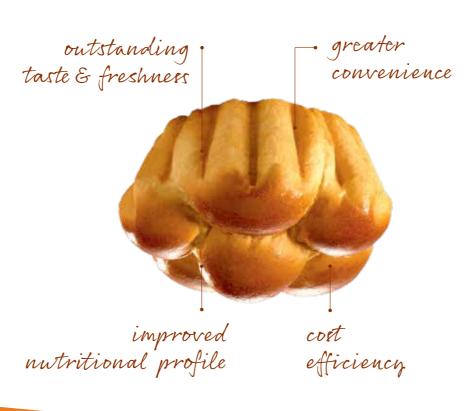




Puraslim

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."



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



Tegral Brioche Moelleuse



3816 Puraslim Tegral Brioche Moelleuse Brochure-v6.indd 2





A different look at Taste & freshness

Delicious "pure butter" brioche!

- "Pure butter" claim (mix contains pure butter)
- With sourdough
- Soft and moist crumb with long lasting freshness

1 mix, 2 recipes, depending on your taste!

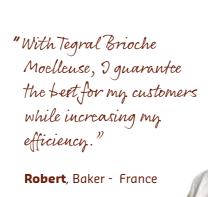
Premium recipe, for a rich taste and an an	nazing texture!
Tegral Brioche Moelleuse	1000 д
Water	300 д
Eggs	300 д
Yeast	30-50 д
Standard recipe, for an incredible texture and freshness!	
Tegral Brioche Moelleuse	1000 д
Water	500-550 д
Yeast	30-50 g



A different look at Convenience

More efficiency!

- Only 3 to 4 ingredients to scale
- Butter is in the mix
- Better dough release and easier shaping





A different look at Nutrition

A more balanced brioche!

- Reduced in fat compared to a standard brioche recipe*
- *Standard brioche recipe containing 23% butter on flour weight
- Fewer calories
- Nutritional claims possible





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 brioche with 23% butter made with a mix
- No dependence on fat price fluctuation
- Less waste due to improved freshness



3816 Puraslim Tegral Brioche Moelleuse Brochure-v6.indd 3