

Easy Soft'r 10/100





Puraslim

A different look at bread

Try out the innovative
Puraslim Augmented
Reality (AR) App



Easy Soft'r 10/100



Step 1

Download and open
the Puraslim AR app



Step 2

Click the AR button
and fill the screen
with the image of
the brioche



Step 3

Discover Puraslim's
magic from the
inside!

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Easy Soft'r 10/100 is a concentrated mix to bake stunning-quality soft buns and rolls at a reduced cost and improved nutritional profile



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