

# PURATOS MAKES SOURDOUGH SIMPLE

As a global leader in bakery ingredients, Puratos is the partner of choice for industrial, retail and artisan bakers. It has the knowledge, expertise and resources to help commercial bakers innovate for shifts in the bread aisle, with customized solutions to help their businesses stay competitive, relevant and on-trend.



## Sourdough Reigns Supreme

Bread is evolving ... it's no longer an automatic grocery cart staple. Research shows that center store sales of sandwich bread have declined -5% while **sourdough is up more than 25%**, offering evidence that consumers are gravitating toward flavorful baked goods with clean labels and gut-health benefits.

**Sourdough creates new opportunities for bakers looking to stay ahead of market trends**, especially in the bread aisle. Younger consumers are drawn toward the natural fermentation, premium ingredient list and unique flavor sourdough brings to the bread-eating experience. Puratos' products deliver these attributes in a convenient format that doesn't compromise quality, taste or texture.

51%

of consumers  
eat sourdough  
daily

99%

of consumers eat sourdough  
every day, during holidays or  
for special occasions

72%

of consumers think  
sourdough adds to the  
tastiness of bread

## Ready-to-Use Sourdough Solutions



Sponge-and-dough systems, long proofing, and maintaining a mother dough add complexity and cost to sourdough production. These factors also increase labor needs and create inconsistent finished product. Because the sourdough process requires a significant amount of time, throughput and production efficiency are negatively impacted.

Puratos' **Sapore and O-tentic** sourdough solutions are **pre-fermented and stabilized** so they're ready to use immediately, complete with the natural fermentation, complex and diverse flavor, and simple ingredient list consumers want without the production hassle.

Whether the goal is a tangy flavor or one that's milder, Puratos' experts help bakers optimize the solution to their specific process and define their signature taste, while also offering:

- Consistency at scale for industrial and artisan lines
- Clean-label formulations with no artificial preservatives or added sugars
- The ability to blend products to create endless flavor possibilities

## Pilot Testing, Technical Support, Ongoing Research

The **Puratos Industrial Pilot Bakery, powered by AMF**, provides access to experts who can help bakers validate sourdough recipes, optimize processes and accelerate time-to-market. The facility combines Puratos' expertise in ingredients and recipe formulation with AMF's advanced bakery equipment and integrated automation solutions.

Puratos further demonstrates its commitment to sourdough and preserving its history by maintaining the world's only **Sourdough Institute**, founded on three pillars: Protect, Research and Inspire. The Institute's **Quest for Sourdough** online library features nearly 3,000 sourdoughs from around the world. Bakers can upload their sourdoughs to compare and contrast as well as help research efforts.

Through the Sourdough Institute, Puratos partners with global organizations and universities to deepen the scientific understanding of sourdough and conduct ongoing research into its impact on gut health.



**PARTNER WITH PURATOS FOR YOUR SOURDOUGH SOLUTIONS**

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