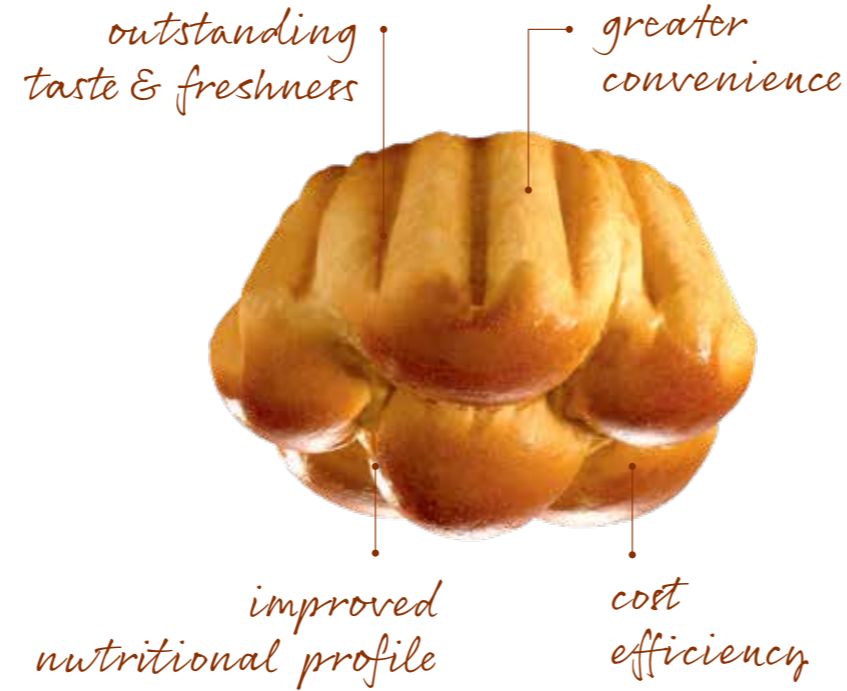




# Puraslim

## A different look at bread



“Do you want to discover how Puraslim gives you a different look at bread with a fantastic virtual reality experience?  
**Ask for a Puraslim VR viewer and enter the Puraslim world.”**



# Easy Soft'r 10/100



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

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





## A different look at Taste & freshness

*Excellent quality!*

- Bake a wide range of soft buns and rolls
- A soft and moist crumb
- A short bite
- And a long lasting freshness

Typical recipe		
Flour	1000 g	100 %
Water (+/-)	440 g	44 %
Sugar	150 g	15 %
Eggs	100 g	10 %
Fresh Yeast	60 g	6 %
Easy Soft'r 10/100	100 g	10%
Aristo Margarine	30 g	3%



## A different look at Convenience

*More efficiency!*

- Powder mix
- Dosage 10% on flour weight
- Less scaling of ingredients: Easy Soft'r contains salt, improver and fat equivalent to 10% (thanks to Puraslim)

*"With Easy Soft'r 10/100, I guarantee the best for my customers while reducing my costs and increasing my efficiency."*

**Robert**, Baker - France



## A different look at Nutrition

*Improved nutritional profile!*

- Reduced in fat compared to a standard sweet roll\*  
\*Standard sweet roll recipe containing 15% margarine on flour weight
- Fewer calories
- Nutritional claims possible



**- 47%**  
fat



## A different look at Cost reduction

*More Money!*

- Up to 20% recipe cost reduction\*\* because the reduction of fat in the recipe allows you to add more water  
\*\* Compared to a standard sweet roll recipe with 15% margarine on flour weight made with a mix
- No dependence on fat price fluctuation
- Less waste due to improved freshness



**- 20%**  
total recipe cost