



FOOD

Innovation for

GOOD

AITA

27 Ottobre 2023





purato

Food Innovation for Good

Guarda
il video

Il Gruppo Puratos in sintesi

Fondata nel **1919**



10.000+ Collaboratori



Filiali in **81** Paesi

Net Sales
€2.2B

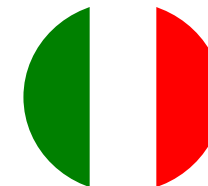


EBITDA
€250M



2,44%
of Revenue
Invested in R&D

Puratos Italia in sintesi



Dal **2002**
(dal 2012 sede centrale a
Parma)



200+ Collaboratori



3

Siti Produttivi

- Lievito Madre (SP)
- Farciture frutta (BS)
- Prodotti UHT (MN)



€ 100_M Fatturato



5

Innovation Centers

- Parma
- Bari
- Torino
- Milano
- Bolzano



Artigiani



Industria



Retail



Foodservice

In Puratos, aiutiamo
i **clienti ad avere**
successo nelle loro
attività

Offriamo una gamma completa
di ingredienti e soluzioni innovative
per i professionisti di
panificazione, pasticceria
e cioccolato.



LEADER MONDIALE PER L'INNOVAZIONE DEI PRODOTTI DA FORNO

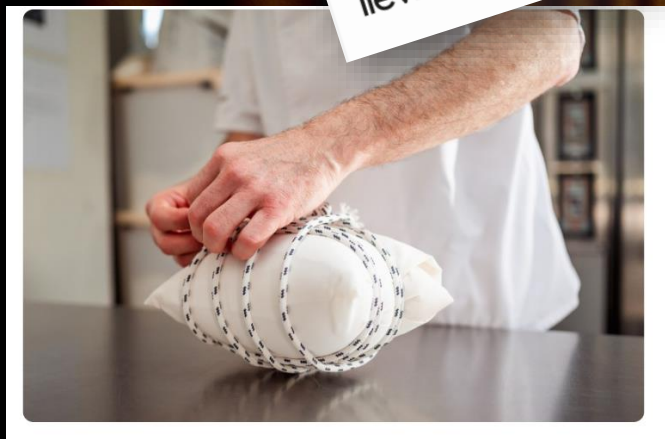
Integrazione Verticale



IL NOSTRO LIEVITO MADRE

100
anni di
lievito madre

1923
2023



Guarda
Il video

La Biblioteca del Lievito Madre



Our Expertise Stabilisation

Our Flavours,
Your Taste!



liquid sourdoughs

cooling
living sourdoughs, full flavours

pasteurizing
long shelf-life

**controlled
fermentation**

flour + water +
micro-organisms



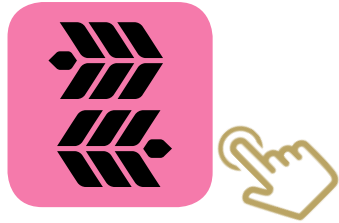
powder sourdoughs

'spray' dried

'drum' dried



WHAT'S NEXT FOR YOUR BREAD & BUSINESS?..



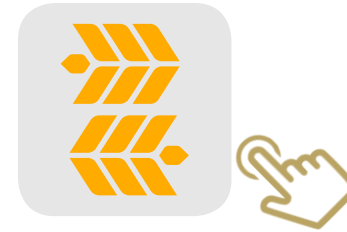
**RUSTIC
STYLE**

UNDERSTANDING THE 'TASTE
TOMORROW' TRENDS
DRIVING THE FUTURE OF
BREAD



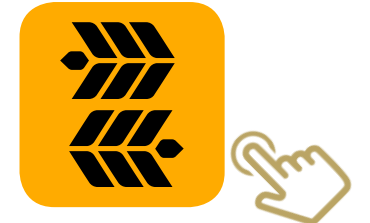
SALUTE

HOW TO BOOST YOUR
WHOLEGRAIN
CATEGORY?



