

Puravita

FULL OF TASTE. FULL OF LIFE.

Baker advantages

- **Innovation:** Mixes developed in anticipation of health trends
- **Versatility:** One mix, endless healthy and tasty baked goods
- **Convenience:** Easy-to-use bread mixes. Simply add flour, yeast and water.



Customer advantages

- **Health & Well-Being:** Customers place high importance on grains and seeds
- **Great taste:** Delicious baked goods with great flavour
- **Lasting freshness:** Longer lasting freshness than typical grain and seed blends



ITEM NAME	ITEM #	DOSAGE	PACKAGING
Puravita 9 Grain	4109059	50% on flour weight	25 kg bag
Puravita Whole Grain	4109063	50% on flour weight	25 kg bag
Puravita Honey 'n Oat	4109061	100% on flour weight	25 kg bag
Puravita Ancient Grain	4109065	50% on flour weight	25 kg bag

Shelf Life: 9 months

For inspiring recipe ideas, please visit our website at puratos.ca

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Consumers know what they want



Based on our Taste Tomorrow research, customers look for three things when buying bread:

Is it fresh?

Is it healthy?

Does it taste good?

Together they form, what we call, the ‘baked goods triangle’. These three customer needs inspire everything that we do at Puratos.

Consumers love whole grains

With Taste Tomorrow, we research consumer choices, attitudes and perceptions related to the baked goods industry.

- Whole grains continue to gain popularity
- 75% of Canadian consumers see whole grains as a healthy and tasty addition to their daily diet
- Over 75% of people surveyed buy bread that includes whole grains



Puravita brings together the taste, health and satisfaction that only grains and seeds can offer. All Puravita breads have improved nutritional values, making them a perfect contributor to a healthy balanced diet.



Puratos’ Puravita range helps you to offer:

- bakery products made with natural ingredients
- grains and seeds with improved nutritional values: source of fiber and protein, limited salt and reduced fat and/or sugar
- wide range of tasty baked goods - additional flavours are specially selected to enhance the overall eating experience



Puravita 9 Grain

* **New and Improved** - with the addition of Dark Malt Flour, the perfect compliment of flavour to this unique blend of grains and seeds: wheat flakes, rye meal, sunflower seeds, wheat bran, flax seeds, corn flakes, oat flakes, soya grits, barley flakes and millet.

4 g of fiber *	8 g of protein *
6 grains	3 seeds



Puravita Whole Grain

Featuring a range of whole grains and seeds: sunflower seeds, flax seeds, stone ground whole wheat flour, malted wheat flakes, millet, oat flakes, whole grain spelt flakes and barley flakes.

5.8 g of fiber *	10 g of protein *
4 grains	3 seeds



Puravita Honey 'n Oat

Barley flakes, cracked wheat, oat flakes, flax seeds, sunflower seeds and millet with a hint of sweetness from honey.

3.8 g of fiber *	7.8 g of protein *
3 grains	4 seeds



Puravita Ancient Grain

Made with barley flakes, sunflower seeds, flax seeds, wheat bran, oat flakes, whole spelt flour, Kamut® Khorasan wheat flour, Kamut® Khorasan wheat flakes, whole grain spelt flakes, quinoa, and millet.

4 g of fiber *	8.4 g of protein *
6 grains	3 seeds



* nutritionals based on standard recipe provided on bag (per 100 gram serving)