

What makes sourdough breads so special?

Saporo

is a range of ready-to-use fermentation flavours available in powder and liquid form that can be combined with any existing recipe or baking process in order to differentiate or renovate your bakery products.

Microorganisms in the atmosphere, flour and eventual other raw materials allow bakers to develop particular tastes, which are **unique and hard to imitate**. Puratos, together with university scientists, has carefully isolated these strains to create a **range of natural fermentation flavours**. They are key ingredients and influence the taste, flavour, texture, shelf life, softness and crumb structure in bread. They allow you to differentiate your products, and make breads with a **unique taste signature that is consistent over time**.

O-tentic

is a unique active bakery component based on traditional sourdough, adapted to modern technology and very convenient in 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 characteristics. O-tentic helps bakers innovate, and allows them to create their own signature breads!



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 not only on how and with what, but also where, they are made.



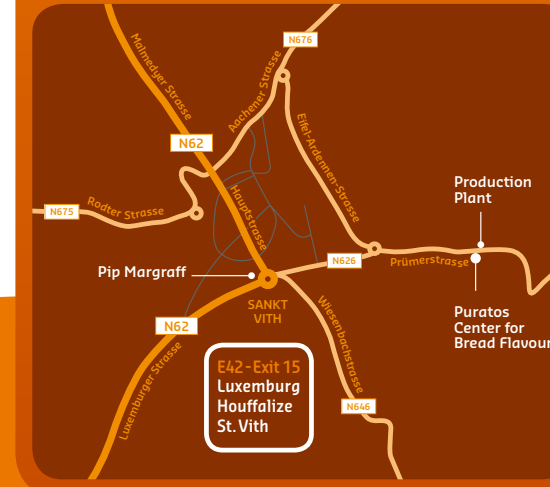
An extraordinary place to create extraordinary breads

The Puratos Center for Bread Flavour is located opposite the Puratos Sourdough factory at St.Vith, a charming small town that lies at 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 Brussels national airport and the Puratos Headquarters in Groot-Bijgaarden
Puratos Center for Bread Flavour
Rue de Prüm 42a - 4780 St.Vith – Belgium

Recommended hotels and team building activities available on request.



We are looking forward to welcoming you soon to our Center for Bread Flavour

www.puratos.com/centerforbreadflavour

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Center for Bread Flavour

An Extraordinary Place to Create Extraordinary Bread

Puratos
Center for Bread Flavour
Taste
BEYOND
IMAGINATION



The Puratos Center for Bread Flavour

- 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:
- - Learn more about the secrets of bread flavour and fermentation
- - Be inspired to create bread with tastes and flavours beyond your and your customers' imagination
- - Develop innovative, tasty quality breads and baked goods
- - Experience how to better differentiate your products and grow your business



For many of us, bread and bread making is our passion. We invite you to come and share yours with us.

A library of sourdough

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 so special, so when they arrive they are analysed in our laboratory to see what lactic acid bacteria and natural yeasts make them different. This information is then stored for the future, its part of our contribution to the world's collective knowledge of sourdough breads.

New in 2013 is the opening of the Sourdough Library, designed to keep the sourdough heritage of the world in one place. We are proud that sourdough bread now has its place of pilgrimage. Welcome to the fascinating world of sourdough fermentation.



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Puratos Center for Bread Flavour: a multifunctional facility

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 best place to develop new ideas faster and put them into practice quicker. Indeed, we promise that during your relatively short stay there, you will be able to create your very own speciality bread and be confident of recreating it when you get home.



How do we make bread together with you?



step one

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 aim is to transform the final concept into a bespoke solution in our production facility. As 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.

step three



step two

Concept development

We explore together what influence bread flavour has on taste and texture and understand the characteristics of the Sapore range of natural bread flavours. We discuss the different steps in baking that add taste and character to bread, whatever the technology used – direct, retarded proof, parbaked, frozen, ... – and whether you wish to renovate your existing products or add some new innovation to it. You can also test and develop new applications with our specialists, and create new recipes to enchant your customers. Our experts translate your ideas into reality in the state-of-the-art test bakery. Using our sensory analysis capabilities we evaluate the samples until you have a concept that meets your expectations.



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.



As bread flavour is of key importance to your customers, visit the Puratos Center for Bread Flavour and create their next favourite bread.

