

Inspiration for bakers, patissiers & chocolatiers.
Edition 2 - May 2018

2nd
Edition!



**Organic Amber
Grain Pan Loaf**
See recipe inside pg. 14



**Whole Grain Raspberry
Filled Cookies**
See recipe inside pg. 15



Raspberry Bliss
See recipe inside pg. 22

A MESSAGE FROM OUR VICE PRESIDENT OF MARKETING, ALEJANDRO TOVAR



Dear Valued Customers,

We are delighted to present to you the **Second Edition of Vision Magazine!** In this edition, we are focusing on a variety of products that have been created to generate value for your business while addressing the following needs: innovation, cost and efficiency.

Based on our global *Taste Tomorrow* findings, at Puratos we believe that *The Future of Bread Lies in its Past*. Therefore, we have developed a range of Living Sourdoughs that are the result of more than 20 years of experience in natural fermentation. Additionally, we have started a national series of events called *The Quest for Sourdough Roadshow* in which we travel across the USA to share our vision and how we can support you in developing the best Artisan Style bread. *The Quest for Sourdough* also has an online platform where all sourdough enthusiasts around the world can join us on our journey and share their passion for natural fermentation. Make sure you visit www.thequestforsourdough.com to learn more about it!

As part of our Clean(er) Label initiative, we have developed two new products. One is Vivafil, the first preservative-free fruit filling in the market that offers great flavor while ensuring versatility due to its bake stability. The other is Satin Silver CL Layer Cake Mix – an unbleached flour layer cake mix. This product is based on proprietary technology and was recognized by the American Society of Baking with a 2018 Innovation & Nutrition Award.

Finally, in 2018 we are celebrating 30 years of Belcolade – The Real Belgian Chocolate. To celebrate this milestone, we have expanded our range, focusing on our Cacao-Trace sustainability program. Starting this year, Belcolade Selection Cacao-Trace dark and milk chocolates will be available in the market.

We hope you enjoy this issue and find inspiration within these pages that will help you be more successful with your business.

Sincerely,
Alejandro Tovar
Puratos Corporation

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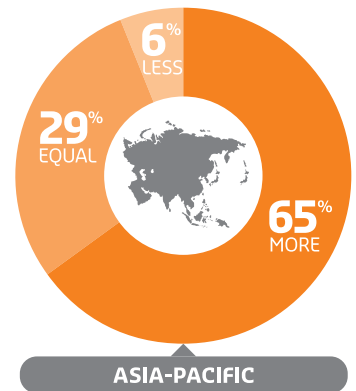
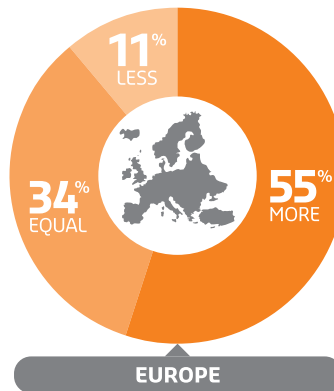
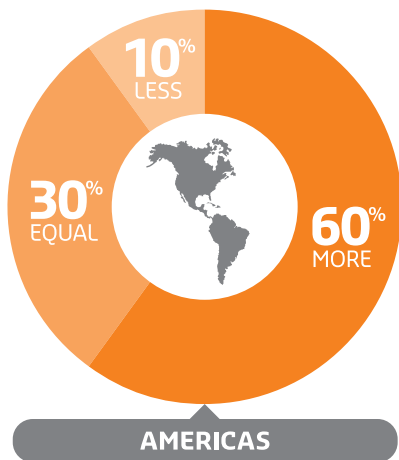
Who are we? Find out!



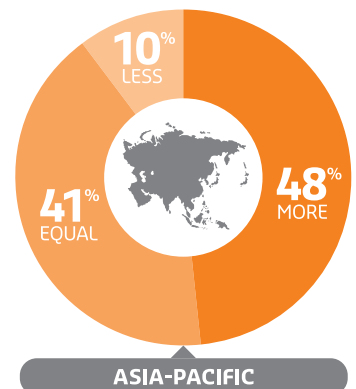
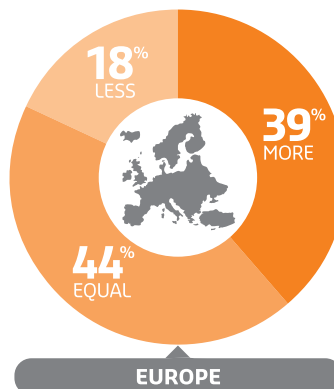
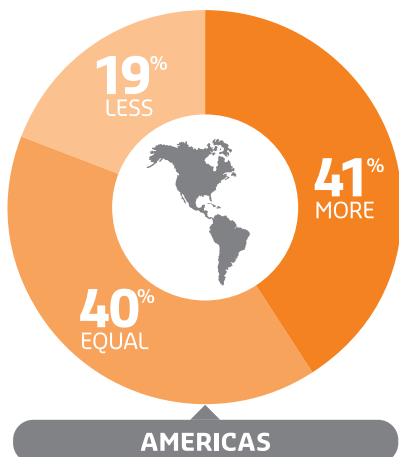
IT'S THE AGE OF ABUNDANCE

Across the globe, consumers have high expectations for food of the future. In the next 10 years people expect food to become abundantly available in more varieties and ready to meet their daily needs in terms of convenience.

