

PUT SOFT'R MELTING TO THE TEST

Consumers simply love it!

Although Puratos is a supplier of ingredients, the consumer is central in everything the company does. Listening to the consumer is fundamental, and the driving force of Puratos is demonstrated in our Taste Tomorrow study (www.tastetomorrow.com)

Instrumental, sensory and consumer preference tests prove the unanimous satisfaction and overwhelming enthusiasm about this unique combination of the different texture parameters.

Our customers testify:



We evaluated the Panettones after 6 months and they are significantly different from the reference. They are as if they were freshly baked.

Industrial South American customer



Better texture: softness, moistness and also better layering. It is very interesting and works really well. Can we have exclusivity?

European large account



Impressive texture, we are willing to replace our current solutions for sweet applications by this new technology.

Asian supermarket

www.puratos.com

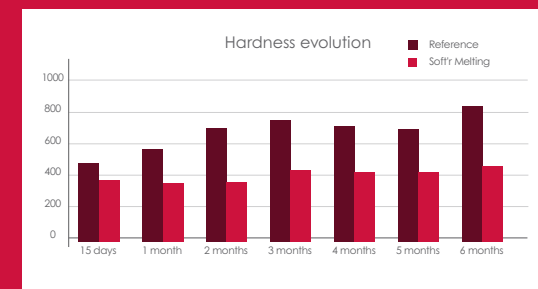
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Food Innovation for Good

Soft'r Melting (y)our treasure

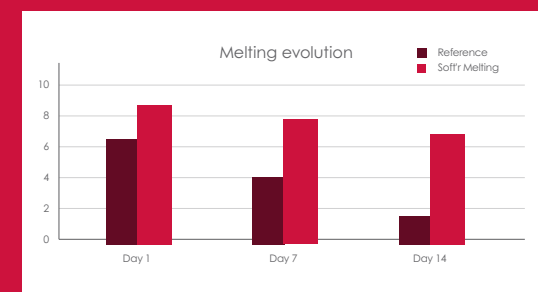
Softer from day one until the end

Instrumental tests: Sweet breads with Soft'r Melting are softer from day one until the end of the shelf life.



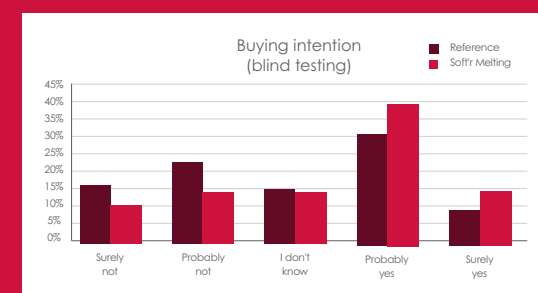
Softer, moister and more melting

Sensory analysis: Sweet breads with Soft'r Melting are softer and more melting than the current ones.



Over 78% of the consumers are willing to buy it

Consumer preference tests: They confirm the results of the sensory analysis. Consumers clearly prefer the products with Soft'r Melting.



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Experience... the Soft'r Melting sensation



Discover **soft and sweet breads and rolls** that taste so good they melt in the mouth...

Consumers were put to the test*. They were given **sweet breads** that generated a new eating sensation and were asked to describe this new feeling.

They were unanimously satisfied:

"You barely have to chew, it melts in the mouth."

"It is definitely softer and moister than any product I know."

"The taste is delicate and more refined."

Until today, no such product existed on the soft and sweet breads market**. Products were either too moist but not resilient, not soft and not melting enough either soft and resilient but dry and not melting.

No technology was available to make a soft and sweet bread that combined resilience, softness, moistness and short bite from day one until the end of shelf life.

* Consumer tests, Puratos Sensobus.

** The new Soft'r Melting applies on soft and sweet breads with a minimum level of 10% sugar and 5% fat and on yeast raised donuts.



Excellent results in soft and sweet bakery products



SOFT'R MELTING IS A BREAKTHROUGH INNOVATION BECAUSE:

- It is the unique combination of the 4 key melting features:



High resilience



Outstanding softness



Optimal moistness



Very short bite

- It is a unique technology that creates a perfect melting mouth feel. It is approved by instrumental and sensory analysis.
- It is an answer to a growing market request for soft breads and rolls with improved texture from day one until the end of shelf life.

BENEFITS

For you

- No more compromise on the texture of soft and sweet breads. Discover the unique combination of moistness, softness, resilience and very short bite.
- Even more convenient products thanks to their non fragile texture.
- A longer freshness than products currently on the market:
 - Geographic expansion;
 - A reduction of your waste level as the breads remain fresher longer.

For your consumers

- Supreme melting experience.
- Extended freshness.
- The possibility to choose from a broader variety of products.



"Soft'r Melting gives extraordinary results in 6 month shelf life Panettone. It also provides packed rich loaves, buns and all kind of soft baked goods with the kind of freshness length both supply chain managers and supermarket bakery department managers are looking for."

Mr. Feng - Production Manager
Bakery Industry, Asia