

SCALED-UP INNOVATION



As a global leader in the food industry, Puratos USA collaborates with commercial bakers, retailers, foodservice companies and distributors to develop the on-trend and innovative products consumers want.

Puratos has the knowledge and expertise to help mid- and large-size baking companies navigate evolving consumer behaviors, complex regulatory requirements and labeling demands, with customized solutions that help their businesses stay competitive, relevant and moving forward.

Ingredient Expertise for Commercial Baking Solutions

At Puratos, R&D experts continuously explore emerging consumer trends, ingredients and technologies, always looking for ways to push the boundaries of what's possible for customers.

From commercial bread and cake enzymes to fruit fillings and clean label alternatives, Puratos offers a full range of ingredient solutions to help commercial bakers create one-of-a-kind, high-quality products that are cost effective and easy to manufacture.

- *Acti* — This range of clean-label, enzyme-based solutions can help extend the natural freshness of muffins, cake donuts, brownies and other baked goods. They can also decrease batter cost by reducing the need for expensive ingredients such as eggs.
- *Intens Fresh* — This freshness enzyme keeps breads fresher nearly 50% longer than previous technology and nearly four times longer than breads without freshness enzymes.
- *Intens Puraslim* — This enzyme-based innovation offers a solution for reducing expensive fat in recipes. It imparts a soft texture and short bite for the ultimate eating experience.
- *Topfil* and *Vivafil* — These bake-stable fruit fillings can help extend the shelf life of baked goods. They come in a range of flavors, textures and formulations, and are available in pouches, pails, drums and totes.

Whether it's clean label requirements, no-no lists or ingredient bans, Puratos' experts understand the impact each can have on commercial bakers. They help customers make the best decisions to address consumer needs when navigating a complex regulatory environment.





Industrial Technology and Equipment

Puratos' seven Innovation Centers in the US feature state-of-the-art manufacturing equipment and dedicated spaces for bakery, sweet goods and chocolate innovation. Through decades of manufacturing and technology investments, the company has refined its processes to ensure consistency at scale for every batch. Bakers and food executives can explore their creativity and trial new solutions alongside teams of expert researchers and technical advisors.

To support its growing customer base, Puratos plans to open a dedicated bakery glaze plant on its Pennsauken, NJ, campus by 2025. It will be the first such plant in the US. The company recently expanded its West Coast operations to include a new manufacturing line at its Rancho Dominguez, CA, facility and relocation to a state-of-the-art warehouse and distribution facility in Gardena, CA.

When customers are ready to test new ideas on their own production lines, Puratos experts go on-site to help the bakery operation optimize production, answer questions and troubleshoot concerns.

Taste Tomorrow: On the Cutting-Edge of Consumer Food Trends

Puratos is relentless when it comes to collecting fresh, in-depth consumer trend data that gives bakeries a global perspective on where the food industry is now ... and where it will be tomorrow. Companies that partner with Puratos can tap into this data to develop their next product innovation.

Taste Tomorrow, Puratos' proprietary research program, is the largest consumer insights ecosystem in the world. The company engages several sources to compile its *Taste Tomorrow* data, including:

- A quantitative study conducted in 50 countries with over 20,000 consumers
- Qualitative research with foodies and industry experts
- Global and local consumer behaviors; attitudes; and choices in bakery, sweet goods and chocolate
- Consumer conversations tracked across social media, search engines and blogs using always-on semantic artificial intelligence for a real-time view of what's trending, just emerging or going viral

With products and services in more than 100 countries, Puratos has its finger on the pulse of scaled-up innovation.



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