

# O-tentic range

## O-TENTIC ORIGIN

PRODUCT NUMBER: 4100275



Based on sourdough from the sun-drenched Provencal region in Southern France, with a complex flavour with a nice, mild acidity and fruity notes.

## O-TENTIC DURUM

PRODUCT NUMBER: 4100276



Based on the famous Altamura bread, well-known for its durum wheat sourdough; we've recreated it's creamy, nutty Mediterranean flavour profile.

- Packaging: 1 kg x 10 bags
- Dosage: 4% of flour weight
- **Clean(er) label** – made with simple ingredients
- Shelf Life: Store unopened, at ambient temperature for 12 months.  
For best results, refrigerate after opening and use within 1 week.

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

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# O-tentic

*At the start of all your breads*



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## Where it all began

It all started in a little village in Puglia called Altamura, in southern Italy – long known for its delicious breads. In 37 BC, Horace, a famous Latin poet, tasted the breads and was instantly charmed by its unique taste. In his personal diary, he noted that Altamura produced “the best breads in the world”.

Now, over 2000 years later, consumers are looking for premium, natural ingredients and authentic flavour that reminds them of the good old days... that’s why it all starts with O-tentic.

## Simply delicious

Based on natural fermentation, **O-tentic**, is the start of exceptional breads full of taste, flavour and texture. With **O-tentic**, you can start any bread recipe, just like they did in the past.

You need 4 **simple** ingredients:  
flour + water + salt + **O-tentic**.

It is easy to bake with and very tasty – bringing together the naturalness and authenticity your customers are looking for.

No doubt ... it all starts with **O-tentic**!

## Your benefits



### The O-tentic recipe

By combining just flour, water, salt and 4% **O-tentic**, you can produce exceptional breads. You are guaranteed a perfect result and long-lasting freshness every single bake.



### Flexibility

Whether you are looking for soft or crusty bread, **O-tentic** can be the start of something amazing. To personalize your breads even more, add additional ingredients to make your very own unique breads.



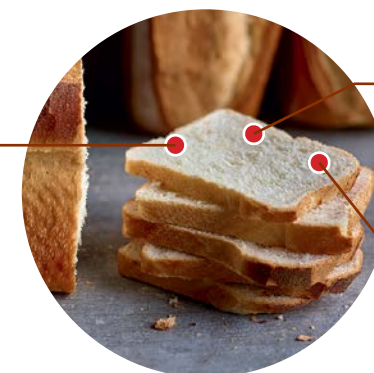
### Convenience and tradition

Long fermentation is key to creating traditional breads, and yet time is a rare commodity these days. **O-tentic** allows you to create breads full of character with just a few ingredients and limited time.

## Consumer benefits

### Taste

**O-tentic** delivers the authentic and traditional taste that is highly sought after by many customers.



### Texture

It provides your customer with the perfect bread texture every time, whatever the final application may be.

### Freshness

Moisture is released slower during baking, thereby ensuring a naturally longer shelf life.