

# Softgrain

*Healthy grains, tasty breads*



# The consumer is always three-times right



## From our Taste Tomorrow survey

we know that when the modern-day consumers buys their bread, they have three basic concerns:

**Is it fresh?**

**Is it healthy?**

**Does it taste good?**

Together they form the so-called 'baked goods triangle'. Three straight forward criteria that, not coincidentally, also define everything we do at Puratos.

## Consumers love whole grains

With Taste Tomorrow, we research consumer choices, attitudes and perceptions related to the baked goods industry. And if there's one thing we've learned in recent years, it's that whole grains are constantly gaining popularity. 75% of Canadian consumers regard whole grains as a **healthy** and **tasty** addition to their daily diet. An even greater percentage buy bread that includes whole grains. Everything we do at Puratos is inspired by consumer trends and our desire to offer customers innovative solutions.





Sourdough

# Softgrain



In Northern Europe, where rye bread was an important part of the diet, the rye kernels were soaked in water to become tender and as such ready for consumption. Today, many German and Scandinavian bakers are still using this method to create their breads.

Puratos went one step further, and developed **Softgrain: ready-to-use whole grains** and seeds that have been cooked and **infused with sourdough**. A process with some obvious advantages. It takes all the **traditional goodness of whole grains** and adds **natural freshness** and **superior taste** to it.

## What's in it for me?

### *Benefits to you*



**INNOVATION & DIFFERENTIATION** Create new whole grain breads in line with consumer trends



**CONVENIENCE** Ready-to-use  
No need to pre-soak your grains  
Avoid risk of contamination



**VERSATILITY** Endless applications,  
endless creativity

### *Consumer benefits*



**OUTSTANDING FRESHNESS** Slow release of moisture from soaked grains ensuring natural prolonged freshness to your breads.



**GREAT TASTE** Intense and rich in flavour, thanks to sourdough and the right blend of grains and seeds.



**HEALTH** Source of vitamins, minerals and fibers.

Clean(er) label





## Do you want to be unique? Add something common!



Grains are a very beautiful, pure and simple product, but their popularity makes it hard to stand out from the crowd.

Or does it? In an effort to innovate and differentiate we tend to look for new solutions, while sometimes the answer is right in front of our eyes.

Our Softgrain range look to the past (and different parts of the world) to rejuvenate the whole grain category. **Inspired by ancient processing methods**, we've created products that excel in both convenience and innovative possibilities.

Or in other words, add something common to your dough and **make unique things happen**.

# The Goodness of Grains & Seeds

**Flax:** Seeds with herbal notes that are known for their health benefits. Rich in fibers but also a source of Omega 3.



**Millet:** Has been grown in Asia for over 10,000 years. It has antioxidant properties and adds a nice texture and subtle corn-like flavour to your breads.



**Oat:** At breakfast or in your bread, this grain is rich in beta-glucans and in fibers that help reduce cholesterol.



**Rye:** Typically found in Northern European countries, this grain is rich in fibers that are beneficial to your health.



**Teff:** This sweet, like molasses flavoured grain is a staple in Africa. It's an excellent source of Vitamin C.



**Wheat:** In flakes or malted, wheat will bring texture and taste to your bread.



**Sunflower:** Rich in Vitamin E, the sunflower seed has a round taste with notes of hazelnut.





## Convenience

Softgrain is simple to use - no need to soak your grains, just add to your dough for the last few minutes of mixing to maintain the grain integrity.



## Versatility

Develop a delicious range of baked goods by adding Softgrain to traditional pan breads, artisan breads and rolls, Ciabatta, bagels and even cookies. The applications are endless!



## Quality

We select only the finest grains and seeds for our Softgrain range and specifically choose the best sourdough to enhance the flavour of the grains and seeds. Customers will be amazed by the flavour and long lasting freshness.

# Our Softgrain Range

A simpler way of offering your customers the goodness of grains.

**Softgrain Multigrain** – A delicious blend of 6 grains and seeds – wheat, rye, oats, flax seed, millet and teff – pre-soaked in a mild sourdough, providing an enhanced flavour and texture. Also available in **Clean(er) label**.

**NEW Softgrain Amber Grain** – A blend of grains and seeds - oat, sunflower seeds, millet, flax seeds, wheat - pre-soaked with a sourdough, brown sugar and molasses for a sweet, balance flavour. **Clean(er) label**.

**Softgrain Rye** – Simply Rye! Rye grains that have been pre-soaked in a mild sourdough flavour enhancing both the taste and texture of your breads. **Clean(er) label**.

**NEW Softgrain Sprouted Grain** – A delicious blend of pre-soaked sprouted grains - wheat, rye, triticale - enrobed with sourdough for extraordinary flavour and texture, with the added benefits of sprouted grains. **Clean(er) label**.

**Softgrain Sweet 5 Grain** – A tasty blend of 5 grains and seeds - oats, sunflower seed, flax seed, millet, and cracked wheat – which has been perfectly pre-soaked in a sweet fermentation flavour giving your breads, cakes and cookies a touch of sweetness and loads of whole grain goodness.

## Product Information

| PRODUCT NAME                | PRODUCT NUMBER | PACKAGING     |
|-----------------------------|----------------|---------------|
| Softgrain Multigrain CL     | 4006814        | 36.7lb bucket |
| Softgrain Amber Grain CL    | 4107885        | 38lb bucket   |
| Softgrain Rye CL            | 4107182        | 38lb bucket   |
| Softgrain Sprouted Grain CL | 4006320        | 38lb bucket   |
| Softgrain Multigrain        | 4109078        | 36.7lb bucket |
| Softgrain Sweet 5 Grain     | 4107183        | 38lb bucket   |



- Recommended Dosage: 10-30% on dough weight





# The future of bread lies in its past

**GOING BACK A THOUSAND YEARS AGO** bread did not exist. Men were hunting and women were collecting grains and seeds to survive. As such whole grains have **always been part of our diet.**

**IN THE PAST,** no one spoke of 'whole grains' for the simple reason that all grains were whole grains. It wasn't until the 1800s that new milling technology made it possible to separate bran and germ from the endosperm and refined grain made its debut.

Because of their finer texture and longer shelf life, refined grains soon became popular, ignoring the fact that they had a **lower nutritional value.**

**TODAY,** the pendulum swings back again. Consumers are increasingly aware and demand authenticity. A growing appetite for **natural, healthy and tasty** ingredients inspired by the past, making whole grains, the **best bet for the future.**

For more information, contact your local sales representative or visit our website.

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