Consumers foresee a **MORE DIVERSE** food offering (**VARIETY**) in 2025

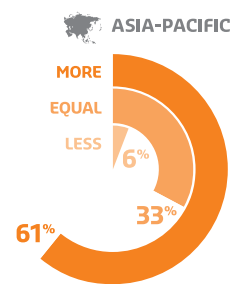
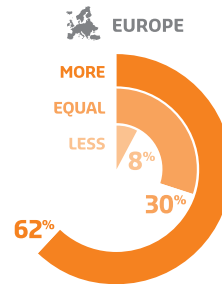
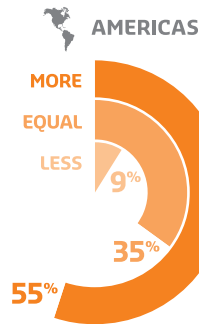


Consumers believe that **FOOD** will become **AVAILABLE EVERYWHERE AT ANY TIME** in 2025

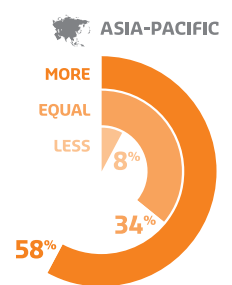
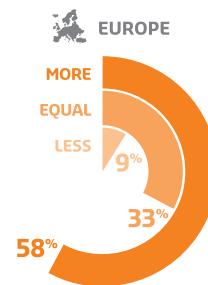
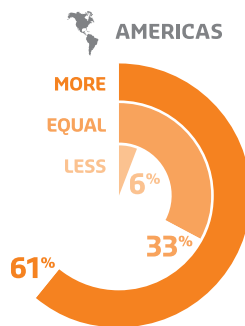




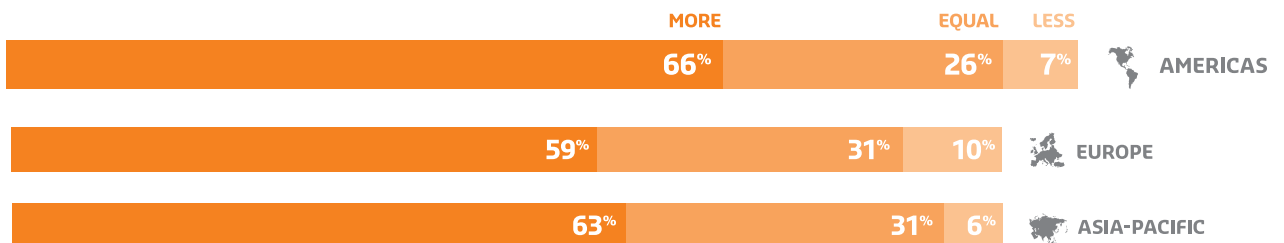
Consumers expect more **READY-MADE FOOD** in 2025



ON-THE-GO is an integral part of the future of food



More **FOOD INNOVATION** is expected in 2025



In 2025 consumers expect the **FOOD OFFERED** to be more **GLOBALIZED**



Stay tuned for the **NEXT EDITION** of vision for more **TASTE TOMORROW** insights!

Celebrating 30 Years of Belcolade

The Real Belgian Chocolate

Mention Belgium and many people, from different walks of life and different regions of the world will immediately think of one thing: Chocolate.

This year Belcolade – The Real Belgian Chocolate – is celebrating 30 years of passion, taste & innovation. In the 1980's, while other major chocolate companies in Belgium were being bought by foreign groups, Puratos decided to safeguard one of Belgium's most precious gastronomic heritages. Thus, in 1988, Belcolade was born, the name being a combination of Belgium and chocolade (chocolate in Dutch).

Belcolade chocolate is not just another brand of chocolate. It is the fruit of people who share one common passion: great taste.

What makes Belcolade chocolate unique?

Consumer demand for quality is growing, and for us at Belcolade, there is no surer sign of quality than taste.

All Belcolade chocolates are made from carefully selected cocoa beans, using only pure cocoa butter and natural vanilla. They are exclusively manufactured in our Erembodegem plant in Belgium, according to the traditional Belgian production process of mixing, grinding, conching and tempering. It is a process our specialists have perfected overtime.



During grinding, a five-roll refiner reduces the particle size of the ingredients to 20 microns to ensure a smooth, melting mouthfeel. The long conching process provides Belcolade chocolates with enough time to develop their multidimensional flavor facets – hence their exquisite taste. Being produced in a single and unique plant guarantees true quality & consistency, batch after batch, for years and years to come.



Celebrating 30 Years of Belcolade

The Real Belgian Chocolate

Belcolade: The Ultimate Experience

Since Belgian chocolate enjoys a truly global reputation, we wanted to share our knowledge and heritage with you – our customers. As such, we created the *Belgian Chocolate Experience*, an event which took place in the Choco-Story Museum in Manhattan, NY, on February 20th, 2018.

