




puratos
Food Innovation for Good

INNOVATION BROCHURE

AUGUST 2026

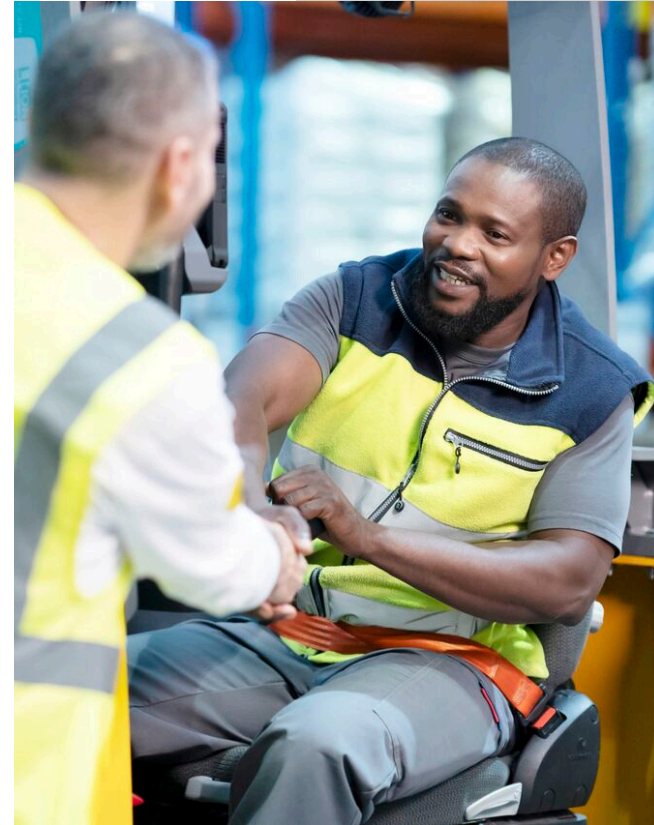


ABOUT US

At Puratos, we believe that food has extraordinary power in people's lives. And we do not take this responsibility lightly. It fuels our purpose.

Together, we want to move the planet forward by creating innovative food solutions for the health and well-being of people everywhere.

puratos.us



TASTE TOMORROW

ALWAYS-ON CONSUMER RESEARCH

Taste Tomorrow Always-On Consumer Insights is the foundation of our innovation approach.

By engaging over 20,000 consumers and experts in 50+ countries—supported by global trend spotting, sensory research, and input from taste houses and universities—we uncover what's next in food.

These insights help bakers prepare for emerging trends and create products that keep them ahead of the market.