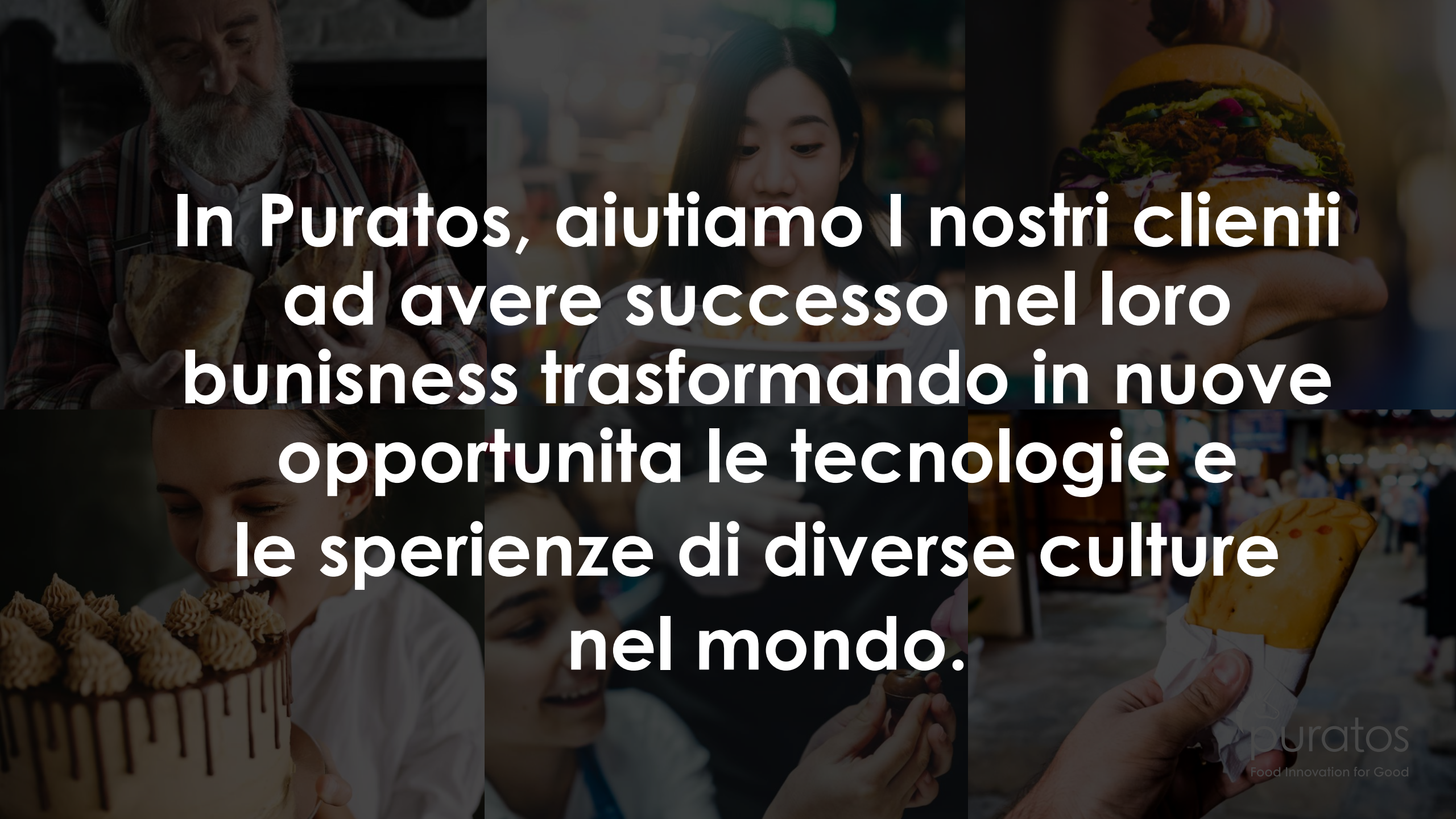
GUSTO

HOW TO ACHIEVE
YOUR OWN SIGNATURE
TASTE?



TEXTURE

HOW TO BAKE THE PERFECT
TEXTURE AND KEEP
FRESHNESS?



