

INTENS PURASLIM

Indulgence with
no compromise



PURASLIM CL

Improved Front of
Pack Labelling

Same
Indulgence

Clean(er) Label

Less Fat

Fewer
Calories

INTENS PURASLIM

Indulgence with
no compromise

INTENS PURASLIM is a modular solution to reduce up to 75% of fat in soft & sweet bread recipes



A different look at **Cost reduction**

More Money!

- Intens Puraslim reduces the total recipe cost up to 20%, because the reduction of fat in the recipe allows you to add more water
E.g.: 2.5 kg Intens Puraslim can reduce 10 kg fat on flour weight while adding 5 kg extra water
- No dependence on fat price fluctuation
- Less bread waste due to improved freshness

Example:
milk roll



A different look at **Nutrition**

More Balanced!

By reducing the fat in the recipe, Intens Puraslim improves the nutritional profile of soft & sweet breads:

- Up to 50% less fat
- Fewer calories
- Making nutritional claims possible

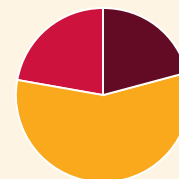
Example:
sweet bun



A different look at **Taste & freshness**

No compromise!

We took our Sensobus to Italy and ran a consumer comparison between a standard sweet bun and a sweet bun made with 2% Intens Puraslim and 50% less fat.



● **21%:** No preference
● **57%:** Preference for Puraslim
● **22%:** Preference for standard recipe

Blind tasting, 342 participants, 2016, Italy

Intens Puraslim is preferred more by consumers.



A different look at **Convenience**

More efficiency!

- Less fat needs to be handled
- All types of fat can be reduced (butter, margarine, shortening, vegetable oil...)
- Usage rate: 1-3% Intens Puraslim (powder form) on flour weight, depending on the amount of fat replaced. To be added on top of the recipe.



"I use Intens Puraslim in all my soft and sweet bread recipes to improve the nutritional profile and freshness while reducing my costs."

Mr. Feng, Production Manager – Asia

