

# FILLING INNOVATION: TRANSFORM YOUR BAKED GOODS



As a global leader in the food industry, Puratos USA collaborates with commercial bakers, retailers, foodservice companies and distributors to develop innovative, on-trend and budget-friendly baked goods consumers want.

Puratos has the industrial knowledge and expertise to help mid- and large-size baking companies navigate evolving consumer behaviors and rising ingredient costs with customized solutions that help their businesses stay competitive, relevant and moving forward.

## On Track With Consumer Trends

From fruit and cream to chocolate and beyond, fillings are a simple and versatile way to transform everyday baked goods into unique eating experiences. According to research from *Taste Tomorrow*, Puratos' proprietary consumer research program, fillings align with several consumer trends.

*Trend 1: Better-for-you.* Consumers view fruit fillings as healthy and tasty. Fillings with high fruit content and integrity can help bakers create a health halo around sweet goods such as cheesecake and open-faced pastries.

*Trend 2: Clean labels.* Food made with natural ingredients is the No. 1 health priority for consumers searching for baked goods. More than ever, consumers are reading labels, and clean-label fillings meet growing demand for products made without artificial ingredients.

*Trend 3: Classics continued.* Comfort foods with a twist still rank high among consumers. While 3 out of 4 people prefer familiar flavors, they're also willing to try something new. Fillings can add an unexpected burst of flavor or color that elevates traditional baked goods.

*Trend 4: Indulgence.* Budget-conscious consumers are willing to splurge on high-quality "treasured treats," and fillings can add that sense of sophistication and indulgence.



## Baking With Fillings: Challenges and Solutions

Puratos taps into decades of formulation expertise and its global network of manufacturing plants to help bakers overcome potential challenges when using fillings in high-speed production environments.



*Challenge: Technical performance.* Puratos' Vivafil fruit fillings are designed for performance. The R&D team can create a balanced water activity specific to each application so bakers can achieve extended shelf life and the desirable taste, texture and appearance.

*Challenge: Shelf-stable, clean-label fillings.* Puratos' clean-label fillings are formulated, processed and packaged to be shelf-stable. No refrigeration required.

*Challenge: Depositing limitations.* Puratos' Smoobees soft filling pearls are an alternative to frozen inclusions, dehydrated fruit and fruit bits. They maintain their integrity during mixing and baking, and for scratch bakers, they solve the challenge of sourcing and storing fruit.

## All Fillings Are Not Alike: The Puratos Difference

Puratos customers have support from concept to completion, with assurance that results achieved in the lab can be replicated on a high-speed production line with consistency, batch after batch. Customers also have access to:

- Channel-specific packaging options
- Always-on consumers insights and trends
- Field-to-Fork immersion days
- Cost-efficient fillings under the Pennant Ingredients banner
- Sourcing expertise to determine optimal pricing and availability
- Sprint sessions to accelerate the go-to-market timeline

## High-Performance Fillings: Puratos' Portfolio

Puratos' wide range of fillings ensures bakers can find the perfect fit for their applications and processes.

- *Cremfil* — Everyday fillings for donuts, cakes and other baked goods
- *Cremfil Ultim* real chocolate fillings — Water-based, bake-stable fillings that offer extended shelf life
- *Deli* (short for *delicious*) cream fillings — Premium fillings made with noble ingredients such as milk, eggs and cream cheese
- *Smoobees* — Mix- and bake-stable soft filling pearls for cakes, cheesecakes, cookies, waffles and more
- *Topfil* fruit fillings — Traditional pie and pastry fillings containing 20%-80% real fruit
- *Vivafil* fruit fillings — High-performance fillings that offer extended shelf life or improved bake stability
- *Carat Nuxel* nut fillings — Premium fillings made with real nuts and Cacao-Trace certified cocoa

**PARTNER WITH PURATOS FOR INNOVATIVE FILLING SOLUTIONS**



Visit  
[puratos.us](https://puratos.us)