

Vision

The newsletter for bakers and patissiers
June 2018

Puratos Clean(er) Label **SIMPLY BETT(ER)**



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Dear reader,

Welcome to another edition of our Vision Magazine for 2018. For this edition, we selected Clean Label as the main topic as it still raises many questions within the baking industry. Why do consumers want clean labels? What does clean label mean? What is a good definition of clean label? More than ever before, consumers are demanding transparency through clean labels. They want to be able to make more informed decisions about the food they are eating and consumers want to be sure that what they are eating is healthy.

We hope to provide you with some additional insights and inspiration into a market that is no longer a niche but an ever-growing trend. Happy reading!

The Puratos team

Consumers and the trend of Clean Label

Consumers want simple, short ingredient statements and claims they understand.



Source: Puratos ClaimsResearch 2014

Consumers want to know the composition of their food. As 65% of worldwide consumers are demanding more transparent communication on labels*, we can see that they are paying more attention to product labels. Consumers prefer short, clean and clear labels, with mainly natural ingredients and ingredient names that they know or can easily understand.

There is no single regulatory definition of what constitutes a clean label product. This leads to a lot of different interpretations of the clean label principle. For some customers and consumers, it means only using natural ingredients; for others, it's no or fewer additives, no preservatives, or no artificial flavours and no artificial colours. However, the constant founding principle of the clean label movement are **transparency** and **naturalness**.

*Taste Tomorrow Survey 2015-2017



Puratos strives to be the reliable leaders in Clean(er) Label for Bakery and Pâtisserie through innovation and renovation without compromising on quality, taste, texture, safety and visual appeal throughout the shelf life of our products.

What does Clean(er) Label mean?

At Puratos we opt for the term "Clean(er) Label" as it shows it is not an end state but an on going process. Clean label is a moving target as the public opinion around it is continuously evolving and differs significantly between regions and countries.

Puratos has a large range of products that have been successful for decades. Like our S500, known as the best bread improver in the industry. For our products, we offer our standard range as well as clean(er) label alternatives. Every new product is by definition being formulated in such way that it is as clean as possible right from the start.

Puratos' products contain only the ingredients needed to bring a specific functionality to the product or to assist the professional in their job. Our continued research on ingredients, recipes for final applications and processes allows Puratos to manufacture bakery and patisserie solutions.



Bakery

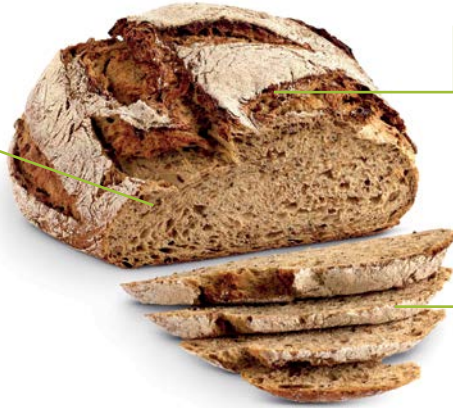


With more than **60 years of baking experience**, Puratos has been continuously looking into new technologies and innovations. Our bread improvers offer the unique benefits of vertical integration through the production of enzymes and fermentation products. Our sourdough solutions can help you differentiate among others while keeping your current process.

We support your clean(er) label efforts by providing a full range of solutions to improve every aspect of breadmaking.

Improvers

- Based on **enzyme technology** that provides a similar performance compared to traditionally used chemical additives



Bakery Mixes

- No artificial colours, flavours or preservatives
- **Enzyme technology** provides consistency in taste and texture

Flavours and Sourdoughs

- Based on **natural fermentation**
- Enhance aromas and productivity while keeping your current operation process

Consumers indulge in sweet goods to satisfy a craving, celebrate an occasion or simply treat themselves. Even though pâtisserie is about indulgence, consumers still want to be aware of what they are eating.



