

Puratos Canada meets consumer demands with Clean(er) Label.

Canada, July 2018 – Puratos strives to be allies with their customers in the clean label movement by continuously researching new technologies to make their products cleaner. Check out www.puratos.ca for their full range for Clean(er) Label solutions in bakery and patisserie.

Results from the global consumer survey Taste Tomorrow reveals 65% of worldwide consumers are demanding more transparent communication on their labels. 69% of Canadian consumers are actually reading their labels. While 52% of Canadian consumers expect more innovative food.

Every consumer has their own definition of what they expect a clean label to be. For some it may mean natural ingredients, fewer additives, and no preservatives. For others, it might be no artificial flavours and no artificial colours. However, the constant founding principles on the clean label movement are transparency and naturalness. One of four consumers fear food will become less natural by 2025 therefore their fears are leading them to rely on clean labels that they know and understand.

Puratos Canada opts for the term “Clean(er) Label” because the movement is evolving and so are their solutions. Their team is continuously researching new technologies and innovations to make their products as clean as possible right from the start, and without compromising quality, taste, texture, safety, and shelf life.

Puratos’ Clean(er) Label Solutions for Bakery and Patisserie

In bakery, Puratos Canada offers a range of bread improvers and bakery mixes that use enzyme technology, and has no artificial colours, flavours and preservatives. They also have a full range of sourdough products based on natural fermentation. All our solutions based on sourdough are in line with the clean label movement and the return to more traditional bakery processes.

Even though patisserie is about indulgence, consumers still want to be aware of what they are eating. Therefore, Puratos continues to develop cleaner solutions to evolve their patisserie products in supporting customers’ and consumers’ expectations in this ever changing trend. They offer a range of fillings, cake mixes, and decorations that are free from artificial colours and flavours, and do not contain fructose corn syrup or partially hydrogenated oils.

Check out www.puratos.ca for more details.

Puratos Clean(er) Label
SIMPLY BETT(ER)



NO ADDITIVES



NO HIGH-FRUCTOSE
CORN SYRUP



NO ARTIFICIAL FLAVOURS
NO ARTIFICIAL COLOURS



COMPLIANT TO NON-GMO
PROJECT VERIFIED



NO TRANS FAT



NON-HYDROGENATED
FAT

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.ca.

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