

# Intens Puraslim

A different look  
at bread



**Puratos**  
*Reliable partners in innovation*





# Puraslim

A different look at bread



Try out the innovative Puraslim Augmented Reality (AR) App



- Step 1**  
Download and open the Puraslim AR app
- Step 2**  
Click the AR button and fill the screen with the image of the brioche
- Step 3**  
Discover Puraslim's magic from the inside!

[www.puratos.com](http://www.puratos.com)  
Puratos NV/SA - Industrialaan 25, Zone Maalbeek - B-1702 Groot-Bijgaarden, Belgium  
T +32 2 481 44 44 - F +32 2 466 25 81 - E info@puratos.com



# Intens Puraslim

A different look at bread





# Intens Puraslim is a modular solution to reduce up to 75% of fat in soft & sweet bread recipes



## A different look at Cost reduction

*More Money!*

- Intens Puraslim reduces the total recipe cost up to 20%, because the reduction of fat in the recipe allows you to add more water  
*E.g.: 2.5 kg Intens Puraslim can reduce 10 kg fat on flour weight while adding 5 kg extra water*
- No dependence on fat price fluctuation
- Less bread waste due to improved freshness

Example: milk roll



**- 20%**  
total recipe cost



## A different look at Nutrition

*More Balanced!*

By reducing the fat in the recipe, Intens Puraslim improves the nutritional profile of soft & sweet breads:

- Up to 50% less fat
- Fewer calories
- Making nutritional claims possible

Example: sweet bun



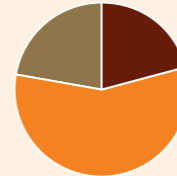
**- 50%**  
fat



## A different look at Taste & freshness

*No compromise!*

We took our Sensobus to Italy and ran a consumer comparison between a standard sweet bun and a sweet bun made with 2% Intens Puraslim and 50% less fat.



Blind tasting, 342 participants, 2016, Italy

Intens Puraslim is preferred more by consumers.



## A different look at Convenience

*More efficiency!*

- Less fat needs to be handled
- All types of fat can be reduced (butter, margarine, shortening, vegetable oil...)
- Usage rate: 1-3% Intens Puraslim (powder form) on flour weight, depending on the amount of fat replaced. To be added on top of the recipe.



*"I use Intens Puraslim in all my soft and sweet bread recipes to improve the nutritional profile and freshness while reducing my costs."*

**Mr. Feng**, Production Manager - Asia