**In Puratos, aiutiamo i nostri clienti
ad avere successo nel loro
business trasformando in nuove
opportunità le tecnologie e
le esperienze di diverse culture
nel mondo.**

Taste Tomorrow



Prospettiva globale su dove l'industria alimentare è oggi e dove si troverà indirizzata domani

- **Consumer insights** on wide-ranging attitudes, choices and tastes **from over 44 countries;**
- **Trend radar:** Ongoing monitoring of the micro-trends on online media

Watch
Movie



DRIVERS OF CHOICE EUROPE

Taste & freshness remain **key drivers of choice**, while consumers are also being **more mindful about their budget**

1
2
3



BREAD

Freshness 🇮🇹

Taste

Price



PASTRY, CAKE & FINE PATISSERIE

Taste

Freshness 🇮🇹

Price



CHOCOLATE

Taste 🇮🇹

Price

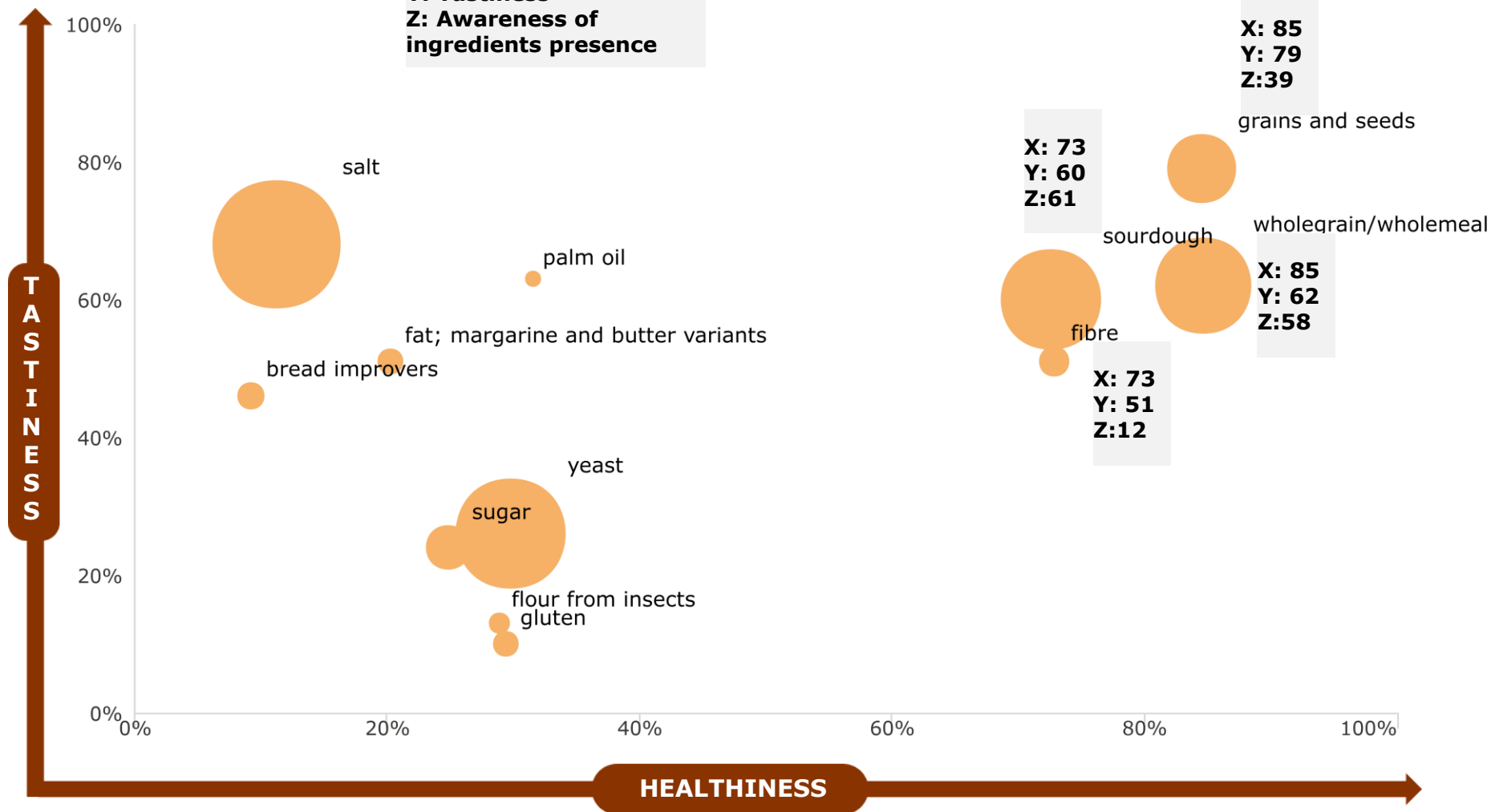
% of cocoa

I grani, i semi, i cereali integrali e le fibre sono ingredienti fondamentali.

