

Puratos to Open 30-Million-Euro, State-of-the-Art Manufacturing Facility

Puratos, a leading global supplier of products and solutions for the bakery, patisserie and chocolate industry, announces a 30-million-Euro investment into a new state-of-the-art manufacturing facility in Pennsauken (New Jersey, U.S.A.).

Groot-Bijgaarden (Belgium), 8 November 2011 – In light of Puratos U.S.A.'s continued strong sales growth, the company will break ground this month for the construction of a new manufacturing facility in Pennsauken (New Jersey, U.S.A.). Here the company will produce a variety of bakery improvers, bases, mixes, bio-fermented sourdoughs and finishers, including icings, glazes and fruit & cream fillings. The 30-million-Euro investment into this 15,900-square-metre state-of-the-art facility will result in an annual production capacity of over 90,000 tons, which will allow Puratos to serve its customers across the U.S.A. more effectively.

The new manufacturing plant, which will begin to be operational in the autumn of 2012, will provide over 190 local jobs for the community and offer an excellent working environment with the highest safety and quality standards. Quality and safety have been placed at the helm of this endeavour and will be of the utmost importance in delivering the most reliable and safe food products to the industry. Puratos believes that the implementation of its integrated Total Quality Management (TQM) programme is a key success factor towards realizing the highest level of excellence in the reliability of its goods and services.

In its quest for the highest quality, Puratos will surpass the GFSI Safe Quality Food (SQF) certification standards through the design, construction and operation of this facility. The new plant will ensure for Puratos to service its customers better and to deliver the absolute best products. In addition, the latest available techniques and technologies will be utilised to significantly improve allergen management across the entire product portfolio produced in the new facility.

Finally, the new plant will also incorporate several green initiatives, such as an internal water usage recovery system, advanced air quality controls, superior waste water treatment and a recycling programme. All this contributes to a facility that has been designed for premium energy efficiency

About Puratos

Puratos is an international group, which offers a full range of innovative products and application expertise for artisans, industry, retailers and food service customers in the bakery, patisserie and chocolate sectors. Our headquarters are located on the outskirts of Brussels (Belgium), where the company was founded in 1919. Today, our products and services are available in over 100 countries around the world. In many cases, they are produced locally by our subsidiaries. Above all, we aim to be 'reliable partners in innovation' across the globe to help our customers deliver nutritious, tasty food to their local communities.

For further information, visit www.puratos.com

Press Contacts

Pascale Jantcheff
Group Corporate Communication Manager
Puratos Group
Tel.: +32 2 481 43 03
e-mail: pjantcheff@puratos.com

Background information about the Puratos Group

Puratos is an international group with a full range of innovative products, applications and expertise in the bakery, patisserie and the chocolate sectors. The company had humble beginnings in a garage, and it was there that the first innovative patisserie ingredients were created and produced. Puratos has developed into a worldwide specialist in bakery, patisserie and chocolate, offering a wide range of solutions and services to artisans, industry, supermarkets and food service with a turnover of over 1.1 billion Euros. Through the vertically integrated production of enzymes, emulsifiers and sourdoughs, Puratos is able to offer its clients a unique knowledge of ingredients, as well as an expertise in applications and innovative solutions.

In touch with consumer needs

Consumers' needs are ever evolving and in an effort to further support our customers Puratos has developed the Sensobus, a mobile sensory analysis unit. This spacious mobile sensory laboratory creates a comfortable environment for consumers to share their opinions about their every day food needs. We can drive this unit anywhere within Europe and North America right to the very place where consumers go about their everyday business – for example, a supermarket parking-lot, in front of a fast food chain, or outside the food court at your local mall – we can go anywhere our customers want to conduct product preference testing. The Sensobus can accommodate more than 300 consumers per day, to test new food concepts way before they hit the market.

On entering the Sensobus, consumers are seated at one of eight individual sensory tasting booths and are presented with a selection of bakery, patisserie or chocolate prototypes. They will then be asked questions such as “Does the product look appetising?”, “Which bread do you prefer?”, or “How much would you pay for this chocolate cake?” The answers are used to calculate a data mapping to indicate consumer preference. In combination with a mapping of the product characteristics we can precisely determine and explain which products best match consumer expectations to ensure that our customers' new product launches are a hit from the word ‘Go’! Learn more about the Sensobus at www.puratos.com.

Continuous investments into future growth

Investments in basic research also help build competences such as understanding the mechanisms of the reaction of enzymes in bread dough, sourdough fermentation or enhancing one ingredient's particular functionality. Through our long experience in bakery we are able to design and manufacture every component of our products and provide our customers with a complete solution. For example Puratos has products to boost taste, improve bread production efficiencies and add strength to bread dough. Puratos is the world's leading expert in the development of bakery products that delight and surprise consumers.

The launch of Puratos' first cake mix proved unknown production consistency and new tools to prolong cake and donut shelf life were developed. Careful research continued the discovery of the ingredient interaction from a cake base to a filling to the final decoration created a new way of looking at pastry concept development. These concepts often require a great deal of expertise. With Puratos clients can easily master new and exciting products to grow their business.

Puratos is a specialist in the taste of chocolate, offering a complete range of delicious chocolate products. We are passionate about rare chocolate – those with their origins in select places around the world. We are always looking to push the frontiers of innovation especially when it comes to taste. Combining technical, taste and production expertise, Puratos continually works on developing new

products and new technologies for food to constantly raise the bar for the production of chocolate around the world.

Part human instinct and part pure enjoyment, sharing and eating food together has been one of man's fundamental connections for thousands of years. At Puratos we've been making and sharing ingredients, technologies and solutions with our customers since 1919. Our ability to listen to and learn from customers, consumers and each other has created a unique Puratos character. Thousands of people from different cultures across the globe work for and with Puratos, and their diversity is one of the company's greatest strengths. It enables us to turn technologies and experiences from around the world into new products and opportunities. This passion to innovate with our customers has facilitated the development of long-term and productive professional relationships.

Puratos is making significant investments around the world and will continuously improve efficiencies and capabilities to guarantee the supply of the highest quality food products.