

Develop great tasting and healthy breads with Softgrain

Canada, January 2017 – Puratos proudly presents a full range of Softgrain solutions in response to consumers need for tasty and healthy breads. Softgrain is a blend of grains and seeds infused with flavour from natural fermentation to provide you with a unique range of ready-to-use solutions for your multigrain breads. *Softgrain is available in 3 different varieties: Multigrain, Sweet 5 Grain and Rye.*

Consumer are looking for healthier and tastier breads

Consumers today buy their food following 3 criteria: taste, health and freshness. If a product fulfills all 3 criteria, they will have more trust and increase their purchase intention. Also, consumer research* shows that the consumers' definition of health has evolved over the last years and those products containing ingredients made by earth are considered more wholesome and healthier. 61% of the Canadian consumers would buy products at a bakery where everything is baked with natural ingredients, such as (dried) fruits, nuts, cereals, grains, and so on. As a consequence, we see a rising trend within the grains and seed breads, as these breads are considered by consumers as healthier but also tastier.



Softgrain as the perfect solution

Puratos' Softgrain range is the perfect solution to strengthen those 3 criteria within your breads. Softgrain are a blend of grains and seed infused in a mild liquid fermentation flavour. It is based on "Brühstück", a German tradition of soaking and boiling grains in sourdough. The combination of grains, seeds and sourdough allow the creation of high quality, natural and tasty breads. In addition, the grains in Softgrain slowly release their infused moistness to naturally prolong the freshness of bread.

Develop a creative range of grain and seed breads

The delicious taste of grains and seeds, combined with the infused liquid sourdough, result in a superior taste at every bite. With Softgrain, new exciting tastes can be obtained by using different seeds, grains and sourdoughs.



The Softgrain range is available in Canada with the following 3 items:

- **Softgrain Multigrain:** A blend of 5 grains and seeds (wheat, rye, oats, flax seed, millet seed, teff seed) pre-soaked in a mild sourdough providing a balanced flavour and texture.
- **Softgrain Sweet 5 grain:** A blend of 5 grains and seeds (oats, sunflower seed, flax seed, millet, cracked wheat) pre-soaked in a sweet fermentation flavour giving your breads, cakes and cookies a touch of sweetness and loads of whole grain
- **Softgrain Rye CL:** Rye grains pre-soaked in a sourdough flavour providing more taste to your bread, ensuring the grains to have the right tenderness

The product is very easy to use as you can add it straight to the dough and there is no need to pre-soak the grains. The dosage level ranges from 30-50% on dough weight allowing you to be flexible in how many grains and seeds you want to add to your breads.

Create delicious and nutritious breads using the Softgrain range of unique and flavourful grains and seeds.



** Taste Tomorrow consumer study conducted by Insites Consulting for Puratos: 11,000 global consumers interviewed including 430 Canadian consumers.
For more information, visit www.tastetomorrow.com*

About Puratos

Puratos is an international group, which offers a full range of innovative products and application expertise for artisans, industry, retailers and food service customers in the bakery, patisserie and chocolate sectors. Our headquarters are located on the outskirts of Brussels (Belgium), where the company was founded in 1919. Today, our products and services are available in over 100 countries around the world. In many cases, they are produced locally by our subsidiaries. Above all, we aim to be 'reliable partners in innovation' across the globe to help our customers deliver nutritious, tasty food to their local communities. For further information, visit www.puratos.com.

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