During this exciting and indulging night, customers went on a journey through time to discover the origins of chocolate, and its voyage to become the most popular treat in history! In a unique environment, extraordinary recipes and stories about Belcolade, The Real Belgian Chocolate, were revealed. Additionally, world-renowned chocolatier, Stéphane Leroux, brought to life unique masterpieces inspired by Belcolade and his new book, *Bleu Chocolat*.



The Future of Belcolade

As you can see, Belcolade has a fascinating and unique history, filled with many characters, places, people and passion; a passion for great taste shared by chocolatiers, bakers & patissiers for many more years to come.

We look forward to another 30 years – at the very least – of great cooperation between Belcolade and our highly valued customers. Because when you have to select which chocolates to work with, the unique taste of Belcolade will speak for itself.

By Jessica Blondeel
Product Manager, Chocolate



The Future of Bread Lies in its Past

The Story of Sourdough



Consumer research over the last few years has indicated that consumers around the world want good, tasty, high-quality breads. In order to meet this need, Puratos decided to develop the Best Bread for the Future. However, this was not an easy task since every individual has a different definition of what the Best Bread of the Future and its characteristics are.

As a result, our executive board, joined by futurist Anne-Marie Dahl, conducted a consumer study and came to this astonishing conclusion: The Future of Bread Lies in its Past!

Why this conclusion?

When we asked consumers to describe their favorite breads, they continuously referred to bread from the good ol' days, when grandma pulled it fresh out of the oven and onto the kitchen table. Unfortunately, there was no consensus about how this bread tasted or what it even looked like!

For that reason, we contacted cultural anthropologists to help us define what bread of the good ol' days looked like, going back in time thousands of years through the history of bread.... 50 years...200 years...1000 years....2000 years! Eventually, they could not go back any further as the invention of bread had even preceded the invention of written language!

The book of Satires, written by Horace in the year 37 BC, and one of the oldest documents in existence, alluded to the best bread being Altamura bread from the Puglia region of Italy. When we went to Altamura and consulted University of Bari Professor and Bread expert, Marco Gobetti, he informed us that throughout history bread was primarily made with four key ingredients: water, flour, salt and sourdough.... no yeast! In fact, yeast was not discovered until 1857 by Louis Pasteur, so sourdough was most often used, providing fantastic flavor, great texture and a longer time of freshness.

The Future of Bread Lies in its Past

The Story of Sourdough

What does this mean for the future of bread?

It's a fact that Horace did not taste the numerous breads of Mexico, Russia, Iran, France and more, but his claim about Altamura bread has revealed that sourdough breads were a result of local fermentation of local microorganisms and local climate.

In the case of Altamura, up to 400 microorganisms could have possibly been responsible for this great fermentation and thus, the profile of this bread. Therefore, Puratos collected these microorganisms, tested them in breads, had them evaluated by consumers through our sensory analysis research and as a result, 40 microorganisms compatible with today's taste preferences were retained. It is on the base of this work that O-tentic was created, and the Sourdough Library was developed.

Interested in joining the tradition and creating the future? Discover the fantastic world of sourdough at www.puratos.us/thefutureofbread

We are convinced that The Future of Bread Lies In Its Past, and with this, we will help our customers create tasteful and high-quality breads that remind consumers of the good ol' days.

The Quest for Sourdough

Puratos has recognized the wonderful bread diversity all around the world and has decided to protect it against the globalization trend. At the Puratos Center for Bread Flavor in Belgium is the very first Sourdough Library, where we have physically collected over 87 different strains of sourdough from around the world. But there's always room for more...

That's why we started The Quest for Sourdough, a project that lets us hear how you got started baking sourdough, who taught you your family recipe and why it's so unique, keeping it alive for future generations.

This is where you come in. [Click here to find out more about The Quest for Sourdough and how to add your own strain of sourdough!](#)

By Michael Gleason
Product Manager, Bakery Flavors



recipes



**Did you know...?**

We recently launched **Sapore Adelia**, a liquid living wheat sourdough, with its origins in France. According to legend, the French acquired this sourdough from the Greeks on their trading missions.

Large Family Loaf

| Ingredients | % | lbs |
|-------------------|-----|------|
| Bread Flour | 90 | 9 |
| Whole Wheat Flour | 10 | 1 |
| Water | 55 | 5.5 |
| Salt | 2 | .2 |
| Fresh Yeast | .75 | .075 |

| | | |
|-----------------------------|-----|-----|
| Sapore Adelia | 30 | 3 |
| S500 Green Acti-Plus | 1.5 | .15 |

Working Method:

- **Mixing Spiral:** 5 minutes 1st speed; 5 minutes 2nd speed
- **Dough Temperature:** 78-80°F
- **Bulk Fermentation:** 120 minutes at ambient temperature
- **Scale:** 40 oz
- **Intermediate Proof:** 30 minutes at ambient temperature
- **Make Up:** Pre-shape long form, relax 30 minutes, then put “as is” on a flour dusted wood board
- **Final Fermentation:** Room temperature for 2 hours, then 45 minutes at 100°F, 80% humidity
- **Decoration Before Baking:** Dusted flour, then cross cut
- **Oven temperature °F:** 450°F, drop to 370°F
- **Baking Time:** Steam for 15 seconds and bake for 45 minutes in a deck oven. Open vent during last 10 minutes.



