

Double Bake Colour

Full colour in no time



Double Bake Colour

New clean label parbaked frozen bread improver allowing a faster crust colouration for parbaked frozen bread.



CONVENIENCE & COST EFFICIENCY AT THE POINT OF SALE

- Increased reactivity: faster freezer-to-shelf time
- Easier handling and baking conditions
- Controlled waste management

IMPROVED BREAD QUALITY

- Ensures crust colour consistency
- Preserves freshness
- Prevents crust flaking

Benefits for bakers



PEACE OF MIND

Flexibility
No need to change in production process at the manufacturing



INCREASE SALES

Fresh quality all day long



INCREASE CONSUMER LOYALTY

Consistent premium quality throughout the day



GAIN EFFICIENCY

Save up to 60% time on the baking time in-store
Less depending on skilled labour



REDUCE COSTS

Less waste



INNOVATION & DIFFERENTIATION

Full colour in no time
Already colouration after first baking

Benefits for consumers

HEALTH

Clean(er) Label

FRESHNESS

High quality products
all day long

TASTE

Up to 60% saving on the baking time in-store

Same baking time
& conditions



Up to 60% less
baking time

Standard parbaked
frozen bread improver

Double Bake Colour
0,5% on flour weight



www.puratos.com/frozen-solutions

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

Puratos
Reliable partners in innovation

05/2019 - 4968