

**A different look at bread.**  
and improves that will give you and your consumers  
**Puraslim.** Puraslim is a new, innovative range of bread mixes  
For soft and sweet bread applications, our latest innovation is  
**costs more effectively and improve your productivity.**  
can help you overcome the challenges you face by **managing your**  
We want to help you meet these requirements. At the same time, we

Consumers are increasingly looking for **great taste,**  
**remarkable freshness and outstanding**  
**nutritional value** in soft and sweet bread.\*



## Give your consumers a different view of your soft and sweet bread

*"Thanks to Puraslim I have reduced my costs  
and improved my production efficiency  
- and I can guarantee outstanding quality  
buns, brioche and donuts!"*

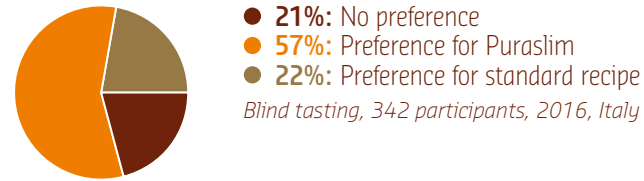


Robert, Baker  
France



### Puraslim: Tested and approved

We took our Sensobus to Italy and ran a consumer comparison between a sweet bun made without Puraslim, and a sweet bun made with Puraslim (50% less fat):



"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."**



### Start thinking differently!

To ensure that you and your customers can enjoy a different look at bread, contact your local Puratos representative for more information on Puraslim.



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

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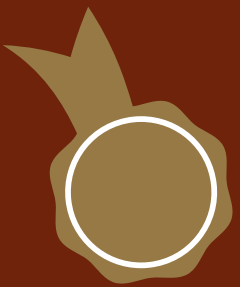
# Puraslim



## A different look at bread



## Excellent quality



- Puraslim does not compromise the quality of your soft and sweet bread. On the contrary, it ensures:
- Bread that tastes great
- Bread with an outstanding freshness

## 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 brioche



**Step 3**

Discover Puraslim's magic from the inside!

## Improved nutritional profile



By reducing the fat in the recipe, Puraslim improves the nutritional profile of your bread, which will contain:

- Up to 50% less fat
- Up to 50% less saturated fat
- Fewer calories

## Cost efficiency



Puraslim reduces fat in the recipe, which is replaced by water. This leads to:

- Total recipe cost reductions of up to 20%
- Reduced exposure to fluctuations in fat price

## Greater convenience



Puraslim mixes contain all ingredients necessary and do not require the addition of any extra fat. This leads to:

- Faster and more efficient scaling
- Fewer mistakes
- Consistently high quality