



O-tentic

at the start of all your breads



The future of bread lies in its past

Discover our approach to a better bread

It all started in a place called Altamura, in southern Italy, in a little village in Puglia long known for its delicious, fine breads. As a matter of fact, in 37 BC, Horace tasted Altamura bread and, being seduced by its unique and natural taste, wrote in his personal diary that he thought this was where “the best breads in the world” were produced. Now, more than 2000 years later, consumers are again looking for premium natural ingredients and authenticity reminding them of the good old days... that's why it all starts with O-tentic.

Some people call it an active bakery component, we call it the starter to any bread.

Today with O-tentic, you can start any bread recipe just like in the past. You need 4 simple ingredients: flour + water + salt + O-tentic. It is easy to bake with and very tasty – bringing alive the sourdough taste, naturality and authenticity your customers are looking for.

No doubt ... it all starts with O-tentic!

“Altamura bread, **by far the best bread to be had**, so good that the wise traveler takes a supply of it with him for his onward journey.”

BOOK I, V OF HORACE'S SATIRES 37BC

Follow our sourdough librarian in the streets of Altamura

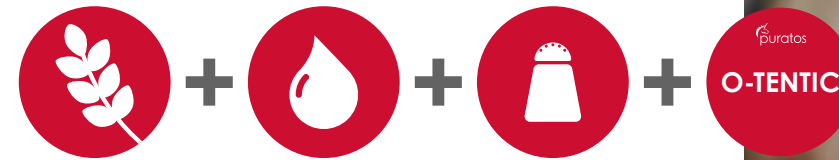
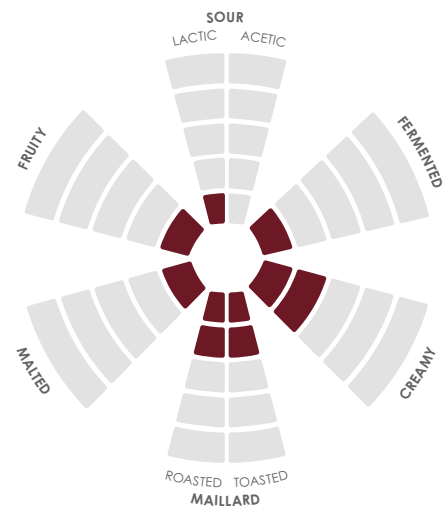


Based on **natural fermentation**, O-tentic is the start of exceptional breads full of taste, flavor and texture.

What you will get

OUTSTANDING BREAD, FULL OF CHARACTER

- O-tentic delivers the authentic and traditional aroma that all consumers want to taste in their breads.
- Combined with the waxy crumb they are looking for.
- And a great story-telling.
- All this: in a clean label bread recipe.



CONVENIENCE

- Time and quality ingredients are key to creating traditional breads full of character. And yet time is a rare commodity these days. O-tentic allows you to create breads that are full of character with just a few ingredients, and within a limited timeframe.
- By adding just flour, salt, and water to O-tentic, you can produce exceptional breads. You'll no longer have to worry about the highs and lows of flour quality; with O-tentic you are guaranteed a perfect result every single bake, and long-lasting freshness as well.
- The secret ingredient: 4% O-tentic.

VERSATILITY

Some people call it an active bakery component, we call it the starter to any bread and because every recipe is specific, they all deserve O-tentic.

O-tentic, at the start of all your breads



O-tentic gives you the creative freedom to make genuine and authentic breads just like in the old days. Better still, O-tentic offers absolute security during all stages of the bread-making process, so you can achieve proven consistent superior-quality every single bake.

