

Vision

The newsletter for bakers and patissiers
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Dear reader,

Welcome to another edition of our Vision Magazine for 2019, dedicated to the Goodness of Grains. First we will share with you what customers are looking for when it comes to grains and seeds, and how you can meet their needs. In addition, we also address some of your biggest challenges when it comes to working with grains in baked goods. Take a look and enjoy!

The Puratos team

Whole Grain as a Power Ingredient

Consumers are getting increasingly conscious and critical about the health benefits that are linked to the foods they eat. Perfectly aligned with this trend, whole grain is now a power ingredient as it is considered to be both healthy and tasty. In a recent Whole Grains Council survey, 89% of respondents said that they choose whole grains for their health benefits and 41% stated that they choose whole grains for their delicious taste.

Actually, in 2018, Canadian consumers stated that grains and seeds were the healthiest baked goods ingredient, with whole grains following closely behind. Despite media hype about low-carb and grain-free fad diets, 96% of consumers tell us their whole grain consumption has either increased or is holding steady compared to five years ago. Nearly 64% of consumers say they are making at least half their grains whole, with about half of these respondents telling us they nearly always choose whole grain options.

The Goodness of Grains

Whole grain products include the entire germ (the nutrient-rich inner part), endosperm (the starchy middle layer) and bran (the outer layer) of the wheat grain. Whole grain products were consumed this same way centuries ago and now, consumers are looking to go back to the simplicity of whole grain – highlighting its health benefits and authentic taste.



Research shows that people who eat more whole grains may have a lower risk of heart disease, stroke, diabetes, and some cancers. Whole grains are higher in fibre, vitamins and minerals when compared to refined and enriched grains. You definitely get the greatest health benefit from eating whole grains. Of course, not every grain has the same taste or benefits – each one is unique!



Millet: Millet is cropped in Asia since 10,000 years. It has anti-oxidants properties and will give a nice texture to your bread.



Oat: At breakfast or in your bread, this grain is rich in beta-glucans and in fibres that help reduce cholesterol.



Rye: Typical from the north of Europe, this grain is rich in fibres that are beneficial to your health.



Teff: This sweet, like molasses flavoured grain is a staple in Africa. It's an excellent source of Vitamin C.



What's the buzz on ANCIENT GRAINS about?

The trend towards consumers desiring to return to the basics is strong in the baked goods market. Consumers not only want to know where their food comes from, but they also want it to have a unique story that makes eating an experience. More than half of shoppers are interested in ancient grains, with 40% consuming them at least once a week, and over 20% of consumers willing to pay a premium for ancient grain baked goods.

Although all grains are technically "ancient," the Whole Grain Council defines them as grains that have remained largely unchanged over the last several hundred years.

Bakers have a diverse range of ancient grains at their disposal, with each one contributing a unique appearance, flavour and texture. Working with ancient grains can help them offer a variety of breads with an extensive colour palette – from cream to yellow, as well as reds and browns.

Sharing the unique grains present in your breads, and the benefits they offer, is a sure way to garner customer interest.

Freshness & taste challenges when working with grains

Today, whole grains are everywhere – from packaged goods to fresh baked goods, in the news and even social media. So how can you stand out from the crowd with your whole grain category? Consumers use three key criteria when purchasing baked goods: **taste, freshness** and **healthiness**.

When making whole grain breads, you may be faced with some challenges that are typical when working with grains and seeds; things consumers probably will not appreciate. For example:

- Some of the grains become dry and hard over time.
- The breads have an off-flavour (rancidity) cause by lipids (fats) of the specific grains/seeds.
- The crumb of the grain breads dries out fast due to water migration between grain and crumb.

There are some solutions that can help you address the challenges above. For example, working with freshness enzymes or soaking your own grains can help to address the freshness aspect. Soaking grains is a great approach, however you will also need to closely manage how and when you soak your grains to obtain the right tenderness. You also want to avoid the development of off-flavours (rancidity) during the soaking process. Choosing the right grains is imperative. Some grain flavours work better together than others, and identifying and using grains that are not as hard or potentially easier to digest can be challenging.



Consumers have three basic concerns:

Is it **fresh**?

Is it **healthy**?

Does it **taste good**?

Grains & seeds made easy

Puratos has different solutions to be your best partner in the whole grain category. Each solution provides you with ready-to-use, flavourful grains and seeds, but they offer different benefits in terms of convenience, flexibility, versatility and nutritional claims.



Softgrain: Ready-to-use whole grains and seeds that have been cooked and infused with sourdough. A process with some obvious advantages to both you and your customers. It contains all the traditional goodness of whole grains, with the additional benefits of natural freshness and superior flavour! Softgrain provides you with the ability to be innovative, with the added convenience of a healthy, flavourful solution that is not only ready-to-use but easy-to-use as well. Softgrain is highly versatile, providing you with the opportunity to develop innovative and differentiating product offerings for your customers.



Puravita: Offers vitality by bringing the taste, wellbeing, and satisfaction only grains and seeds can offer with our easy-to-use bakery mixes. These mixes will result in baked goods with improved nutritional values, making them a perfect contributor to a healthy, balanced diet filled with endless enjoyment. Puratos offers a range of specialty mixes and bases, allowing you to offer your customers the very best while taking advantage of our convenient, consistent products. By using Puravita, you can provide your customers with nutritional facts that help them make informed decisions.





Grain-a-licious Pull Apart

Ingredients	%	Grams
Flour, Strong Baker's	100	1000
Softgrain Amber Grain CL	30	300
S500	1	10
Salt	2	20
Sugar	3	30
Oil	4	40
Yeast	2	20
Water	55	550

WORKING METHOD

Mixing: Add all ingredients to mixer and mix for 2 minutes on slow speed & 8 minutes on fast speed.

Scale & Make-Up: Bulk ferment for 20 minutes. Scale to 50 g pieces. Cluster into groups of 6 in pan. Proof for 60 minutes.

For decoration: Apply Sunset Glaze to top of rolls.

Baking: Oven temperature to be set at 200°C. Bake for 16 minutes.

Ancient Grain Triangles

Ingredients	%	Grams
Flour, Strong Baker's	100	1000
Puravita Ancient Grain Mix	50	500
Oil	4	40
Sugar	5	50
Water	78	780
Yeast	4	40

WORKING METHOD

Mixing: Add all ingredients to mixer and mix for 2 minutes on slow speed & 8 minutes on fast speed.

Scale & Make-Up: Divide dough into 80 g pieces. Rest dough balls for 10 minutes, then shape into desired final shape. Proof for 60 minutes.

For decoration: Apply Sunset Glaze and optionally, top as desired with grains and/or seeds.

Baking: Oven temperature to be set at 200°C. Bake for 16 minutes.



Contact us for more details & recipes

www.puratos.ca

Puratos Canada Inc. - 520 Slate Drive, Mississauga, Ontario L5T 0A1

Toll free: 1.800.668.5537 - Tel: 905.362.3668 - Email: info.canada@puratos.com



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