

INSPIRATION THROUGH INNOVATION

Whether it's a tart and tangy pastry, a tantalizing new flavor combination, or the latest in functional foods, Puratos provides its customers with the on-trend inspiration, innovation and insights they need to keep their companies moving toward the future.

Puratos is the expert in collecting relevant, fresh, in-depth consumer trends data that gives bakeries a global perspective on where the food industry is today ... and where it will be tomorrow. It shares that data with its customers to help them drive product innovation, remain competitive and future-proof their businesses.



Taste Tomorrow: On the Cutting-Edge of Consumer Food Trends

Taste Tomorrow, Puratos' proprietary research program, is the largest consumer insights ecosystem in the world.

The company engages several sources to compile its Taste Tomorrow data, including:

- A quantitative study conducted in 50 countries with more than 20,000 consumers
- Qualitative research with foodies and industry experts
- Global and local consumer behaviors, attitudes and choices in bakery, sweet goods and chocolate
- Consumer conversations tracked across social media, search engines and blogs using "always on" semantic artificial intelligence for a real-time view of what's trending, just emerging or going viral

Holistic Health: A Key Driver of Consumer Behavior

In the latest edition of Taste Tomorrow, Holistic Health — which combines the concepts of health, hyperpersonal, ethical lifestyle and transparency under one umbrella — emerged as a key driver of consumer behavior.

While health is still all about reducing undesirable ingredients and adding power ingredients, consumers are also expressing interest in gaining a deeper understanding of the connection between what they eat and how they feel physically, mentally and emotionally.

Simply put, consumers want more from their food, which means:

- Plant-based alternatives made with sustainably sourced ingredients that also taste good
- Superfoods for the mind and body
- Immunity-building foods
- Foods that can improve gut health
- Foods with mood-boosting properties
- Indulgence that fits into a healthier lifestyle through smaller portions or low-fat/low-calorie options

62%

of consumers want food that improves gut health

60%

of consumers want food that helps build immunity

50%

of consumers want food that improves mental health

Source: Taste Tomorrow by Puratos

Partnering with Puratos: Helping Bakers Meet Consumer Demands

Puratos collaborates with industrial manufacturers, retailers, foodservice companies and distributors to develop the innovative products consumers want in a way that fits into their operational environment.

The company offers:

- Access to Taste Tomorrow research data that can spark innovation and inspire R&D teams
- On-trend innovation that delivers a better bottom line
- Strategically located innovation centers
- Technical advisors who understand the challenges of complex production environments
- Sensobus, a mobile sensory lab that can run in-person and virtual sensory tests with consumers nationwide
- Events such as Taste Tomorrow, an in-person, immersive experience based on the research program of the same name that features the latest consumer trends, inspiring speakers and baked goods of the future

With products and services in more than 100 countries, Puratos has its finger on the pulse of food innovation.



VIEW PURATOS' COMPLETE INGREDIENT PORTFOLIO AT PURATOS.US

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Visit tastetomorrow.com