Bakery

All data are percentages %

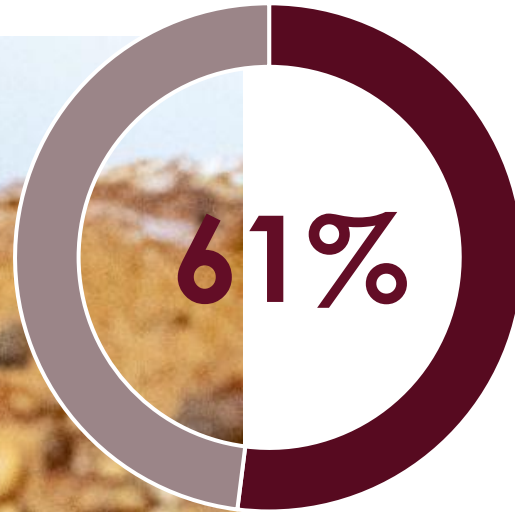
X: Healthiness
Y: Tastiness
Z: Awareness of ingredients presence



Awareness of ingredients presence



ARTIGIANALITA'



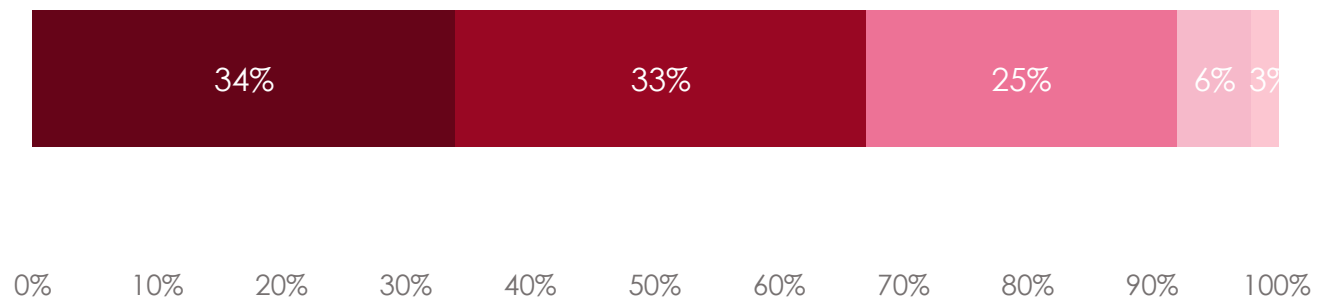
È a conoscenza del lievito madre come possibile ingrediente per il pane.

Artigianalità, gusto, digeribilità e prolungata freschezza
le principali motivazioni per scegliere prodotti con lievito madre

Most Italian consumers do consume baked goods made with sourdough

Consumption of baked goods with Sourdough

- regularly consume
- consume occasionally
- purchased but don't pay much attention
- know it but never purchased
- never heard of it

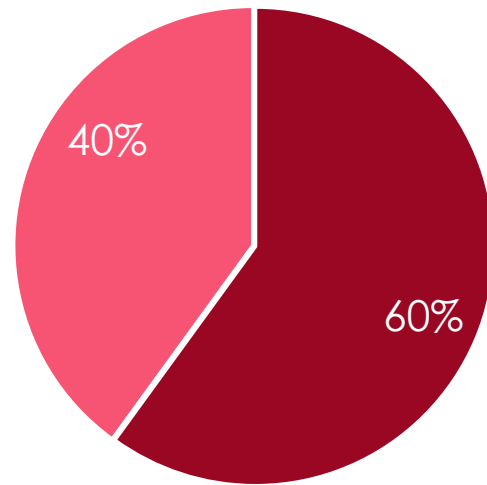


Base: n=206



2 in 5 consumers don't know the benefits for sourdough. Among those claiming to know, sourdough is mostly known to be easier to digest, and bring taste.