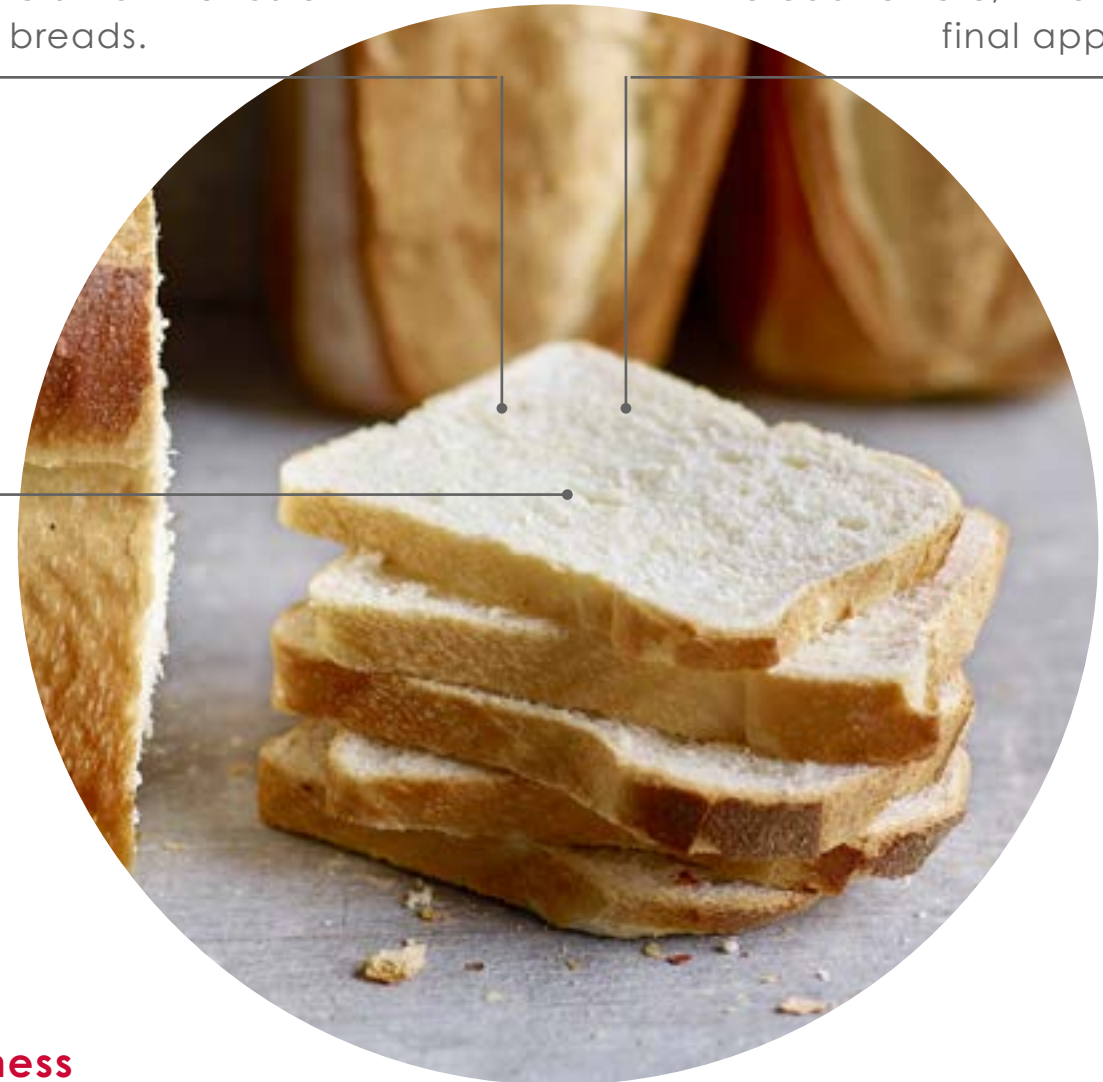
Consumer benefits

Taste

O-tentic delivers the authentic and traditional aroma that all consumers want to taste in their breads.

Texture

O-tentic is the guarantee your customer always gets the perfect bread texture, whatever the final application.



Freshness

Moisture is released more slowly during baking and thereby ensuring a longer shelf life for O-tentic breads.

Taste tomorrow

Discover
the biggest
foodtrends from
our Taste Tomorrow
research.



Did you know that 25% of consumers have been baking at home during the 2020 lockdown?*

The same year, sourdough was the #3 conversational topic on social media.

Sourdough is on the rise and is the answer to a craftsmanship demand.

How to tell my customers about O-tentic?

- It's time to emphasize the use of natural ingredients and original recipes.
- Show people how you make things: show your workplace, the production method, have a visible oven.
- And share with others your tradition, heritage, history and most of all your love of the product and the craft.

