

Groot-Bijgaarden, March 31st 2017

Indulgence and beyond: discovery into the future of industrial patisserie.



About Puratos

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

For further information, visit www.puratos.com

The cakes and patisserie market continues to grow both in volume and value terms. The retail market value of cakes and pastries has grown 18 % between 2012 & 2016, and is expected to increase again with 20,7% by 2020, reaching a retail market value of 142.384 million euro (EUR)*. To identify the market's expectations and improvement opportunities, Puratos set off on a trip around the world to interview close to 6.000 consumers about their choices, attitudes and perceptions all related to the patisserie industry.

The results of this consumer survey point out 5 key observations which were recently disclosed to 300 senior executives during an inspirational industrial patisserie seminar 'Indulgence and Beyond'.

Key drivers for patisserie: naturalness, freshness & taste

The Industrial Patisserie seminar in Brussels was built on the patisserie ecosystem, composed of naturalness, freshness & taste. These are the key factors, that consumers consider when buying a patisserie finished good.

It is a challenge for the industry to adapt to consumer expectations and fulfil their needs for naturalness while delivering fresh products that provide a delighting taste experience.

This two-day event welcomed leading speakers from across the globe who linked their perceptions and observations to the out coming consumer trends and insightful worldwide market survey results. Didier Boudy for example, The CEO of Mademoiselle Desserts, shared how his company differentiates and creates delicious patisserie in an industrial way.

Christophe Michalak, former World Champion of Patisserie, author and television host, is one of the most renowned chefs in the profession. He gave a keynote speech where he shared how he sees the future of Patisserie.

He comments, *'The patisserie of the future is patisserie of authors, in other words it is patisserie that will look like its creator. What differentiates me from my competitors is the fact that I never copy. I make my own unique creations that represent who I am.'*

Interactive workshops were also organised allowing participants to work on the future of food packaging, the importance of cleaner label solutions and optimal ingredient interaction.

* Source: Euromonitor



The Puratos 'Indulgence and Beyond' event brings 300 senior executives to Brussels to discuss the future of industrial patisserie

The 'Indulgence and Beyond' event is a unique networking opportunity where visitors can discuss the future of industrial patisserie in an inspiring and innovative setting. Some 300 senior executives from 47 countries have assembled in Brussels to exchange on the latest industry developments, hear, see and taste how Puratos is developing new ideas, and bringing new innovations into practice.



The sweet delights of Paris

After the event, attendants were invited to see and sample the most well-known patisserie shops in Paris, covering the St-Germain area, well-known for its many high-end patisserie shops. A unique opportunity to discover the universe, the latest trends, and the newest ideas of world-famous bakery and patisserie chefs, as well as to taste their creations in person and understand what makes them so successful.



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