

Sapore

Our flavours, your taste



The future of bread lies in its past

Sourdough is as old as bread itself

Sourdough breads have been around for millennia and are as old as the history of leavened bread itself. Our ancestors discovered that when water and flour were mixed together and left to one side, they started auto-fermenting, and that this could be used to make bread.

They soon learned that they could keep a portion of the dough and reuse it the next time they needed to bake. The reality is it's a challenge to maintain a consistent quality of sourdough. This natural fermentation depends on the skill set of the baker and the ability to control the variances in ingredients (primarily flour) and process (time and temperature).

Sourdough bread is a full flavour bread made with naturally occurring yeasts and bacteria providing the fermentation.

Consumers confirm that sourdough is the **BREAD OF THE FUTURE**

The latest Taste Tomorrow¹ survey suggests that sourdough breads could play a major role in the future for they deliver on each of the 3 most desired criteria, namely freshness, health and taste.

HEALTH

Health has become an essential aspect of baked goods, and it is about more than just nutritional value.



FRESHNESS

Consumers want their baked goods to be fresh and associate it with a nice bread smell. The Taste-Tomorrow report confirms, "smelling is selling".

TASTE

Another Puratos survey² has confirmed that 'taste' is the most important criterion for over 90% of respondents.

Sources

¹ The Taste Tomorrow survey insights are based on more than 100 qualitative interviews in 7 trend-setting cities (San Francisco, Sao Paolo, Paris, Istanbul, Moscow, Shanghai and Tokyo) as well as quantitative data: more than 11,000 consumers from 25 countries answered questions in an online survey.

² What's your flavour? Puratos, 2011

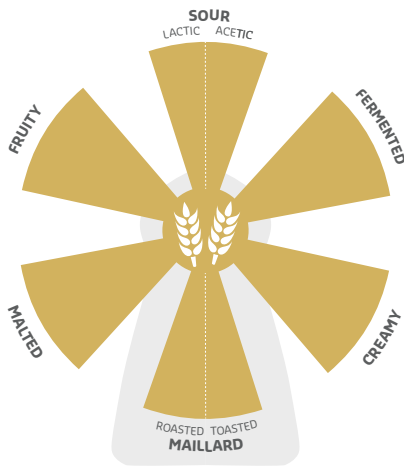


Sapore,

An opportunity to create your own unique taste

What is Sapore?

Sapore is a range of sourdoughs and other flavouring solutions based on fermentation. It offers a natural, traditional and differentiating taste and structure to finished baked products.



Our flavours...

By mixing lactic acid bacteria and flour, Puratos produces a wide selection of different flavours that can be clustered into 6 categories, as illustrated in the windmill blades here on the left.

Discover the entire range inside this folder and choose the flavour profiles you like best.

- ✓ FERMENTED: yeast-alcohol
- ✓ CREAMY: fresh butter, fermented milk, cream
- ✓ MAILLARD: toasted, grilled, smoky, wooden, caramel, grilled coffee
- ✓ MALTED: malt syrup, malt flour
- ✓ FRUITY: apple, raisins
- ✓ SOUR: lactic, acetic

...Your taste

The range has a wide variety of flavours that are easy to use, bring constant quality, and can be used with every type of dough. The best news of all though is that Sapore is much more than 'just' flavour, it is taste ... your TASTE.

TASTE:
make your own bread flavour by mixing different Sapore sourdoughs.

Enjoy the limitless taste possibilities Sapore offers by playing with dosages and combinations of sourdoughs.

APPEARANCE:
give your bread more volume and colour.

See how Sapore highlights the authentic colours in your breads and increases their volume.

SIGNATURE:
Puratos can help you create your own unique bread flavour.

Puratos can develop a brand new flavour for you, starting from unique starters.

TEXTURE:
make breads with different elasticity and moisture levels.

Develop your desired bread textures by finding the Sapore that matches your end application.

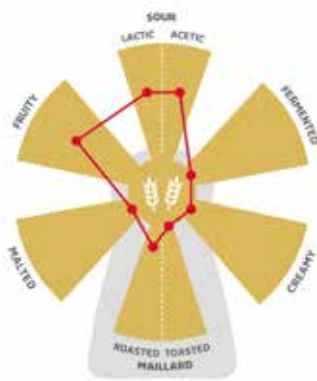
EXCELLENCE:
Sapore delivers all the quality you want and expect from Puratos.

Create outstanding breads that your consumers recognize as yours, every time.

CUSTOMIZE YOUR PRODUCTS

- ✓ Play with dosage
- ✓ Combine several different Sapores
- ✓ Create your own unique signature bread

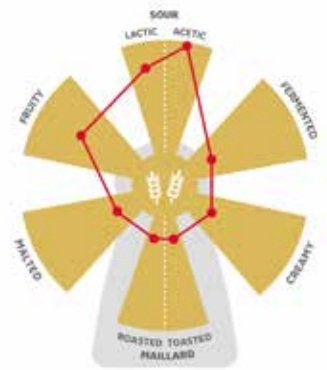
Sapore range



Aida

Sour flavour profile with strong fruity notes originated from the Alaskan rye sourdough in liquid form, perfect for country-style, whole meal and multigrain bread.