*source: Taste Tomorrow – Puratos

More and more consumers want to see and feel the craftsmanship in the breads they buy. You too can now bake everyday breads that combine flavour, texture and traditional ingredients with O-tentic by Puratos. We call them “Rustic Style” breads.

puratos

**Rustic
Style**



 **puratos**
Food Innovation for Good

O-tentic range

ALTAMURA HERITAGE

Inspired by the Altamura sourdough tradition, made out of Pugliese Durum wheat flour



O-TENTIC DURUM

FLAVOUR PROFILE:
creamy, toasted

- Bags: 10 x 1 kg or 10 kg
- Dosage: 4% of flour weight
- Shelf life: 12 months before opening at ambient temperature
- After opening: max. one week in the fridge, in a closed packaging

Designed for direct processes

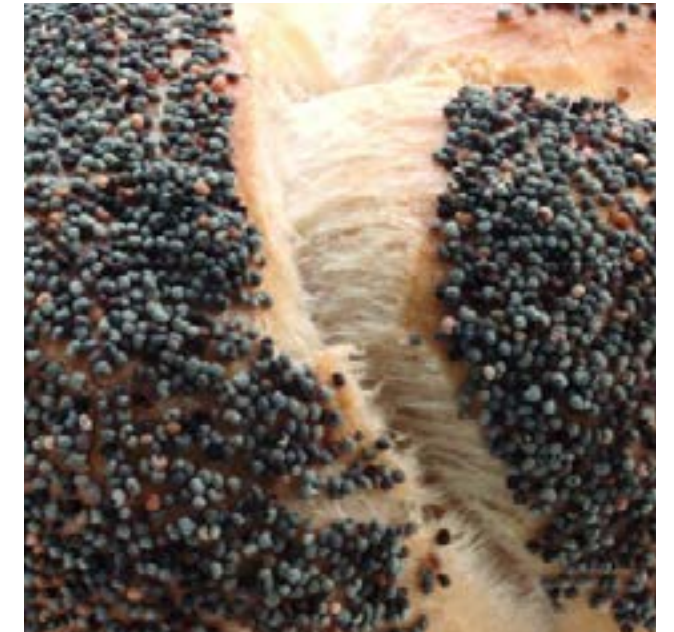


O-TENTIC TUTTO PUGLIESE

FLAVOUR PROFILE:
creamy, toasted

- Bags: 10 kg
- Dosage: 100%
- Shelf life: 9 months before opening at ambient temperature
- After opening: max. one week in the fridge, in a closed packaging

Unique combination of certified flour and sourdough that is remarkably easy to use: you just add water, and... tutto a posto



O-TENTIC TRADIZIONE

FLAVOUR PROFILE:
creamy, toasted

- Bags: 1 kg
- Dosage: 4% of flour weight
- Shelf life: 12 months before opening at ambient temperature
- After opening: max. one week in the fridge, in a closed packaging

Designed for overnight processes

O-tentic range

OTHER FLAVOR PROFILES

SHOW O-TENTIC TO YOUR CUSTOMERS

Mix 2 glasses of water at 37°C with 1 glass O-tentic. Let it rest for 20 minutes

Mmm.... That smell!

Put at display in your store.



O-TENTIC ORIGIN

FLAVOUR PROFILE: fruity

- Bags: 10 x 1 kg or 10 kg
- Dosage: 4% of flour weight
- Shelf life: 12 months before opening at ambient temperature
- After opening: max. one week in the fridge, in a closed packaging

O-TENTIC MEDITERRANEO

FLAVOUR PROFILE: creamy

- Bags: 10 x 1 kg or 10 kg
- Dosage: 4% of flour weight
- Shelf life: 12 months before opening at ambient temperature
- After opening: max. one week in the fridge, in a closed packaging



O-tentic recipes

Pugliese bread

Ingredients

Dough ingredients	g	%
O-tentic Tutto Pugliese	1000	100
Water	750	75

Working method

Mixing

Mixing spiral	10 min. 1st speed, 4 min. 2nd speed
Dough temperature	25°C
Bulk fermentation	30 min.
Scale	1000 g dough
Intermediate proof	15 min. ambient temperature

Make up

Make up	Place onto cloth on tray and place in proofing chamber
Final fermentation	40 min., 28°C, 85% RH
Decoration before baking	Shape into Altamura shape by folding the top into the centre and the bottom into the centre. Then fold the sides in about 2mm so they are rounded. Fold in half, dust with semolina and cut 3x1 cm on the top half.