Fact

Wheat sourdough is at the source of risen bread and can be used to produce many varieties of baked goods like baguettes, loaves & dinner rolls. This way you can capitalize on your classics using only one sourdough starter!

Adelia's Crown

| Ingredients | % | lbs |
|-----------------------------|------|------|
| Bread Flour | 100 | 10 |
| Water | 60 | 6 |
| Salt | 2 | .2 |
| Fresh Yeast | 1.25 | .125 |
| Sapore Adelia | 25 | 2.5 |
| S500 Green Acti-Plus | 2 | .2 |

Working Method:

- **Mixing Spiral:** 5 minutes 1st speed, 5 minutes 2nd speed
- **Dough Temperature:** 76-80°F
- **Bulk Fermentation:** 120 minutes at ambient temperature
- **Scale:** 9 pieces at 3 oz each
- **Intermediate Proof:** 30 minutes at ambient temperature
- **Make Up:** Using rise flour, dust working surface, and flatten down one roll. Then, round extra 8 rolls on top

of the first roll. Finally, cut the flat portion so it sticks to each individual roll

- **Final Fermentation:** Overnight, then the following day an hour at room temperature, then 45 minutes 100°F, 80% humidity
- **Decoration Before Baking:** Turn upside down
- **Oven temperature °F:** 450°F, then drop down to 420°F
- **Baking Time:** Steam for 10 seconds and bake for 25 minutes in a deck oven. Open vent during last 5 minutes



Did you know...?

Sapore Oracolo is one of our newest, liquid, living sourdoughs originating from France. According to the traditional French bread culture, grapes or bran were soaked in water, and then mixed with flour to start the 'levain' fermentation. The microorganisms naturally present on the grapes start the fermentation and promote the development of fruity flavors. **Sapore Oracolo** is the very definition of traditional fermentation.

Cider Mill Raisin Pull Apart

| Ingredients | % | Lbs |
|----------------|------|------|
| Bread Flour | 100 | 10 |
| Apple Cider | 55 | 5.5 |
| Salt | 2 | .2 |
| Sugar | 6 | .6 |
| Butter | 6 | .6 |
| Pumpkin Spice | 1.25 | .125 |
| Golden Raisins | 25 | 2.5 |

| | | |
|------------------------|----|----|
| Sapore Oracolo | 20 | 2 |
| O-tentic Origin | 3 | .3 |

Working Method:

- **Mixing Spiral:** 5 minutes 1st speed, 5 minutes 2nd speed. Fold in raisins on 1st speed after full dough development
- **Dough Temperature:** 76-78°F
- **Bulk Fermentation:** 15 minutes at ambient temperature
- **Scale:** 2.8 oz
- **Intermediate Proof:** None

- **Make Up:** Make up rolls, put 7 pieces on a sheet pan
- **Final Fermentation:** 90 minutes at 100°F, 80% humidity
- **Decoration Before Baking:** Sunset glazed
- **Oven temperature °F:** 380°F
- **Baking Time:** 18 minutes



Tips & Tricks

When you use a bread improver like **S500 Organic**, it can have an incredible impact on the consistency of your crusty breads volume! Don't believe us? Sometimes you need to see it to believe it: <https://bit.ly/2qDiLgU>

Organic Amber Grain Pan Loaf

| Ingredients | % | lbs |
|-----------------------|-----|-----|
| Organic Bread Flour | 100 | 10 |
| Water | 53 | 5.3 |
| Organic Salt | 2 | .2 |
| Organic Oil | 4 | .4 |
| Organic Sugar | 6 | .6 |
| Organic Fresh Yeast | 2 | .2 |
| Sapore Oracolo | 20 | 2 |

| | | |
|--------------------------------------|------|-------|
| Softgrain Amber Grain Organic | 40 | 4 |
| S500 Organic | .5 | .05 |
| Intens 5-40B | .075 | .0075 |

Working Method:

- **Mixing Spiral:** 5 minutes 1st speed, 5 minutes 2nd speed
- **Dough Temperature:** 76-78°F
- **Bulk Fermentation:** 15 minutes at ambient temperature
- **Scale:** 19.4 oz
- **Intermediate Proof:** 15 minutes at ambient temperature

- **Make Up:** Pan loaf shape, add seeds on top as needed
- **Final Fermentation:** 120 minutes at 100°F, 80% humidity
- **Decoration Before Baking:** 3 cuts
- **Oven temperature °F:** 400°F, drop to 380°F
- **Baking Time:** 32 minutes



Fact

Vivafil is our brand new, versatile, great-tasting and preservative free fruit filling. When using **Vivafil**, you're giving your customers the taste of grandma's homemade jam with the shortest and cleanest label without apples as fillers! Interested in learning more? Check out www.puratos.us/vivafil today!

