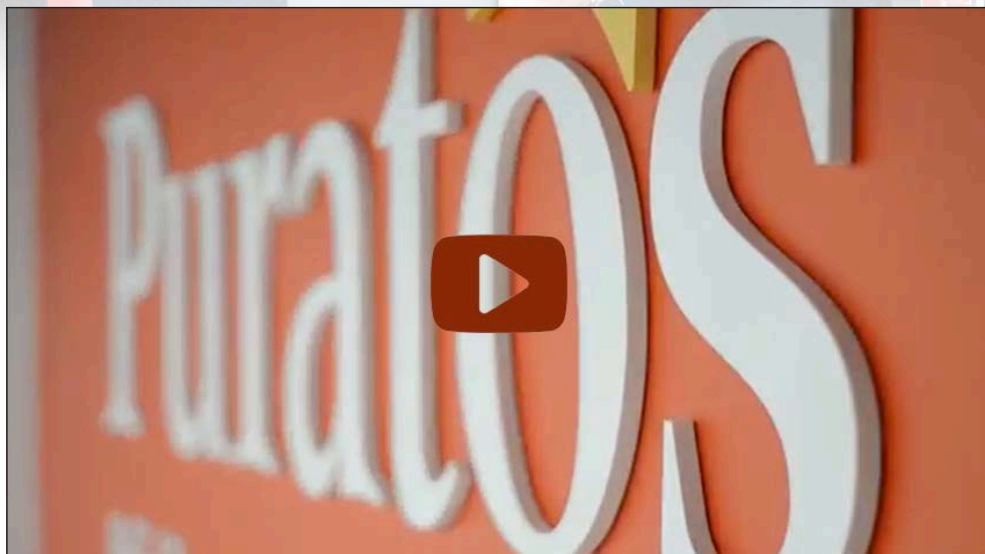
After the batter freezes, demold it and cut into portions of 4" long. Then, stick on a licorice stick.

Dip into **Carat Decorcrem Dark SH**, warmed at 120°F.

Finally, sprinkle smoked salty almonds on top.

RETURNING TO OUR ROOTS: The Boston Innovation Center

Puratos Opens Regional Office & New Innovation Center in Boston, MA





Returning to our Roots—The Boston Innovation Center.

Innovation Centers are at the heart of Puratos. It's where we inspire our customers with new ideas, finished goods and technical solutions and where we train our own teams. Keeping with this passion, a brand new facility has been built to better serve the rapidly expanding Boston market and our New England customers. A commemoration ceremony took place on Thursday, September 7th, 2017 in Norwood, MA. The investment includes new offices and a state of the art, 5,300 square foot Innovation Center, furnished with the latest equipment.

Our customers were welcomed into the facility by our Sensobus and participated in a sensory analysis, which is used to target demographics, determine preferences and understand consumer buying habits across the U.S. This was followed by a ceremonial ribbon cutting where the global and regional management team (Daniel Malcorps, Karel Zimmermann, Francis D'Hoore, George Rodier and Christelle Hebert) inaugurated the new building.

The group began their tour with an introduction to Taste Tomorrow on our interactive smart television. Guests were then given a background on our stories surrounding our values & principles and Cacao-Trace. This was followed by a product showcase in the new Innovation Center, where INC Supervisor, Johannes Haraldsson, along with a team of other technical advisors, presented Puratos bakery, patisserie and chocolate products.

The group finished their tour with a bread and beer pairing before proceeding into the cocktail reception. It was here that Puratos Group CEO, Daniel Malcorps, revealed that it is not Cherry Hill, NJ, but Boston, MA where Puratos USA began its journey almost 40 years ago.

At Puratos, our mission is to help our customers become even more successful with their business as we continue to implement our new regional approach and rapid expansion in the largest urban areas of the United States. With this new Innovation Center, we want to inspire our customers with new ideas based on consumer expectations, provide support in the development of their products and help solve technical challenges, all while embracing a fully digital approach, from invitation to follow up, from video conferencing to linking the virtual innovation center and more. One of the many investments Puratos Corporation is making nationwide, we are excited to partner with our Boston and New England customers to ensure our future mutual success.

By Christelle Hebert
Boston Branch Manager

Puratos at a Glance

facts & figures update 2017

Our Mission

At Puratos, we are close to customers & consumers everywhere. We turn technologies and experiences from food cultures around the world into new opportunities to help our customers be more successful with their business.

Our Vision

We believe that people will attach more and more importance to the quality of their food in the future. Therefore, we are committed to offering products that combine taste and nutritional value and, as a result, contribute to consumers health and eating pleasure, in the most convenient way.

100% committed

Safety and health

We guarantee our employees a healthy working environment in which training and safety promotion is an essential part of the way we work. We are committed to producing and distributing products that meet international food safety requirements.

Quality

Striving for the highest certification level within a GFSI (Global Food Safety Initiative) recognized standard for all production sites.



Sustainability

Member of RSPO and certified for Mass Balance. Puratos also launched Cacao-Trace, our unique sustainable cocoa programme and certification, to secure long-term cocoa production in Ivory Coast and Vietnam and to ensure that chocolate can be enjoyed for many years to come.



Learn more about our vision and check out our whole range of Puratos products!



Contact your local
Puratos sales
representative or visit
www.puratos.us

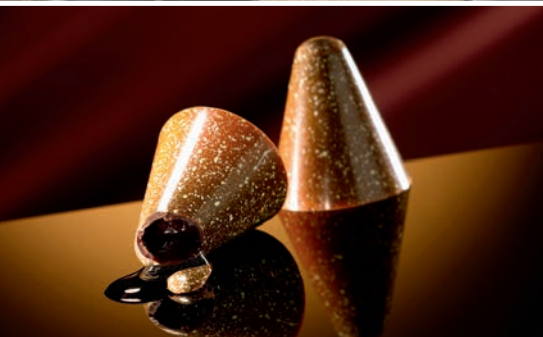
Key Facts & Figures:

Puratos USA

- Over **732** employees in the U.S.
- Headquarter's located in **Cherry Hill, NJ**
- **4** Production sites & 6 branches
- **6** Innovation Centers
- Steady growth with **\$334** million in sales for 2016

Puratos Group

- Family owned since **1919**
- **7,600** employees worldwide
- Subsidiaries in **69** countries
- **59** Production Plants
- 498 Technical Advisors & **484** Researchers
- Steady growth with **\$2** Billion in worldwide sales for 2016
- **2.2%** of revenue invested in research & development



Puratos



Reliable partners in innovation