

**■ Taste beyond
imagination**





■ An extraordinary place to create extraordinary breads

The Center for Bread Flavour is located opposite the Puratos Sapore factory at St. Vith, a charming small town that lies at the interface of the Eifel and Ardennes, in south east Belgium.

The area is well known for its hospitality and quality tourist facilities.

Location

One-and-a-half hours from Brussels national airport and Puratos Headquarters in Groot-Bijgaarden.

Recommended hotels and team building activities available on request.



We are looking forward to welcoming you soon to our Center for Bread Flavour.



**Discover the fascinating world of taste
and how it can delight your customers**



The Puratos Center for Bread Flavour

■ Bread. Wine. Cheese.

The good things in life have one thing in common: fermentation. It's how nature develops taste. There are as many types and flavours of bread as there are wines and cheeses and their flavour depends not only on how and with what they are made, but where they are made.

The microorganisms in the atmosphere allow bakers to develop particular tastes which are unique and extremely hard to imitate. Puratos scientists have carefully isolated strains from around the world to create a wide range of natural fermentation flavours. They are the key ingredient in bread which responds to consumer preferences in terms of taste, texture, shelf life, softness, crumb structure...

Combined with your own specific requirements, they allow you to differentiate your products, making breads with a unique taste signature that is consistent over time.

The fermentation cultures we collect around the globe are used to make a broad palette of flavour profiles included in our two most important ranges - Sapore and O-tentic.

Sapore is a range of ready-to-use fermentation flavours (sourdoughs, sponges...) available in powder and liquid form.

O-tentic is a range of active bakery ingredients based on sourdough to make bread that is as full of character as it was in the good old days.



■ Welcome to the fascinating world of sourdough fermentation

At the Puratos Center for Bread Flavour you will:

- **learn** more about the secrets of bread flavour and fermentation
- **be inspired** to create bread with tastes and flavours beyond your and your customers' imagination
- **develop** innovative, flavourful baked goods
- **experience** how to better differentiate your products and grow your business





■ A multifunctional facility

When visiting the center you will experience a series of activities:

Creativity & knowledge

Here, away from the pressures of your everyday business, you will be introduced to a host of experts. They will share their expertise and knowledge of what's happening in the market place, consumer trends, category and global insights.

For years, Puratos has been conducting in-depth research into how consumers experience the taste of food in general and bread in particular. We will share this knowledge with you, including details of how people make their evaluation and how this information can help you respond to your customers' wishes and needs, even anticipating future trends.

Together with our experts and based on your brief, you will then generate a range of possible directions for your product development.

Concept development

We will explore together what influence bread flavour has on taste and texture and understand the characteristics of the Sapore range of natural bread flavours.

We will discuss the different steps in baking that add taste and character to bread, whatever the technology used - direct, retarded proof, par-baked, frozen,... - whether you wish to improve your existing products or create new ones. You can also test and develop new applications with our specialists, creating recipes to enchant your customers.

Our experts will then translate your ideas into reality by creating product samples in the state-of-the-art test bakery. Using our sensory capabilities we will evaluate the samples until you have a finalized concept that meets your brief and expectations.





Implementation & communication

The aim is to transform the finalized concept into a bespoke solution in our production facility, ensuring that its quality and consistency meet your needs.

Because the Puratos Center for Bread Flavour is located immediately opposite the Puratos Sapore factory, you can enjoy a guided tour and see how the bread flavours are actually produced.

And last but not least, we will also help you find out how to use the most appealing taste arguments to promote your bread.

All these topics can be covered in greater detail at seminars that are tailor-made to suit your team's requirements. Your Puratos representative will be happy to give you full information.

The unique location and idyllic surroundings of the Center for Bread Flavour with its restaurant and meeting room facilities make it an exceptional venue for meetings, events and team building too.

As bread flavour is of key importance to your customers, visit the Puratos Center for Bread Flavour and create their next favourite bread. See you there!