Whole Grain Raspberry Filled Cookie

| Recipe | |
|--------------------------------------|-------|
| Tegral Satin WG Crème Cake | 1200g |
| Unsalted butter – room temperature | 360g |
| Eggs | 240g |
| Softgrain Amber Grain Organic | 200g |

| | |
|-----------------------------|------|
| Raisins | 200g |
| Dried cranberries (chopped) | 200g |
| Vivafil Raspberry | 100g |

Process:

Mix the **Tegral Satin WG Crème Cake** mix and butter together and slowly add the eggs.

When you obtain dough, incorporate the fruits and **Softgrain Amber Grain Organic**.

With an ice cream scoop (35g) make balls and make a hole in the middle of each.

Fill with 5g of **Vivafil Raspberry**. Close the cookie and turn upside down.

Bake at 356°F for approximately 17 minutes on a double tray.



Did you know...?

Cheesecake isn't only a dessert BUT can be used as trendy flavor for a large range of finished goods! Our highly bake stable filling inspired by the American classic will help you optimize your production efficiency for both long & short shelf life applications.

Cheesecake Brownies

| Recipe | |
|---------------------------------|-------|
| Tegral Homestyle CL Brownie Mix | 1000g |
| Oil | 100g |
| Water - hot | 138g |
| Water - hot | 138g |

Process:

Mix the brownie mix with the oil and first water. Mix for 1 minute on low speed. Add the second water and mix for 1 minute on low speed, scrape down the bowl, and mix an additional 2 minutes on low speed.

Assembly:

Pour batter into a prepared pan and then pipe parallel lines of **Deli Cheesecake Filling** approximately 1 inch apart over the entire surface of the batter. Depending on the depth of the pan used, this recipe will fill one 8"x 8" or 10"x 10" pan.

Use a paring knife to marble the filling into the batter.

Bake in a 325°F rack oven or a 350°F deck oven for approximately 30-40 minutes (depending on pan size).

Remove from oven and allow to cool completely. De-pan and cut into squares.



Key Lime Mojito Celebration Cake

Recipe: White Layer Cake

| | |
|--|-------|
| Easy Satin Silver CL White Layer Cake | 1000g |
| 1 st Water | 500g |
| Vegetable Oil | 225g |
| Sugar | 430g |
| 2 nd Water | 500g |

Process:

Mix **Easy Satin Silver CL White Layer Cake** and 1st water together for 1 minute on low speed and then for 5 minutes on medium speed.

Add oil and sugar and mix for 1 minute on low, scrape and then mix 5 minutes on medium.

Add 2nd water and mix for 1 minute on low, scrape and then mix 1 minute on low.

Bake 425-450g in 7" rings at 330°F for 30 minutes in a rack oven

Recipe: Vanilla Cream Filling

| | |
|-------------------------------|-------|
| Talento CL Custard Mix | 300g |
| Ice-cold water | 600g |
| Vanilla seeds | ½ pod |
| Heavy Whipping Cream | 450g |

Process:

Whip **Talento CL Custard Mix** with water and vanilla for 1 minute on low, scrape, then mix for 3 minutes on high. Add heavy whipping cream and whip to a firm, pipeable texture.



Key Lime Mojito Celebration Cake continued

Recipe: Key Lime Mojito Filling

| | |
|-----------------------------|------|
| Deli Key Lime | 200g |
| Fresh Mint – finely chopped | 5g |
| Rum – Barcadi® white | 50g |

Process:

Mix ingredients together.

Assembly:

Cut the layer cakes in half after removing the dome top.

Pipe vanilla cream filling between the two layers.

Then, pipe a swirl of key lime mojito filling on top of the second layer, leaving 1.5" from the edge free.

Swirl with rum glaze.

Pipe vanilla cream around the edge.

Decorate.

Tips & Tricks

You can swap out **Deli Key Lime filling** for **Deli Citron**, offering your customers more diversity and an alternative summer recipe!

Recipe: Rum Glaze

| | |
|----------------------|------|
| Miroir Neutre | 200g |
| Rum – Barcadi® white | 20g |

Process:

Mix ingredients together.



Fact

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

Cinnamon Cheesecake Roll

| Recipe | % | g |
|--------------------------------|-----|------|
| Water | 44 | 880 |
| Fresh Yeast | 1 | 20 |
| Soft'r Sweet Bread | 100 | 2000 |
| Intens Fresh 2-40 | .3 | 6 |
| Sunset Glaze | | |
| Deli Cheesecake Filling | | |

Filling:

Laminate the dough; then after it chills, make sure the final thickness gets to 2.5 mm. Add 1000g **Tegral Cinnamon Smear**, 150g oil, 350g hot water

Working Method:

- **Mixing Spiral:** 2 minutes on 1st speed, 14-16 minutes on 2nd speed
- **Dough Temperature:** 80-84°F
- **Bulk Fermentation:** 15 minute
- **Scale:** 65g
- **Intermediate Proof:** 2 hours in the fridge to chill
- **Make Up:** Cinnamon Cheesecake Roll
- **Final Fermentation:** 75-90 minutes at 100°F, 80% humidity
- **Decoration Before Baking:** Sunset Glaze/Deli Cheesecake Filling
- **Oven temperature °F:** 350°F in a rack oven
- **Baking Time:** 12 minutes



Tips & Tricks

Make sure that the dried ingredients are well coated with **Carat Coverlux Milk SH** for a longer shelf life.