Baking

Oven temperature	240°C down to 220°C
Baking time	45 min. to 1 hour with little steam

Tip of our Martin de Poorter, our O-tentic Ambassador:

"I have been baking with O-tentic everyday for 15 years. My secrets? Let me tell you one: **the temperature of the dough at the end of the mixing should never (never) exceed 26°C.**"

O-tentic recipes

Toast bread

Ingredients

Dough ingredients	g	%
Wheat flour	1000	100
Water	550	55
Sugar	60	6
Oil	40	4
Salt	18	1,8
Softgrain Golden 6	200	20
O-tentic Mediterraneo	40	4
Intens Freshness 10	2	0,2

Working method

Mixing	
Mixing spiral	4 min. 1st speed, 6 min. 2nd speed
Dough temperature	28°C
Bulk fermentation	30 min. at ambient temperature
Scale	680 g
Intermediate proof	20 min. at ambient temperature
Make up	
Make up	Make up on moulding machine, settings as per your machine instructions. Or can be made by hand. Place into open top well greased tin.
Final fermentation	35°C and 85% RH for ± 120 min. or until the toast reaches the top of the tin.
Decoration before baking	Dust with flour and single cut in the middle.
Baking	
Oven temperature	220°C with steam
Baking time	35 min.

O-tentic recipes

Focaccia

Ingredients

Dough ingredients	g	%
Wheat flour (duo)	1000	100
Water ±	750	75
Salt	18	1,8
Olive oil	20	2
Italian herbs	Q.S.	
Green olives	150	15
O-tentic Mediterraneo	40	4
Sapore Rigoletto	20	2

Working method

Mixing	
Mixing spiral	8 min. 1st speed, 6 min. 2nd speed
Dough temperature	24-26°C
Bulk fermentation	30 min.
Scale	Sheet out 2000 g dough for an oiled tray of 60/40. Give fold and place on oiled tray.
Intermediate proof	Rested on tray for 15 min and then push out to the sides of the tray.
Make up	
Final fermentation	± 120 min. at 30°C, 85% RH. At 60 min. take out and pour olive oil topping and press out with fingers to make holes. Place back into the proof chamber for another 30 min.
Decoration before baking	Decorate with half olives and sea salt.
Baking	
Oven temperature	230°C
Baking time	± 20 min. with initial steam

O-tentic recipes

Ciabatta

Ingredients

Dough ingredients	g	%
Wheat flour	1000	100
Water	750	75
Salt	18	1,8
Softgrain Sproutgrain Rye	300	30
O-tentic Durum	40	4

Working method

Mixing

Mixing spiral 6 min. 1st speed with 60% of grains and water, then 8 min. 2nd speed and add rest of water and grains gradually

Dough temperature 24-26°C

Bulk fermentation In a plastic tub/container, lightly greased with olive oil, 3 hours at ambient temperature. Optional: give 2 folds at 30 min. and 1 hour

Make up

Make up Place the dough on a bed of flour. Divide the dough into strips according to your needs. Flatten the dough pieces on the bed of flour making sure that both sides are well covered with flour. Place on the oven loader or baking trays.

Final fermentation 30 min. in ambient temperature

Decoration before baking Turn over and stretch slightly lengthwise

Baking

Oven temperature 240°C with steam, lower to 220°C

Baking time Depending on size of ciabatta 30-35 min., last 8-10 min. with open damper

O-tentic recipes

Sandwich

Ingredients

Dough ingredients	g	%
Wheat flour	1000	100
Water	580	58
Sugar	80	8
Salt	18	1,8
Mimetic Incorporation	75	7,5
O-tentic Mediterraneo	40	4

Working method

Mixing	
Mixing spiral	3 min. 1st speed, 6 min. 2nd speed, add the fat and then mix for a further 2 min slow and 3 min fast
Dough temperature	25°C
Bulk fermentation	15 min.
Scale	15 min. ambient temperature
Make up	
Make up	Shape into long shape with slightly pointed edges (like Belgian sandwiches)
Final fermentation	120 min. at 35°C and 80% RH
Decoration before baking	Sunset Glaze (and sesame seeds on top)
Baking	
Oven temperature	240°C
Baking time	8 min. damper closed

O-tentic

If you want to be unique use something special, contact your local Puratos team to know more about O-tentic.

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