Easy Soft’r
10/100
Puraslim
A different look at bread

Try out the innovative Puraslim Augmented Reality (AR) App

Step 1
Download and open the Puraslim AR app

Step 2
Click the AR button and fill the screen with the image of the brioché

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%)

“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 Convenience**
- 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)

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

**A different look at Cost reduction**
- 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

-47% fat
-20% total recipe cost

- Improved nutritional profile!

- More efficiency!

- More Money!