

# Vision

The newsletter for bakers and patissiers  
**March 2018**

*The future of  
bread lies  
in its past*

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Dear reader,

Welcome to our first Vision Magazine of 2018. In this edition, we want to focus on bread and its future. Throughout history, bread has been a staple in most cultures and a food that brings people together. Everyone loves the smell of freshly baked bread and enjoys eating it in its simplicity, or with some butter or jam.

At Puratos, our more than 60 years of baking expertise have taught us a lot about bread: ingredients, processes, recipes, consumers, and trends. We'd like to share this with you in our magazine. Happy reading!

The Puratos team



Whether you look at the English word 'companion', the Spanish word 'compañero' or the French word 'copain', they all originate from the Latin 'com' and 'panis', meaning 'with whom one shares bread'.

When we asked consumers what they consider as the bread of the future, they referred to the bread of the good old days that grandma was putting on the table.

- 59% of Canadian consumers find it interesting when bakeries share more about their traditions.
- 61% of Canadian consumers would buy products at a bakery where everything is baked with natural ingredients.
- 68% of Canadian consumers think traditional processes are natural and easier to understand than modern processes, which are perceived as artificial.
- At 36%, just over a third of consumers cite interest in artisanal breads.
- 25% of consumers agree "it's worth paying more for artisanal or craft bread".

In our research, it is clear that breads based on natural fermentation, that have always been part of our history, are also the future.

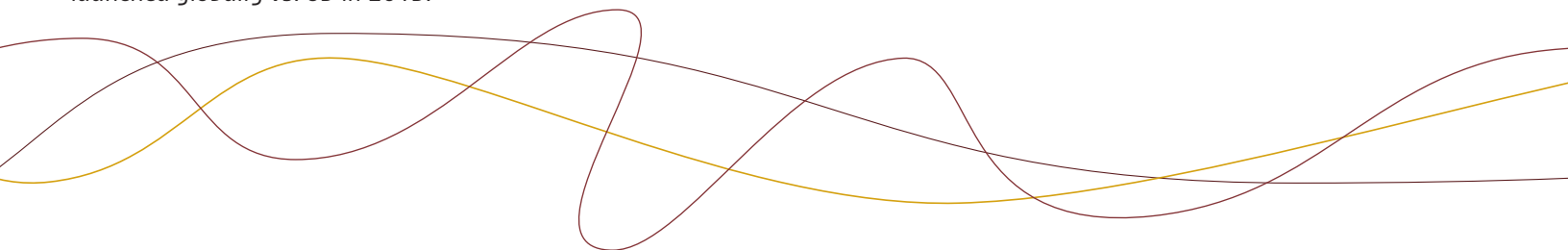
Source: Taste Tomorrow Puratos 2015, Mintel Bread study 2017

## Bread is on the rise

According to instore magazine, fermented dough is among one of 2018's top food trends. These trends are based on in-depth research, international travel and input from more than 175 chefs, restaurateurs and food experts. Fermented dough is created in the long and slow process that is used to produce sourdough bread.

Sourdough is fast becoming the best thing since sliced bread. Once the favourite of healthy hippies, sourdough has emerged as the most fashionable loaf – its crackling crust, addictive tang and complex flavour are now becoming adored worldwide.

Mintel shows that the number of launches using sourdough has been increasing year after year on a global level. In 2017, 5,565 food items were launched with a fermentation claim vs. 3,669 in 2013. Within the bakery category, 251 items containing sourdough were launched globally vs. 63 in 2013.



# — The quest for — SOURDOUGH

Puratos has been passionate about natural fermentation for more than 20 years. We have developed an understanding of sourdough like no other.

This is why Puratos created the Quest for Sourdough, an online community to gather information on sourdough and preserve and protect the heritage of sourdough for generations to come.

This quest is all about keeping the sourdough story alive for future generations. After all, sourdough has been around for thousands of years, and everyone has their own way of making it. We'd love to hear how you got started, who taught you the recipe you're using, and what makes your sourdough so unique. Think of this project as a starter. By gathering and sharing your stories in our online database, we aim to help the international sourdough community thrive and grow.