Aware of benefits from Sourdough



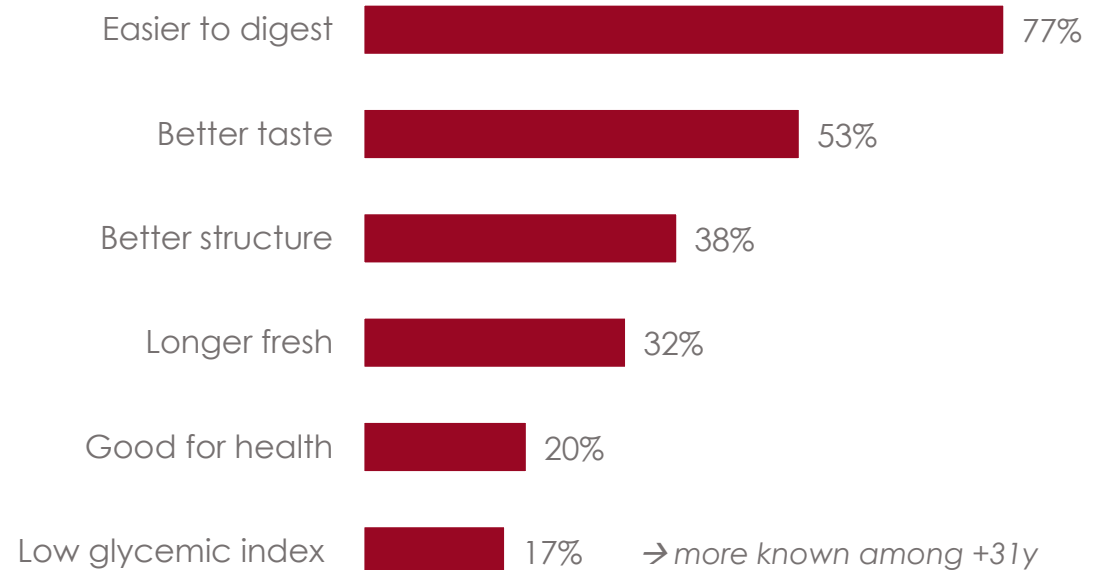
■ Aware ■ Not aware

age group 31+y are more aware of benefits for sourdough as compared to <30y

Base: n=206



Which one?



→ more known among +31y

Base: n=120



LIEVITO MADRE

Da uno dei temi più caldi del periodo di lockdown è diventato un trend stabilmente presente nelle conversazioni on-line. Con la riscoperta della panificazione domestica, i consumatori sono diventati più esperti e consapevoli

Our Flavours, Your Taste!

Ogni sapore è unico perché ha una sua combinazione di farina, coltura microbica e condizioni di fermentazioni e processo



- Fresh & living Sapore sourdoughs
- Bassa acidità
- Alto dosaggio per un pane unico
- Profilo aromatico complesso

Sapore
Sourdoughs



- Pasta madre stabilizzata
- Liquido o in polvere
- Per un gusto caratteristico

Sapore
Sourdough products

Sapore Sourdough Products

Permettono di caratterizzare il gusto dei vostri prodotti



Sapore Madre

- Cereal: **frumento**
- Flavour: **Creamy & Fermented**
- Acidity: **15**
- Dosage: **10-15%**
- Shelf life: **12m@25°C**



Sapore Tosca

- Cereal: **semola di grano duro**
- Flavour: **Creamy**
- Acidity: **45**
- Dosage: **1-5%**
- Shelf life: **12m@25°C**



Carmen50

- Cereal: **frumento**
- Flavour: **Creamy**
- Acidity: **50**
- Dosage: **5-10%**
- Shelf life: **12m@25°C**



Sapore Rigoletto

- Cereal: **frumento**
- Flavour: **Maillard (toasted)**
- Acidity: **55**
- Dosage: **1-3%**
- Shelf life: **9m@25°C**



Sapore Medea

- Cereal: **frumento**
- Flavour: **Sour (lactic)**
- Acidity: **145**
- Dosage: **1-6%**
- Shelf life: **15m@25°C**



Salome

- Cereal: **segale maltata**
- Flavour: **Malted**
- Acidity: **80**
- Dosage: **1-5%**
- Shelf life: **12m@25°C**



