

# COST-SAVING INNOVATION



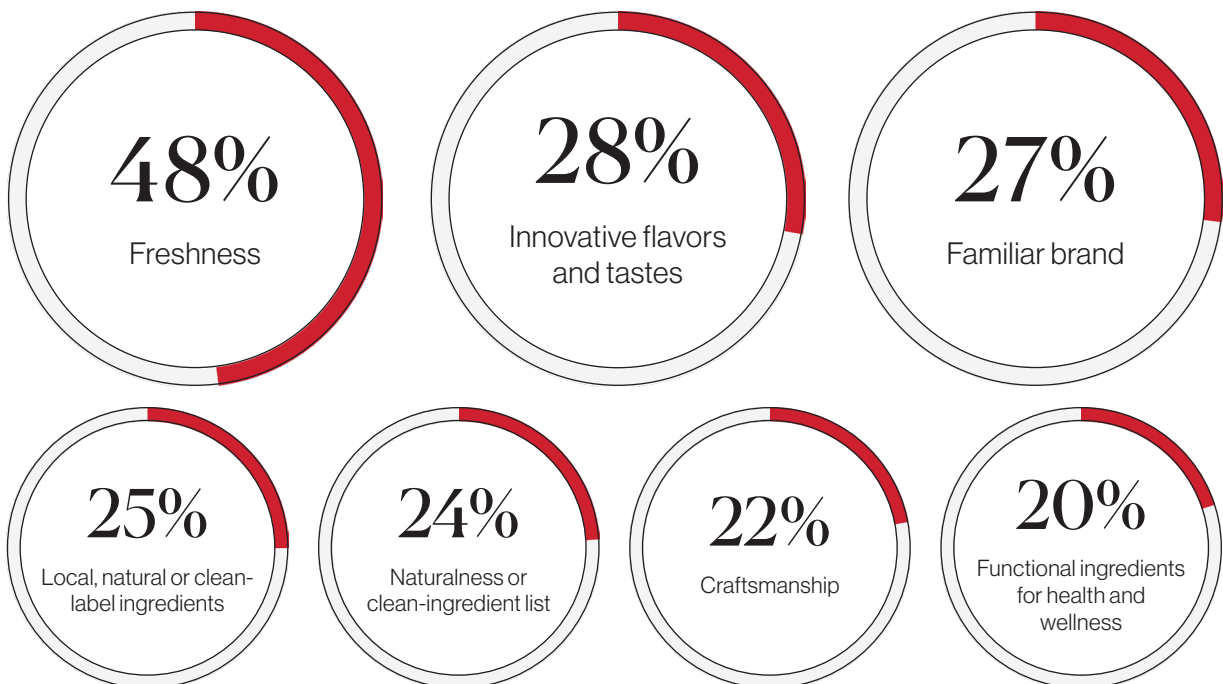
As a global leader in the food industry, Puratos USA collaborates with commercial bakers, retailers, foodservice companies and distributors to develop innovative, on-trend and budget-friendly baked goods consumers want.

Puratos has the industrial knowledge and expertise to help mid- and large-size baking companies navigate evolving consumer behaviors and rising ingredient costs with customized solutions that help their businesses stay competitive, relevant and moving forward.

## Taste Tomorrow: Consumer Food-Spending Trends

According to *Taste Tomorrow*, Puratos' proprietary research program, increasing food prices are one of the top three consumer concerns when it comes to purchasing decisions. The fluctuating prices of essential ingredients such as eggs, butter and oil are challenging household budgets, with 50% of US consumers saying they are either planning to or have already lowered their food spending.

However, Puratos' research also shows **consumers are willing to pay more for foods with specific attributes.**



## Ingredient Innovation: Cut Costs, Not Quality

Puratos' cost-reduction solutions can help commercial bakeries deliver the quality and taste customers demand while keeping costs down. Clean-label, enzyme-based solutions ranging from egg replacers to fat reducers can help commercial bakers create stand-out products that satisfy consumer demand for freshness, quality and affordability.

- *Acti Egg Reduction* — Reducing the number of whole eggs needed to produce cakes, muffins, cake donuts and other baked goods is one way bakers can save money. Acti Egg Reduction is a clean-label enzyme solution that replaces, on average, 15% of liquid or powered eggs while saving bakers a significant amount of money — up to 12% — on egg costs without sacrificing quality or volume.
- *Acti Fresh and Intens Fresh* — Minimizing stale product is an effective way to boost the bottom line. These enzyme-based cake and bread improvers enhance and extend the freshness of baked goods so they can stay on the shelf — and available to consumers — longer.
- *Intens Puraslim* — Fat is an expensive, yet necessary, ingredient in many indulgent baked goods. This enzyme-based innovative solution reduces up to 50% of in-dough solid fat in sweet bread and pastry recipes. It imparts the same amazing taste, texture and freshness that traditional fat lends to finished baked goods but at a lower cost to bakers.
- *Sunset Glaze* — There's no doubt that fluctuating egg prices impact production costs. This multi-application egg-wash alternative delivers outstanding shine and color while lowering bacterial- and allergen-related health risks often associated with using real eggs. As an added benefit, using an egg wash can support a bakery's sustainability goals.



**PARTNER WITH PURATOS FOR  
COST-EFFECTIVE BAKING SOLUTIONS**



Visit  
[puratos.us](http://puratos.us)



Visit  
[tastetomorrow.com](http://tastetomorrow.com)