Glazes, buttercreams & icings

- No Artificial Flavours
- No Artificial Colours
- No High Fructose Corn Syrup
- No Partially Hydrogenated Oils

Fillings

- No Artificial Flavours
- No Artificial Colours
- No High Fructose Corn Syrup
- No Partially Hydrogenated Oils

Cake mixes

- No Aluminum-Based Phosphates
- No Preservatives
- No Artificial Flavours
- No Artificial Colours
- No Partially Hydrogenated Oils

Pâtisserie

Our **Puratos Pâtisserie Model** has the solutions for all your needs: **Bases, Fillings and Decorations**. We evaluate each product we produce to see where we can clean up the label:

- Removal or reduction of some ingredients
- Introduce natural flavours and colours
- Eliminating partially hydrogenated oils
- Never using high fructose corn syrup

We continue to research new solutions to evolve our products in supporting our customers' and consumers' expectations in this ever going trend.

Check out www.puratos.ca for our full range of clean(er) label solutions.

Vanilla Key Lime Naked Cake



This cake is layered with Clean(er) Label **Satin Vanilla Velvet Cake** mix and **Cremfil Silk Key Lime** filling, which has a perfectly balanced taste of tartness and sweetness. It is topped and decorated with **Deli Dulce de Leche** and **Deli Meringue**. All of the fillings and toppings used are made with no artificial flavours and no artificial colours. Inspiring, flavourful and more natural, this cake is a must at any summer gathering!



Ingredients: g

Satin Vanilla Velvet Cake CL	1,000
Water	400
Oil	250
Whole Eggs	250

Working Method:

Cake Base: Place all the ingredients in a mixing bowl and blend for 1 minute on slow speed using a paddle attachment. Scrape down the bowl and mix for an additional 4 minutes on medium speed. For sheet layers scale at 850-950g. Bake at 180-190°C in rack oven for 9-11 minutes. Allow to cool before cutting.

Fillings: Place **Cremfil Silk Key Lime** in a pastry bag fitted with a round tip.

Toppings: Place **Deli Dulce De Leche** in a pastry bag fitted with a round tip

Preparation: Whip **Deli Meringue** on 1st speed for 1 minute and on 2nd speed to a stiff peak. Place in pastry bag with a tip.

Assembly as follows:

1. Cut 3 layers of **Satin Vanilla Velvet Cake** into rounds.
2. Place one cake layer on bottom of mould and continue by filling with **Cremfil Silk Key Lime**.
3. Place the second cake layer on top apply some pressure. Apply another layer of **Cremfil Silk Key Lime**.
4. Place the third cake layer on top and apply evenly a thin layer of **Cremfil Silk Key Lime** on top with the help of an offset spatula.
5. Pipe a disk of **Deli Dulce de Leche** on to cake surface as seen in photo or as desired.
6. Pipe **Deli Meringue** as seen in photo or as desired.

Hearty Fruit Bread



This fruity bread is packed with tender grains, seeds and dried fruits. The bread is made with **Softgrain Sweet 5 Grain**, which is a blend of oats, sunflower seeds, flax, wheat and millet cooked in a mild liquid sourdough with a touch of honey. We have also integrated our clean label all-purpose improver, **S500 CL**, to offer you peace of mind and allow for a clean(er) ingredient declaration.



Base Dough

Ingredients:	g	%
Strong Bakers Flour	10,000	100
Water	5,800	58
Salt	200	2
S500 CL	200	2
Softgrain Sweet 5 grains	4,000	40
Fresh Yeast	250	2.5
Dried Apples	1,000	10
Dried Apricots	800	8
Dried Figs	800	8
Total	23,050 g	

Working Method

Mixing/Spiral Mixer: Slow speed 8 minutes, fast speed 4 minutes. After the dough is completely mixed add the dried fruit and mix on slow for two minutes or until fully incorporated

Dough temperature: 27°C

Bulk fermentation: 30 minutes

Scale: 480 grams

Intermediate proof: 15 minutes

Make Up: Oval

Decoration Before Baking: Score as desire

Final Fermentation: 45 to 60 minutes

Oven Temperature: 220°C with steam and drop to 200°C

Baking Time: 26-30 minutes

Tips:

- Always wash the fruit with warm water and soak for 20-30 minutes prior to adding to the dough.
- Dip the scoring blade in water or oil just before scoring each loaf. This will help with the shredding and prevent the blade from sticking.

Contact us for more details & recipes

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