Sapore Traviata

- Cereal: **segale**
- Flavour: **Fruity**
- Acidity: **80**
- Dosage: **1-4%**
- Shelf life: **9m@25°C**



Sapore Oberto

- Cereal: **segale**
- Flavour: **Maillard (roasted)**
- Acidity: **80**
- Dosage: **1-4%**
- Shelf life: **15m@25°C**

Sapore Sourdoughs



Ricchi, bassa acidità, pasta madre che ti permette di aggiungere alti dosaggi nelle vostre ricette e creando un pane autentico e ricco



Lucia

- Cereal: **frumento**
- Flavour : **Sour & Creamy**
- Acidity: **12-14**
- Dosage **5-30%**
- Shelf life : **2m@4°C**



Carmen

- Cereal: **frumento**
- Flavour: **Creamy**
- Acidity: **50**
- Dosage: **5-10%**
- Shelf life: **2m@4°C**



Alcina

- Cereal: **frumento**
- Flavour : **Sour & Creamy**
- Acidity: **25**
- Dosage **5-30%**
- Shelf life : **2m@4°C**

Oracolo

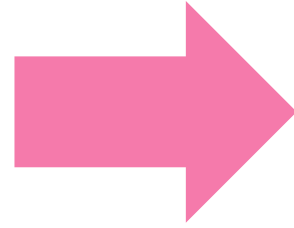
- Cereal: **segale**
- Flavour : **Fruity & Sour**
- Acidity: **25**
- Dosage : **5-30%**
- Shelf life : **2m@4°C**



