

## Puratos acquires Ruskhleb to extend its offering of local sourdoughs and allow more bakers in Russia to capitalize on the growing consumer demand for sourdough breads.



### 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. Its headquarters are located on the outskirts of Brussels (Belgium), where the company was founded in 1919. Puratos counts 9.500 employees. 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 and tasty food to their local communities.

More information  
[www.puratos.com](http://www.puratos.com)



Ruskhleb, a bakery ingredient manufacturer located in Saint Petersburg, Russia. With this acquisition the aim is to further establish Puratos' local presence and leadership in bakery, while localising sourdough production using local raw materials.

*"We are proud to strengthen our presence in Russia and to continue acting as an innovative partner for a market that has been so welcoming to us for more than two decades,"* comments Olivier Tilkens, Regional Director Northern & Eastern Europe at Puratos.

### Sourdough is on the rise

At Puratos, we believe that the future of bread lies in its past.

The world of bread is endless, branching out into a wealth of textures, recipes and traditions. But its roots are quite simple. It all starts with natural fermentation.

Sourdough is the most traditional bakery ingredient as it has been around for over 5.000 years. It involves fermenting flour with micro-organisms and water.

Over the years Puratos has developed expertise in natural fermentation and knowledge of baking cultures from all over the world, acting as a leader in the sourdough ready-to-use market for more than 30 years.

### Growing demand for local, sourdoughs

Many of today's consumers are looking for tasty, healthy, and traditional breads made from natural ingredients.

Using sourdoughs that are adapted to these local consumer preferences allow bakers to diversify their bread range and successfully introduce new flavours, as different types of sourdough bring out new tastes and textures.

To supply more customers in Russia, Puratos is investing in new and local sourdough productions.



## About Puratos Russia

Puratos Group started its activity in Russia 25 years ago with the opening of its first subsidiary in Moscow back in 1995.

Today Puratos products and solutions are available all over Russia, from Kaliningrad to Vladivostok, through our 8 branches in mega cities and 42 distribution partners in all Russian regions. A network of 6 Innovation Centers provides customers with superior technical and new product development support.

Puratos Russia operates two factories in Podolsk, Moscow area, where more than 90% of its product range is manufactured.

More information  
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*“This is a great opportunity to work together with bakers and local associations to modernize the strong sourdough bread heritage of Russia and to increase the awareness of the Russian consumers about the richness of their local terroir and the possibilities that sourdough breads offer”,* comments Natalia Petrenko, General Manager at Puratos Russia.

Ruskhleb will allow Puratos to locally produce sourdoughs, using local ingredients with a R&D facility equipped with modern production lines of over 3.700 square meters.

*“The modern manufacturing unit will allow us to answer even better to the consumers’ growing demands for high-quality and nutritious products,”* adds Olivier Tilkens, Regional Director Northern & Eastern Europe at Puratos.

## Health and Well-Being as a cornerstone

Puratos continuously works with customers to improve the nutritional value of finished goods and to launch clearer, and ‘cleaner’ labels ingredient alternatives.

Health and well-being is the priority in Puratos’ product development processes and the company works constantly to produce products with the highest possible nutritional value without compromising taste or quality.

Sourdough offers a natural form of leavening that enhances the taste and nutritional value of baked bread products.

*“Taste Tomorrow, the world’s largest bakery, patisserie and chocolate consumer survey, shows that 71% of Russian consumers believe that sourdough bread has better taste and contributes to a healthier lifestyle. We expect that natural sourdough will positively influence consumers’ buying decision in the future.”* concludes Elena Afanasyeva, Marketing Manager at Puratos Russia.

Rukshleb employs 40 people and will operate as a production unit within the Puratos structure. The production capabilities will be expanded in the future, to increase the volume of production and offer a wider product range to its customers.

## Press Contact

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