Clusters

| Recipe | |
|-------------------------------|------|
| Hazelnuts | 600g |
| Pistachios | 200g |
| Corn Flakes Cereal | 100g |
| Carat Coverlux Milk SH | 800g |
| Water | 100g |
| Sugar | 240g |

Process:

In a pan, boil the water and sugar to 245°F. Add the hazelnuts and pistachios.

Take the pan off of the heat and mix until the sugar becomes dry and hard (crystallized).

Once pistachios and hazelnuts have cooled down, heat and mix continuously to allow sugar to caramelize around the nuts.

When the nuts are well caramelized, spread them on a baking paper and try to separate them as much as possible.

When they are cooled down, mix with the Corn Flakes cereal.

Melt the **Carat Coverlux Milk SH** to 113°F, and allow it to cool down to 95°F. Then, mix all ingredients together.

Use an ice cream scoop to scoop clusters onto a tray with baking paper.



Belgian Chocolate Mousse With Pearls

Recipe: Chocolate Mousse

| | |
|---------------------------------|------|
| Belcolade Selection Noir | 260g |
| Cream 35% | 350g |
| Water | 60g |
| Organic Cane Sugar | 100g |
| Eggs | 50g |
| Egg Yolks | 100g |

Process:

Melt the **Belcolade Selection Noir**. Whip the cream until it's soft. Boil the water and sugar to 250°F. Whip the eggs and egg yolks and add the sugar syrup very slowly. Whip to a light composition at 219° F. Mix 1/3 of the cream into the melted chocolate, and then incorporate the egg mixture. Add the rest of the whipped cream.

Recipe: Shiny Finishing

| | |
|--------------------------------|-----------|
| Arabic gum based shining agent | as needed |
|--------------------------------|-----------|

Process:

Process and dosage depends on the brand and type of shining agent used.

Recipe: Dragées for Decoration

| | |
|--|------|
| Mini Puffed Rice (2mm) | 200g |
| Belcolade Pure Prime Pressed Cocoa Butter | 50g |
| Belcolade Selection Noir or Lait | 500g |
| Belcolade Pure Prime Pressed Cocoa Butter | 100g |

Process:

Put the mini puffed rice in the Selmi Comfit panning machine. Spray 50g **Belcolade Pure Prime Pressed Cocoa Butter** progressively onto the puffed rice in the panning machine (46-54°F cooling, 50% speed). Melt the **Belcolade Selection Noir or Lait** with 100g of **Belcolade Pure Prime Pressed Cocoa Butter** to 113°F. Add this progressively to the puffed rice. Follow the correct parameters for the cooling and speed (46-54°F cooling, 50% speed). Check regularly that the balls roll nicely and have a smooth surface.



Tips & Tricks

You can make endless variations of the cake simply by changing the filling and coating. Puratos offers a full range of fillings and compound coatings sure to impress your customers!

Raspberry Bliss

| Recipe | |
|--------------------------------|-------|
| Tegral Satin Silver Crème Cake | 1000g |
| Water | 225g |
| Oil | 300g |
| Liquid whole eggs | 350g |

| | |
|--------------------------|------------|
| Vivafil Raspberry | as desired |
| Harmony Neutre | as desired |
| Carat Decorcrem White SH | as desired |

Process:

Pour the water, oil and eggs into a mixing bowl. Add the cake mix.

Mix all ingredients with a paddle for 5 minutes on medium speed.

Pipe cake batter into bundt mould until it is half-filled.

Pipe 2 circles of **Vivafil Raspberry** onto the cake batter in the mould to create a filling layer. Fill the mould with the remaining cake batter.

Bake at 356°F for approximately 45 minutes.

Glaze with the **Harmony Neutre**. Cover with the **Carat Decorcrem**.



Ultimate Chocolate Cake

Recipe: Chocolate Biscuit

| | |
|---|--------|
| Belcolade Noir Selection Cacao-Trace | 150g |
| Egg Yolks | 80g |
| Orange Zest | 1 each |
| Mascarpone | 250g |
| AP Flour (sifted) | 70g |
| Egg Whites | 180g |
| Sugar | 40g |

Process:

Mix melted **Belcolade Noir Selection Cacao-Trace** at 122°F with egg yolks, orange zest and mascarpone.

Incorporate the firm whipped egg whites with sugar and then the sifted flour.

Spread on a baking tray. (Recipe for 1 tray of 46/60 cm)

Bake for approximately 8-10 minutes at 356°F in a deck oven, with the damper closed.

Recipe: Crunch

| | |
|---|------|
| Belcolade Lait Selection Cacao-Trace | 900g |
| PatisFrance Hazelnut Praline | 180g |
| Feuillettine Flakes | 270g |

Process:

Melt the **Belcolade Lait Selection Cacao-Trace** and add the **PatisFrance Hazelnut Praline**.

Then add feuillettine.

Spread a thin layer on half of the baked and cooled chocolate biscuit. Let crystallize and cut discs 16mm in diameter.