tastetomorrow.com



HOLISTIC HEALTH



TASTE



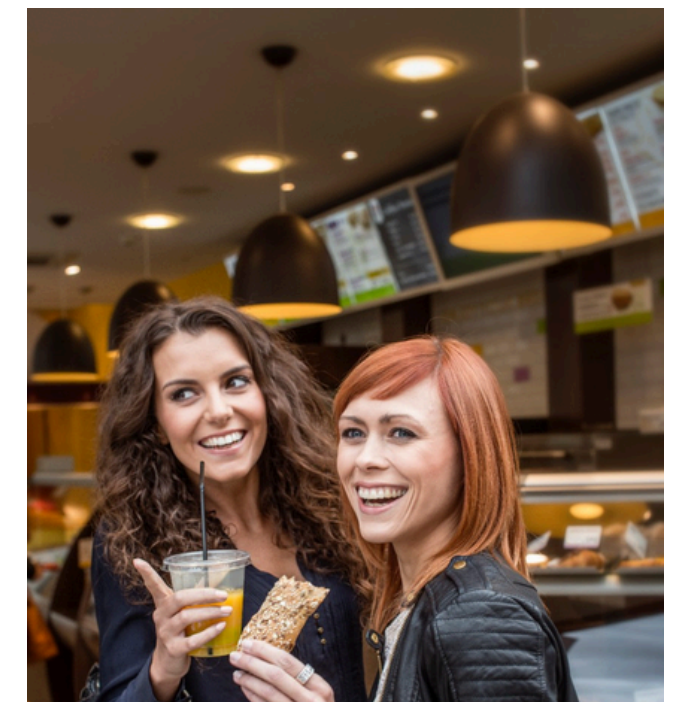
FRESHNESS



 **tastetomorrow**
by Puratos

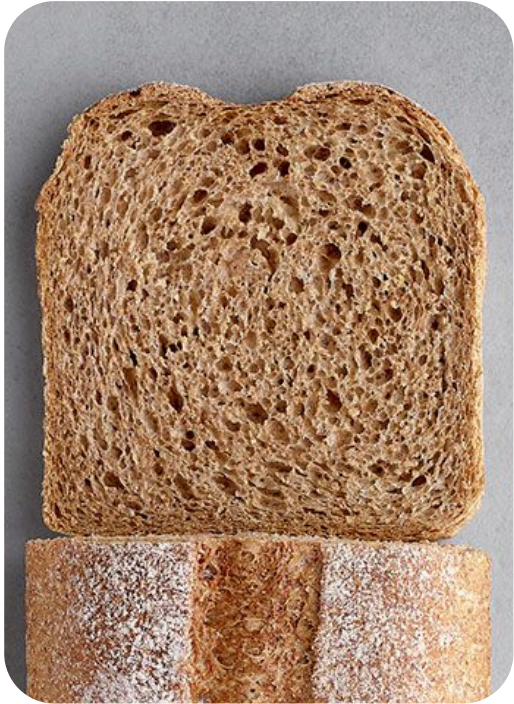


TEXTURE



NEW SEASON, FRESH INNOVATIONS

PROTEIN MIXES 



NUT FILLINGS
& DRIZZLES 



SOURDOUGH 

AUGUST 2026
EDITION

BAKERY MIXES

BAKERY MIXES

Bakery mixes are vital products for professional bakers, helping to ensure **quality, ease of use and cost-effectiveness**. Puratos bakery mixes also allow you to **diversify your range**, helping you to experiment and expand your repertoire to include products like Italian panettone, Danish Kerne brød or the world-famous French baguette.

ADDING PROTEIN TO THE MIX

The World Health Organization (WHO) recommends people should consume 50g of protein a day and according to our Always-On Taste Tomorrow consumer data, **60% of consumers globally are more actively incorporating protein into their diet**.



Learn more [➤](#)



PROTEINPRO STRENGTH

4027708 – 50 LB BAG

GLP-1 IMPACTS ON PROTEIN

GLP-1 is accelerating demand for nutrient-dense foods, with **13% of U.S. consumers already using GLP-1 medications** and another **17% considering** them. As consumers prioritize satiety and health, protein-rich foods continue to gain momentum, creating new opportunities for high-protein bakery solutions.

STRENGTH VS. FLEX

Create **protein-packed pan breads, hoagie rolls and bagels** with confidence. **ProteinPro Strength** delivers the volume and performance you need to develop bold, high-protein applications that stand out. 🛒

Upgrade your **hamburger buns, hot dog buns and flatbreads** with ease. **ProteinPro Flex** brings extensibility to your core lineup, helping you add protein without compromising on quality or consistency. 🛒

Both are complete, ready-to-use mixes, designed to simplify production while unlocking new menu potential.

*Achieve 12-24 g of total protein and 2-13 g of fiber per serving depending on your application and usage.

PROTEINPRO FLEX

4030227 – 50 LB BAG



PURATOS MAKES SOURDOUGH SIMPLE

Bread is evolving ... it's no longer an automatic grocery cart staple. Research shows Sourdough has experienced **sustained growth for four consecutive years**, with annual growth rates rising each year and current sales **27% higher** than the previous year offering evidence that consumers are gravitating toward flavorful baked goods with clean labels and tradition.

72%

of consumers think sourdough adds to the tastiness of bread

51%

of consumers consume sourdough bread daily



Our sourdough solutions are **pre-fermented and deactivated** so they're ready-to-use, complete, complex and diverse flavor, and simple ingredient list consumers want without the production hassle.

- **Consistency at scale** for any production
- **Naturally derived flavors through fermentation** with no artificial preservatives or added sugars
- The ability to blend products to create **endless flavor possibilities**

[Learn more](#) ➔

PURASOUR W180

4028944 – 22 LB. BAG-IN-BOX

4028945 – 2200 LB. TOTE



CONSUMER INSIGHTS

According to 2025 Taste Tomorrow consumer data, **price is the 3rd most important property** when buying bread after taste & freshness.

WHEAT SOURDOUGH MADE SIMPLE & COST-EFFECTIVE

Designed for cost-sensitive applications, Purasour W180 is a **concentrated wheat sourdough blend** enhanced with lactic and acetic acids for a strong sour flavor profile. Twice as concentrated as standard liquid sourdoughs, it delivers **maximum impact with minimal cost.** 🛒



NUT-BASED FILLINGS AND DRIZZLES



Nut pastes and nut-based fillings add indulgence, texture, and premium flavor to bakery and confectionery creations, from classic croissants to modern “**Dubai-style**” chocolates.