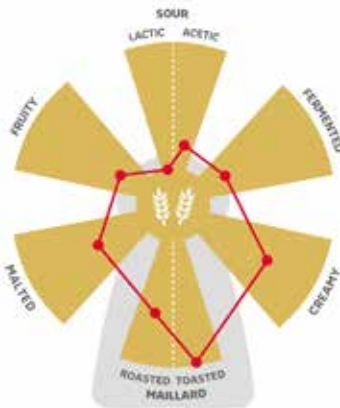
Product code:
4107148
Recommend usage:
1-8%
Package size:
10 kg bag-in-box



Aroldo

Rich acetic and lactic sour taste with fruity note developed from German rye sourdough in liquid form, perfect for rye bread.

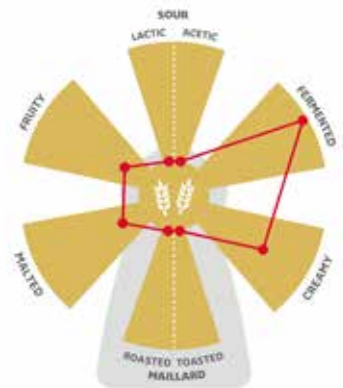
Product code:
4107117
Recommend usage:
2-7%
Package size:
10 kg bag-in-box



Rigoletto

Combination of roasted, creamy, and malted flavour notes that is originated from the England sponge in powder form, delivering that ultimate fresh bread experience. Ideal for white breads and rolls.

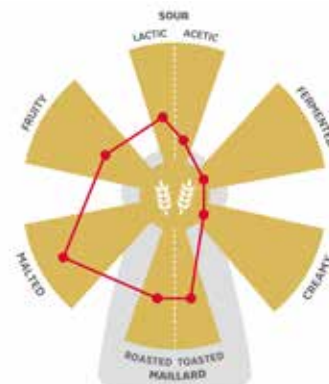
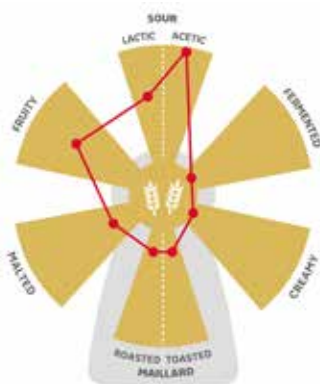
Product code:
4100279
Recommend usage:
2%
Package size:
25 kg bag



Panarome

Fermented alcohol flavour and creamy taste developed from a highly concentrated U.S.A. liquid sponge, ideal for white toast bread and buns.

Product code:
4107197
Recommend usage:
2-4%
Package size:
10 kg bag-in-box



Fidelio

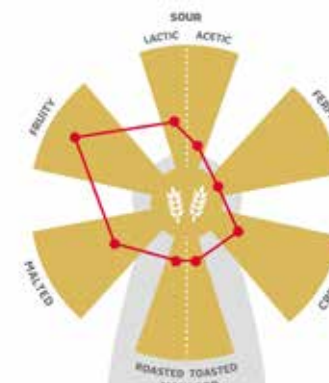
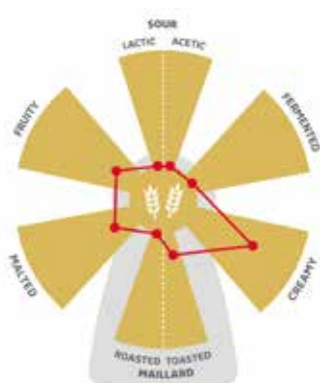
Acetic sour taste profile created by classic San Francisco wheat sourdough in liquid form, designed for wheat bread, danishes, brioches, and San Francisco bread.

Product code:
4107199
Recommend usage:
2-10%
Package size:
10 kg bag-in-box

Othello

Rich roasted, toasted, and malted flavour from a dark, concentrated rye sourdough in powder form with Danish origins, designed for rye and mixed bread, country style, whole meal and multigrain bread, crackers, snacks, and pizza.

Product code:
4100214
Recommend usage:
1-5%
Package size:
25 kg bag



Tosca

Creamy taste with mild roasted and nutty flavour in powder form originated from Italian durum wheat sourdough, perfect for Italian style bread.

Product code:
4100596
Recommend usage:
2-4%
Package size:
25 kg bag

Traviata

Fruity, malted, and lactic sour, a typical French flavour profile with subtle rye flavour, fruity and raisin taste, a traditional French rye sourdough in powder form fermented using the microflora present on grapes, designed for rolls, Kaisers, French bread and Italian-style bread.

Product code:
4100604
Recommend usage:
1-3%
Package size:
25 kg bag

The science of sourdough



The Sourdough Library

The Puratos Sourdough Library is a place where living sourdoughs from all over the world are safely stored and kept alive. Regularly refreshed with the original flour, the library ensures that the many sourdough strains present throughout the world will survive for years to come.

This initiative aims to preserve the biodiversity of sourdough in the world and to share knowledge on fermentation and fermentation technology. For the bakers, sharing their sourdough is also the opportunity for them to communicate to the consumers about their sourdough and have a copy safely stored in case they need it.

The Quest for Sourdough

We believe the future of bread lies in its past. That's why we are on the Quest for Sourdough; to preserve the biodiversity of sourdough and increase the world's knowledge about bread fermentation. Puratos wants to gather as many different sourdoughs as it can. That way, we can keep the sourdough heritage alive, and help you to understand the world of sourdough.

Help grow the taste heritage of the world

If you're a bread lover, the 'Quest for Sourdough' website is the place to be. Here you can discover the sourdough heritage and preserve your own sourdough for the future.

www.thequestforsourdough.com



Do you want to know more about Sapore?
Contact your local Puratos sales team.

<https://www.puratos.ca/en/bakery/categories/sourdough>

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