*Sourdough is a natural leavening ingredient consisting of flour, water, and natural organisms. Also known as bread starter, levain, masa madre, lievito naturale or Sauerteig.*

*Sourdough gives baked products their structure and taste. Micro-organisms within the sourdough use the starch and minerals found in flour to ferment and increase the volume of bread, while organic molecules create the flavours.*

Join the tradition; create the future by registering your sourdough on  
[www.questforsourdough.com](http://www.questforsourdough.com)

## Discover the Puratos Sourdough Solutions:

At Puratos, we believe that the future of bread lies in its past. Over the years, we've developed an expertise in natural fermentation and knowledge of baking cultures from all over the world. Drawing on this knowledge, we've created:

**Sapores** - a range of ready to use sourdough flavours based on natural fermentation that can help you differentiate among other bakeries.

**O-tentic** - an active ingredient based on sourdough that gives your breads the personality of breads baked in a time honoured tradition. By adding only flour, salt and water to O-tentic active components, you can make artisan bread that has its unique natural taste and structure.

**Softgrain** - ready to use tender whole grains & seeds enriched with natural fermentation flavours, enabling you to add grains and seeds straight to the dough to produce healthy and tasty breads.

Scan the following QR code or contact your Puratos Sales Representative to find out more about our sourdough solutions.



- ✓ Clean label
- ✓ Ready to use
- ✓ Complex fermentation flavour



O-tentic

Softgrain

Sapores

**Puratos**  
Reliable partners in innovation

# Sourdough Baguette

The baguette, crispy crust on the outside and soft crumb on the inside, is not only a loaf by which many bakers are measured, but it is also the quintessential example of French lean bread. Experience a baguette with woody and milky notes developed from durum flour fermentation.

## Base Dough

Ingredients:	g	%
Flour	3,000 g	100%
Water	2,100 g	70%
O-tentic Durum	120 g	4%
Salt	60 g	2%
Total	5,280 g	



## Working Method

Mixing spiral: 8 min. slow, 5 min. fast

Dough temperature: 26-28°C

Bulk fermentation: 60 min.

Scale: 380 g and stretch into a slightly long shape (20 cm)

Intermediate proof: 15 min.

Makeup: Baguette shape, final length 53 cm and place on floured linen cloths.

Final fermentation: 45-60 min. at 30°C, 80% RH

Decoration before baking: 6 cuts

Oven temperature: 235°C with steam

Baking time: 22-23 min.

## Want a thicker crust?

Dust the surface of the linen cloths with a mixture of 50% semolina and 50% wheat flour and place the shaped baguettes with seam upward.

# Wild Blueberry Multigrain Batards

Consumers are increasingly looking for healthier and tastier bread. Wild blueberry multigrain batards are full of antioxidants, full of protein and fibre from oat, sunflower, flax, wheat, and millet (Softgrain Sweet 5 Grain), with a sweet and fruity fermentation flavour from O-tentic Origin and a hint of honey. This is one of our most loved breads.

## Base Dough

Ingredients:	g	%
Strong Baker's Flour	5,000 g	100%
Water	2,800 g	56%
Softgrain Sweet 5 Grain	2,500 g	50%
Wild Frozen Blueberries	750 g	15%
O-tentic Origin	400 g	4%
Salt	100 g	2%
Total	11,550 g	



Full of  
antioxidants,  
protein, and  
fibre!

## Working Method

Mixing spiral: 8 min. slow, 6 min. fast. Add the frozen blueberry during the last 2 min. of mixing.

Dough temperature: 26-28°C

Bulk fermentation: 60 min.

Scale: 650 g

Makeup: Pre-shape round and rest for 15 min.

Shape into Batards and place on floured boards.

Final fermentation: 45-60 min.

Decoration before baking: One score along the centre

Oven temperature: 220°C with steam then lower to 200 °C

Baking time: 30-35 min. Last 10 min. open damper.

## Is your dough breaking down?

Tip: Blueberries contain 85% water. In order to prevent the dough from breaking down, toss and coat the frozen blueberries in flour before adding to the dough during the last phase of mixing.

Contact us for more details & recipes

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