Bread is life

Since time immemorial, bread has been adapted to tastes. Through evolving available yeasts or bacteria, we have contributed to collection the world's unique bread cultures. As a result, we have brought people closer together when they share bread. In many nations around the world, it's enjoyed in all its different forms, and at mealtimes.

Sourdough

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What makes sourdough breads so special?

Bread, wine, cheese

The good things in life have one thing in common: fermentation. It's how nature develops taste. There are as many types of bread as there are wines and cheeses and their flavour depends on the type of fermentation. O-tentic helps in using the right type of fermentation technology and very convenient to use. You simply dose it at 4% on flour weight and add water, flour and salt. The result is tasty quality bread with great crumb and crust texture, shelf life, softness and crumb structure.

Sapore

Sapore is a range of ready-to-use fermentation technologies that help you to differentiate your products, and make breads with a unique taste signature that is consistent over time. They allow you to differentiate your bread with great crumb and crust characteristics. O-tentic helps in using the right type of fermentation technology and very convenient to use. You simply dose it at 4% on flour weight and add water, flour and salt. The result is tasty quality bread with great crumb and crust texture, shelf life, softness and crumb structure.

An extraordinary place to create extraordinary breads

The Puratos Center for Bread Flavour is located opposite the Puratos chocolate factory at Eifel-Ardenne. It is a charming rural town located on the edge of the Eifel and Ardennes in south east Belgium. The area is well known for its hospitality and quality tourist facilities.

Location

Just one-and-a-half hours from the Brussels national airport and the Brussels-Hauptbahnhof. Head south over the A4 highway, and exit on the N42. Y ou simply dose it at 4% on flour weight and add water, flour and salt. The result is tasty quality bread with great crumb and crust texture, shelf life, softness and crumb structure.

Recommended hotels and team building activities available on request. Puratos Headquarters in Groot-Bijgaarden to create extraordinary breads

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www.puratos.com/centerforbreadflavour

We invite you to come and share yours with us.

For many of us, bread and bread making is our passion. We are proud that sourdough bread now has its place of pilgrimage. Welcome to the Puratos Center for Bread Flavour, a place where, they are made. We are proud to have sourced from the many types of sourdough breads.

An Extraordinary Place to Create Extraordinary Bread

The Sourdough Library is unique. It's a vault where sourdoughs from all over the world are stored, and kept safe. The aim, quite simply, is to record and preserve the sourdough history of the world in one place. We want to understand what makes each one different. This information is then stored for the future, its part of our contribution to the world's collective knowledge of sourdough.

If you are as passionate about bread and bread making as we are, then a visit to the Puratos Center for Bread Flavour is an absolute must. Since 2008, Puratos has regrouped all its expertise and knowledge about fermentation technology, and flavour formation in bread in one place. You can:

- Experience how to better differentiate your products
- Be inspired to create bread with tastes and flavours beyond your imagination
- Develop innovative, tasty quality breads and baked goods
- Learn more about fermentation technology and very convenient to use. You simply dose it at 4% on flour weight and add water, flour and salt. The result is tasty quality bread with great crumb and crust texture, shelf life, softness and crumb structure.

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As bread flavour is of key importance to your customers, visit the Puratos Center for Bread Flavour and create their next favourite bread. Share your sourdough with us. The Puratos Sourdough Library safely stores a portion of your sourdough. It'll be kept alive and maintained for years to come. On receipt, we analyse the contents and inform you of its precise make-up and ingredients. Did you know that to date, the Sourdough Library has contributed to the identification of more than 700 different types of yeast, and 1500 different lactic acid bacteria? If you want to maintain a small portion of your sourdough off-site and so grow the taste heritage of the world, don’t hesitate to contact your Puratos representative for more information.

Puratos Center for Bread Flavour: a multifunctional facility

How do we make bread together with you?

Creativity & knowledge

Here, away from the pressures of your everyday business, you will be introduced to a host of experts. They will share their expertise and knowledge of what’s happening in the market including consumer trends, category and global insights. For years, Puratos has been conducting in-depth research into how consumers experience the taste of food in general and bread in particular. We will share this knowledge with you, including details of how people make their evaluation and how this information can help you respond to your customers’ wishes and needs. Together with our experts and based on your brief, you will then generate a range of possible directions for your product development.

Implementation & communication

The Puratos Center for Bread Flavour offers you the chance to talk with people who are as passionate about bread as you are. It’s an opportunity for open discussion and honest understanding. It’s a place where trust and transparency are the norm.

It’s also the perfect place to discover new ideas and to see how new ideas can come to fruition. We promise that during your relatively short stay here, you will be able to create your very own specialty bread crust and crumb at 9 when you get home.

The Puratos Center for Bread Flavour is located directly opposite the Puratos Sourdough factory. You can enjoy a guided tour and see how the bread flavours are produced. We will also help you find out how to use the most appealing taste arguments to promote your bread. All these topics can be covered in greater detail at seminars that are tailor-made to suit your team’s requirements. The Center for Bread Flavour, with its bakery, restaurant and meeting room facilities, is an exceptional venue for events and team building.

Concept development

An explosion together where influence bread flavour has on taste and texture and understand the technology behind the Sapore range of natural bread flavours. We step through the process of evaluation, logging the concepts that you have in mind and enhance to finalise, whether the technology used and the different production methods are suitable for your requirements. Once the final concepts are agreed upon, we transfer the templates until you have a concept that meets your expectations.

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