LIVING SOUR DOUGH



COMPLETA SOSTITUZIONE DEL LIEVITO DI BIRRA

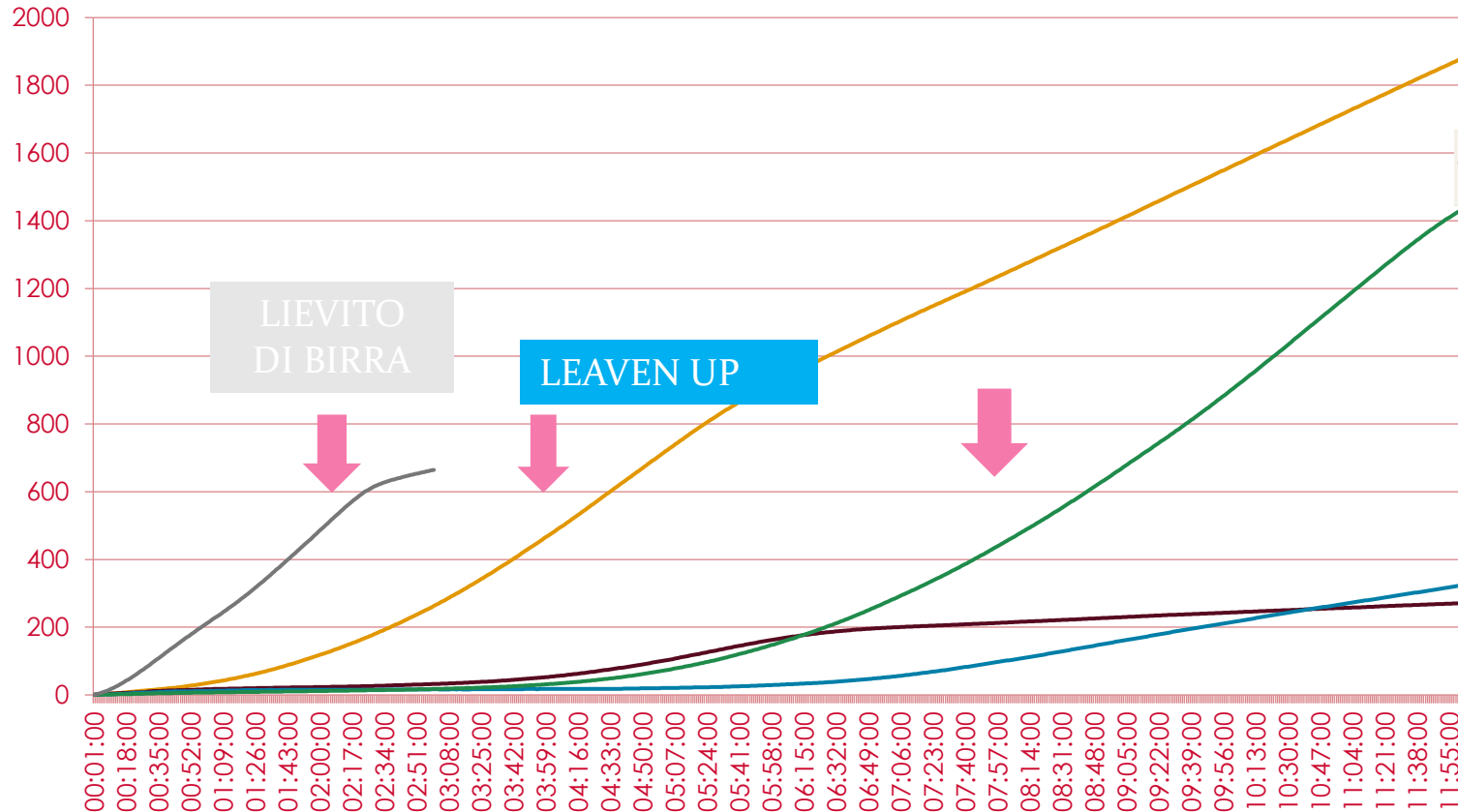




LEAVEN UP

**lievito madre liquido attivo
di grano duro.
Mollica resiliente
con delicato profilo aromatico**

POTERE LIEVITANTE



 RIPOSO IN MASSA E' MOLTO IMPORTANTE perche la fase LAG è + lunga del lievito di birra

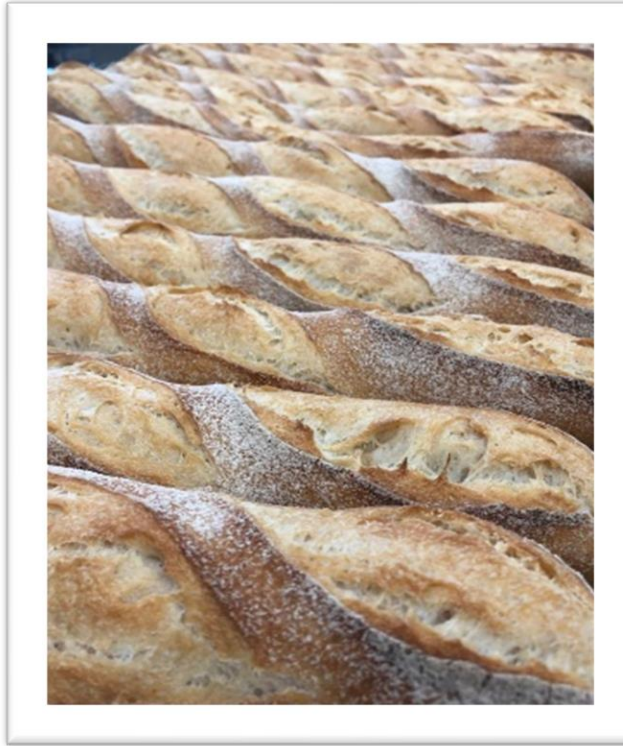


TEMPO di FERMENTAZIONE PIU' LUNGO

Applicazioni



Pizza tonda/ pinsa



Pane



Lievitati PFF



26%

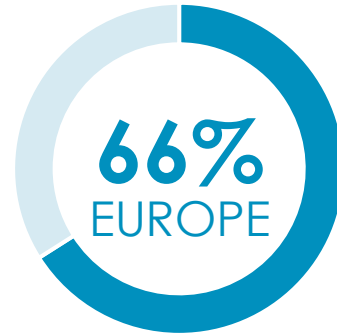
of the world's
greenhouse gas
emissions come
from food
production



Food sustainability is knowing how the product is made...



Is interested in **food products coming from sustainable farming methods**



Thinks products from sustainable farming methods are **better for their health**



Thinks products from regenerative farming methods are **better for the environment**





“If you cannot measure it,
you cannot improve it.”

LORD KELVIN



Who are we working with?