Ultimate Chocolate Cake continued

| Recipe: Crème Anglaise for Crèmeux | |
|------------------------------------|------|
| Milk | 125g |
| Heavy Cream | 125g |
| Fresh Ginger (peeled and grated) | 3g |
| Sugar | 25g |
| Egg Yolk | 50g |

Process:

Heat all ingredients to 185°F while continuously stirring.

| Recipe: Mousse | |
|---|------|
| Heavy Cream | 250g |
| Belcolade Lait Selection Cacao-Trace | 440g |
| Heavy Cream – whipped | 350g |

Process:

Warm the cream to 176°F. Pour on the **Belcolade Lait Selection Cacao-Trace** and make a ganache.

When this ganache reaches 95-105°F, incorporate the softly whipped cream.

Assembly:

Build cakes upside down.

- Mousse in an 8-inch ring
- Biscuit with crèmeux placed in the middle
- Mousse to cover
- Biscuit with crunch to close bottom

| Recipe: Crèmeux | |
|--|-------|
| Crème Anglaise (sifted) | 300g |
| Belcolade Noir Selection Cacao-Trace | 225g |
| Belcolade Pure Prime Pressed Cocoa Butter | 22.5g |

Process:

Sift Crème Anglaise over **Belcolade Noir Selection Cacao-Trace** and **Belcolade PPP Cocoa Butter**.

Blend until homogenous using a hand mixer.

Pour 130g on top of the cake discs and let set, then freeze.

| Recipe: Chocolate Glaze | |
|---|-------|
| Milk | 300g |
| Glucose | 500g |
| Belcolade Lait Selection Cacao-Trace | 1000g |
| Miroir Neutre | 1000g |
| Gelatin Leaves | 30g |

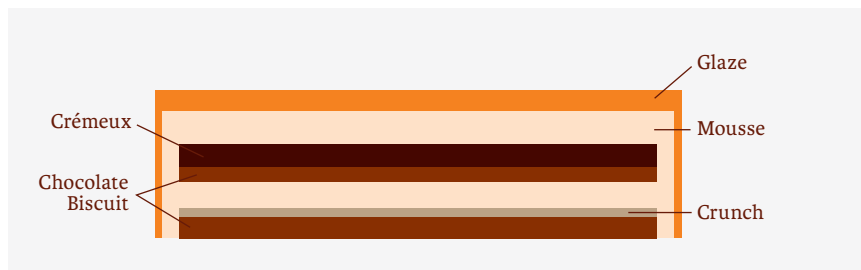
Process:

Heat milk and glucose. Add in **Belcolade Lait Selection Cacao-Trace**, pre-soaked gelatin and mix well.

Add **Miroir Neutre** and mix with hand mixer to reach a homogenous texture.

Let set in room temperature for a minimum of 12 hours

Warm to 95°F to glaze frozen entremets.



The Pacific Northwest

An Interview with Julian Lewis, General Manager-Northwest & North Central Regions of the United States.



Q: Julian, although you're new to the U.S., you're not new to the role of General Manager, correct?

A: That's right. Prior to arriving in the Pacific Northwest just over 6 months ago I was the General Manager for Puratos in the UK. I spent the last 5 years leading our business development with some great customers in England, Scotland, Wales & Northern Ireland.

Q: Wow! With that said, how long have you been with the Puratos Group?

A: I have enjoyed 10 years at Puratos – it's gone by too fast if you ask me!

Q: Can you elaborate more on what you do as a General Manager at Puratos?

A: Everything and nothing! All jokes aside, as General Manager you are the leader of your organization which means I ensure we follow and execute a coherent strategy and all departments are coordinated in their efforts to achieve our goals. However, this cannot happen without a great team of people and really supportive customers. Therefore, I spend a significant amount of time ensuring both customers and the people in my team are satisfied and fulfilled. If it all works perfectly then I have literally nothing to do.

Q: Who knew doing nothing meant you were doing a great job (*laughs*). What are you most excited for in 2018 regarding the Pacific Northwest?

A: We are making a full, no-holds barred commitment to bringing the latest developments to the Pacific Northwest. This is because we see total alignment between the local trends here and the strengths of Puratos in our new Innovations. The best examples of this are the 'Quest for Sourdough Roadshow' and our forthcoming 'Clean Label Seminar.' At both of these events we are showcasing global and local trends to/with our customers so we can help inspire them to grow their business – a true partnership. We can demonstrate many Puratos technologies and products that will fully support these trends. It is very exciting and the first 'Quest for Sourdough Roadshow' at Chateau Ste. Michelle near Seattle got tremendous positive feedback!

The Pacific Northwest

Q: Is there a particular consumer trend you see growing in your region? If so, what tools can you offer your customers that would help them capitalize on the trend?

A: I know the Pacific Northwest has always been famous for leading the way in all things healthy and sustainable. But if there are two trends that really strike me as still growing at an impressive rate, they are the demand for organic products and authentic products with provenance and a back-story. The global findings from our Taste Tomorrow research already predicted these dynamic trends and as a true global/local player we find ourselves uniquely placed to bring authentic ideas and solutions to our customers. The most explicit example of this can be seen at www.questforsourdough.com. Expect to see some amazing products being launched in the next 12 months based on our learnings from our Sourdough Quest – and many of them are certified organic too!

