

Give an attractive look to your baked goods with Sunset Glaze

Canada, May 2017 – Puratos Canada presents Sunset Glaze. This solution addresses consumers' interest in shiny, good looking baked goods. Sunset Glaze is a clean label ready-to-use egg wash alternative, which can be used for wide range of applications (savoury, brioches and buns, croissants, soft bread and sandwiches).

Freshness identification process

Consumers today use 3 elements of information to assess the freshness of their baked goods: the smell, when it was baked, and the look*. Shine and colour are key indicators of quality and freshness of the product. For example, according to the Puratos online study done at the USA** 75% of the consumers prefer a croissant that has a richer colour and has more shine. That is why it is very important to make sure the product makes the best possible appearance.



Sunset is a perfect solution

Sunset Glaze is a Clean Label product produced with Ultra High Temperature (UHT) technology, which eliminates the need to store this product refrigerated. It significantly lowers the risk of bacteria contamination and also does not create any smell. Sunset Glaze is a safe and hygienic solution. In addition, it is also very easy-to-use. Sunset is suitable for various application methods, such as brushes, spray bottles, spray nozzles and roll systems.

Available in different packages and easy to use

The Sunset range is available in Canada with the following 2 packaging options:

- **Sunset Glaze CL 10 L**
- **Sunset Glaze Easy Carton 12 x 1 L**



It can be used as is or diluted with water for up to 30%, according to your requirements. Moreover, it is non-sticky, so contact wrapping can be done directly. Finally, Sunset is able to control the cost. It uses less product than eggs when sprayed.

In short, Sunset Glaze provides a safe, convenient and consistent solution to bring long lasting shine on your baked goods!



** 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

***Puratos USA online study 2016*

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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