With **Vör Foods** joining the Puratos family, we’re expanding our portfolio with **next-generation nut pastes, fillings, and drizzles** that elevate laminated pastries, frozen desserts, confectionery, and protein bars, helping you tap into one of the fastest-growing categories in sweet goods. ➤

Vör Pistachio Cream 30

4031246 – 40 LB. PAIL



CONSUMER INSIGHTS

Pistachio is emerging as a standout bakery flavor, with **2026 product launches already doubling last year's total.**

PREMIUM FILLING FOR COST-SENSITIVE APPLICATIONS

Made with dry-roasted pistachios, cane sugar, and real vanilla bean, this smooth, premium filling delivers a **rich pistachio flavor, natural green hue, and velvety texture.** Optimized for bake-in applications requiring a firm post-bake set, it provides consistent performance for cookies, baked goods, and innovative fillings. 



Nut-Based Drizzles are here



VÖR PEANUT DRIZZLE

Made with dry-roasted peanuts and cane sugar, this drizzle delivers a rich peanut flavor and velvety texture. Ideal over baked goods, cheesecakes, ice cream, smoothie bowls, and plated desserts, it offers ready-to-use convenience, reliable consistency, and exceptional versatility.

TRY IT TODAY



VÖR ALMOND DRIZZLE

Made with dry-roasted almonds and cane sugar, this smooth, indulgent, ready-to use drizzle delivers a sweet almond flavor and velvety texture. Ideal over pastries, cakes, smoothie bowls, beverages, and frozen desserts.

TRY IT TODAY



VÖR PECAN DRIZZLE

Made with dry-roasted pecans, cane sugar, and real vanilla bean, Vör Pecan Drizzle delivers a sweet flavor in a smooth, ready-to-use format. Ideal for pastries, smoothie bowls, frozen desserts, and toppings, it offers excellent pourability, consistent performance, and exceptional versatility with no warming required.

TRY IT TODAY



VÖR

Category	Item	Ingredient declaration	Pack size	Claims	
BAKERY MIXES	ProteinPro Strength 4027708	 Wheat protein isolate, modified wheat starch, rice protein, faba protein, enriched wheat flour (wheat flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), canola protein, Contains 2% or less of cultured wheat flour, salt, soybean oil, enzymes.	50LB Bag	Kosher Pareve Made in the USA Non-GMO	No Bio-Engineered Ingredients No Artificial Flavors or Colors No Sugar Added
	ProteinPro Flex 4030227	 Modified wheat starch, wheat protein isolate, rice protein, faba protein, enriched wheat flour (wheat flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), canola protein, Contains 2% or less of the following: wheat gluten, cultured wheat flour, salt, soybean oil, enzymes.	50LB Bag	Kosher Pareve Made in the USA Non-GMO	No Bio-Engineered Ingredients No Artificial Flavors or Colors No Sugar Added
SOURDOUGH	Purasour W180 4028944 / 4028945	 Wheat sourdough (water, fermented wheat flour), lactic acid, acetic acid.	22LB Bag-in-box	Kosher Dairy Made in the USA	No Bio-Engineered Ingredients
			2200LB Tote		
NUT-BASED FILLINGS & DRIZZLES	Vör Pistachio Cream 30 4031246	 Cane sugar, dry-roasted pistachios, palm kernel oil, sunflower oil, sunflower lecithin, salt, vanilla bean	40LB Pail	Kosher Dairy Gluten Free	No Artificial Flavors or Colors Non-GMO Proj Verified
	Vör Pecan Drizzle 4031249 / 4031252	 Cane sugar, dry-roasted pecans, sunflower lecithin, salt, vanilla bean	8LB / 40LB Pail	Kosher Dairy Gluten Free	No Artificial Flavors or Colors Non-GMO Proj Verified
	Vör Peanut Drizzle 4031250 / 4031253	 Dry-roasted peanuts, cane sugar, sunflower lecithin, salt	8LB / 40LB Pail	Kosher Dairy Gluten Free	No Artificial Flavors or Colors Non-GMO Proj Verified
	Vör Almond Drizzle 4031251 / 4031254	 Cane sugar, dry-roasted almonds, sunflower oil, sunflower lecithin, vanilla bean, salt	8LB / 40LB Pail	Kosher Dairy Gluten Free	No Artificial Flavors or Colors Non-GMO Proj Verified