Q: Are you excited to bring any specific approaches or insights to the U.S. that you learned during your time in the UK? Do you see your role of General Manager evolving in the future as Puratos continues to expand in the U.S.?

A: Yes – it's all about Innovation. This may seem like an obvious answer but we need to bring practical & actionable innovation ideas to our customers. We know our products and technologies are incredibly innovative, but we have to help our customers turn these ideas into something they can sell to their customers. Nothing is sold until a consumer eats it – and comes back for more! In the UK we would set up regular 1-2-1 ideation days with our large customers, and hold mass participation seminars with smaller customers so that we could share our bread, cake and chocolate ideas with them. No one has a monopoly on good ideas, but because we are present in over 80 countries worldwide we get to see (and share) a lot of different & new concepts. This is what I am trying to bring to my customers in the Pacific Northwest.

Q: What do you hope readers of Vision will take away from this edition?

A: Passion! Basically, I love eating bread, cake and chocolate. Who doesn't? Even though this magazine is full of intriguing yet complex business ideas, at its core it is truly about delivering great bread, amazing cake and yummy chocolate to our customers, and them to theirs. That to me is the definition of exciting! If you are excited and passionate then you can achieve anything. Eat that!

Puratos Wins 2018 ASB Innovation Award

Clean(er) Label Satin Silver Layer Cake Mix Selected as Award Recipient

Consumer Aversion to Emulsifiers & Chlorinated Flour

Our proprietary research into consumer insights, Taste Tomorrow, shows us that 80% of consumers are unfamiliar with PGE/PGME's (aka emulsifiers) and therefore misunderstand what these ingredients are used for. It also shows us they associate chlorinated flour with the following potential health & environmental issues:

- Inflammation
- Toxicity
- Carcinogens

Some retailers have taken the initiative to eliminate bleached flour & emulsifiers from their acceptable ingredients lists. Knowing that bleached flour has been banned in Europe & China, Puratos anticipates U.S. legislation will soon follow & is ready to offer products as such.

Removing & Replacing Ingredients - The Science Behind It All

But it isn't as simple as removing a few ingredients – especially for layer cakes, each ingredient serves a purpose, and removing them proves a difficult feat. The functionality of ingredients such as chlorinated flour and emulsifiers are needed to ensure great quality in layer cakes. For example, chlorinated flour provides the white, fine & resilient crumb texture often preferred in layer cakes. Without either bleached flour or emulsifiers, the resulting cake is yellow in color with an open crumb and has a tendency to collapse.

Nonetheless, Puratos' patent pending technology and R&D know-how have ensured consistent cake quality with superb performance regarding our Satin Clean(er) Label Silver Layer Cake Mix, which received the 2018 Innovation Award from the American Society of Baking.



Puratos Clean(er) Label
SIMPLY BETT(ER)

Puratos
Reliable partners in innovation

Puratos Wins 2018 ASB Innovation Award







The winning slice was sampled to Lin Carson, CEO & Founder of BAKERpedia, who had this to say:

“Our users on BAKERpedia have been asking me for a sleek, clean solution for their high ratio cakes. Particularly, the removal of chlorinated flour [and] emulsifiers. When Puratos approached me with this product, I was doubtful. To my surprise, this product held up well with very little crumbliness....The volume was better than the control, and the distribution of cells were homogenous. Puratos had the answer to replacing chlorinated flour and PGME –Finally! I have not seen a product that has performed so well without chlorinated flour, SALP and PGME in this market.”

Why Puratos for Clean(er) Label?

At Puratos, we optimize ingredients so that you have the cleanest ingredient statement. As such, we have developed an extensive range of cake mixes that fall in line with the clean label trend. Interested in learning more about Puratos Clean(er) Label Layer Cake Mixes?

Contact us at infous@puratos.com or visit www.puratos.us/cleanlabel today!

| No chlorinated flour or PGE/PGME without Puratos formulation | | No chlorinated flour or emulsifiers with Puratos Satin Clean(er) Label Silver Layer Cake Mix | |
|--|---|--|---|
| Aluminum based phosphates |  |  | Puratos Satin Clean(er) Label Silver Cake has a uniform crust and no collapse |
| Bromated Flour |  |  | Puratos Satin Clean(er) Label Silver Cake maintains a great volume |
| Preservatives |  |  | Puratos Satin Clean(er) Label Silver Cake has a fine grain |
| Trans fats | | | |
| Hydrogenated oils | | | |
| Artificial flavors or colors | | | |

Puratos at a Glance

Facts & Figures update 2018

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.

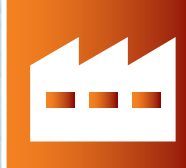


Sustainability

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.
- Headquarters located in **Pennsauken, NJ**
- **5** Production sites & **6** regions
- **7** Innovation Centers
- Steady growth with **\$340** million in sales for 2017

Puratos Group

- Family owned since **1919**
- **8,322** employees worldwide
- Subsidiaries in **69** countries
- **60** Production Plants
- **504** Technical Advisors & **464** Researchers
- **\$1.8** Billion in worldwide sales for 2017
- **2.2%** of revenue invested in research & development



Puratos



Reliable partners in innovation