

Discover Puratos at the Bakery Showcase in April



Canada, March 2018 – Puratos Canada is excited to announce its participation in this year's Bakery Showcase, held in Toronto on April 29 and 30. Bakery Showcase is Canada's largest and only baking industry specific B2B event in 2018 that includes a trade show, educational seminars & workshops and other social programs. The event has been designed to provide a forum and platform where baking and food industry including foodservice can meet on a common ground and conduct business.

Visit the **Sensobus**, our mobile sensory lab, created to target demographics, determine preferences, and understand consumer buying habits. The Sensobus concept was developed from the idea of gathering consumer insights directly from them while they go about their daily lives. It's the first of its kind and is unique in its ability to reach your consumers where they shop and eat. Experience the Sensobus during the Bakery Showcase and stop by to taste some bread and sweet goods while letting us know your opinion!

You can also attend sessions at the **Conference program** where our Puratos Marketing Director, Liesbet Vandepoel, will be hosting a session on **consumer trends in bakery, patisserie and chocolate**. During this session, we will offer in-depth insights into global and Canadian consumer behaviour and trends, taken from our Taste Tomorrow research and aim to inspire you to further innovate and differentiate towards the future. This session will take place on Monday, April 30, at 8.30 am.

Puratos, your reliable partners in innovation for bakery, patisserie and chocolate. Come visit us at the **Sensobus** and stay to discuss how we can help drive your business.



About Puratos

Puratos is an international group, which offers a full range of innovative products and application expertise for artisans, industry, retailers and foodservice customers in the bakery, patisserie and chocolate sectors. Our headquarters are located in 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.

Puratos believes in offering ethics, quality, passion, courage and innovation throughout its business and products.

For further information, visit www.puratos.ca or reach out to us on social: @PuratosCan on Facebook, Twitter or @puratoscanada on Instagram

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