

## Create high quality choux pastry with Tegral Clara Ultra

Canada, September 2017 – Puratos Canada proudly presents the Tegral Clara Ultra. This is the newest addition to our pâtisserie mixes that creates choux pastry such as éclairs, profiteroles and Paris Brest. Tegral Clara Ultra is a clean(er) label base which lets you create high quality choux pastry resulting in great consistency every time. Whether you are in a café in France or a pastry shop in Bangkok, the éclair is that must-have pâtisserie trend around the world.

### A pâtisserie star shines brightly

Easy to recognize with its distinctive shape and attractive topping, the éclair is often an early childhood food memory, and a first taste of French pâtisserie. It is no surprise that the éclair has been a favourite in good pâtisseries for over 100 years. Considered one of the cornerstones of French pâtisserie, it has usually been topped with coffee or chocolate flavours. Recently, there has been a revival of the éclair where pastry chefs have injected much fantasy and excitement into this classic dessert and have given it a new contemporary, sexy look. Yes, “le nouveau éclair” has arrived!



### A trend you really don't want to miss!

Consumer research shows 45% of Canadian consumers like traditional recipes and 42% like the innovation beyond new ideas and want to try new concepts.\* Éclairs have that nostalgic charm and are part of the ‘back to the classics’ trend, especially as more and more people insist on enjoying the tried and trusted recipes they know. Furthermore it's an excellent base for creativity, allowing endless possibilities in terms of taste, shapes and decorations.

### Tegral Clara Ultra is the perfect solution for your choux pastry recipes

Tegral Clara Ultra will bring that traditional taste and texture of the choux pastry while offering great visual appeal. It is a convenient and versatile mix in which you only add water, oil and eggs. Tegral Clara Ultra is a clean(er) label base which is easy to use, guarantees consistency on quality and volume and, in addition, gives exceptional tunneling allowing you to be creative with savoury or sweet fillings.

### Puratos offers you unlimited versatility and creativity

Puratos is a great partner for choux pastry as we have all the ingredients to help with your endless possibilities. Fill the choux shells with one of our many solutions such as Cremfil, Cremyvit or Ambiante. And decorate with our Carat Decorcrem chocolate coating or our Puratop icings.

## Available in an easy to use pack size

The Tegal Clara Ultra is available in Canada in the following package size:

- Tegral Clara Ultra 10kg bag



Puratos masters all of the different components and has the technical know-how to support you in the production of your éclairs. Discover our full portfolio of quality ingredients and let your creativity soar!



*\* 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](http://www.tastetomorrow.com)*

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## 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, pâtisserie 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](http://www.puratos.com).

## Press Contact Puratos Canada:

Liesbet Vandepoel  
Marketing Director  
520 Slate Drive  
Mississauga, ON L5T 0A1  
Tel.: +1 905 362 3698  
E-mail: [lvandepoel@puratos.com](mailto:lvandepoel@puratos.com)