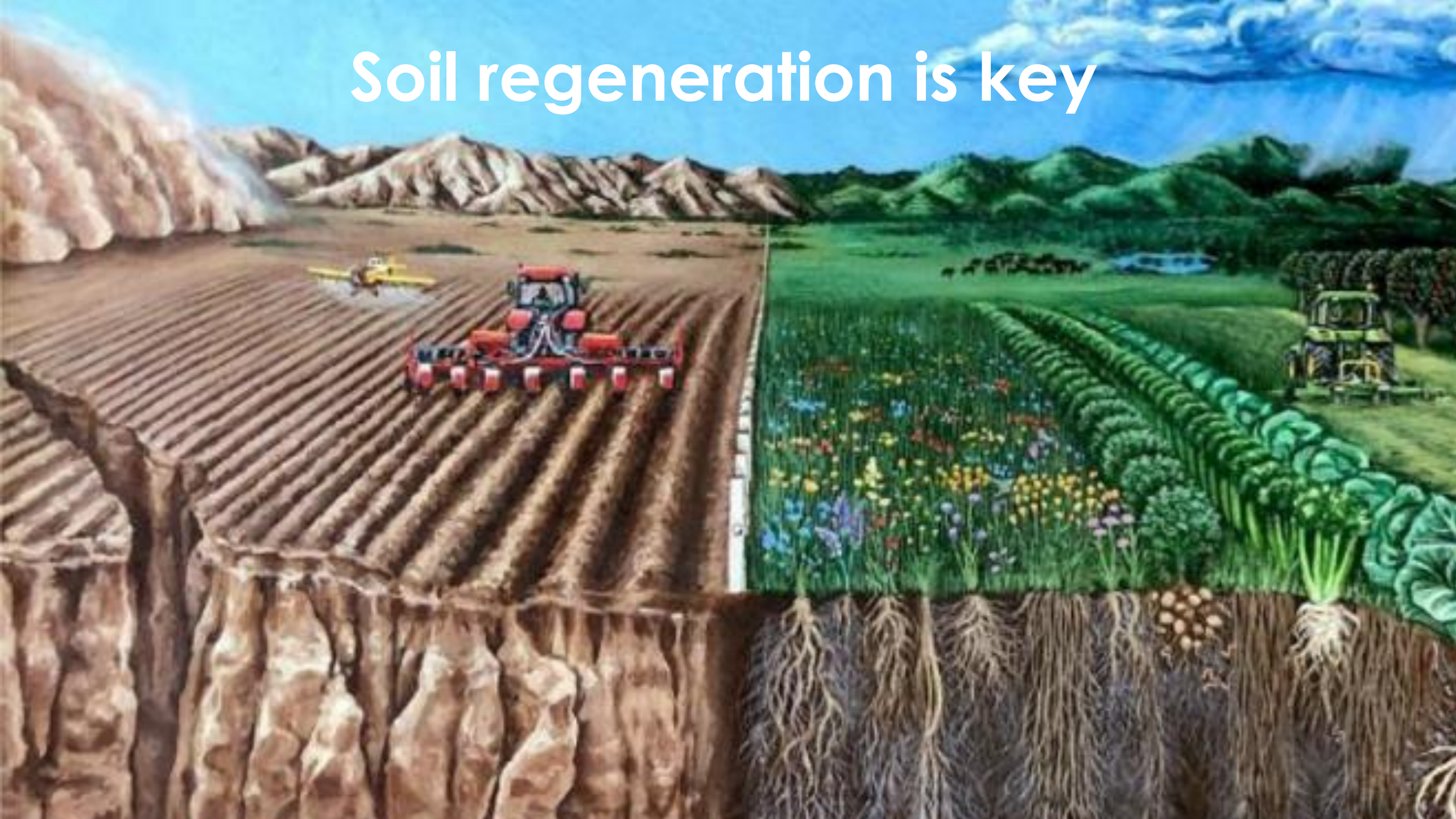


SPARKALIS
FOODTECH VENTURES



GF-IMPACT

Soil regeneration is key



What is regenerative agriculture?

Plant Health

Choose natural products instead of agrochemicals



Soil coverage

Cover the soil all year round



Crop rotation

Diversify crops along the years



Minimum tillage

Reduce mechanical work to empower living systems



Biodiversity

Reintegrate livestock, agroforestry, companion crops, landscape management



Sapore Alcina Regenerative

whole wheat active
sourdough

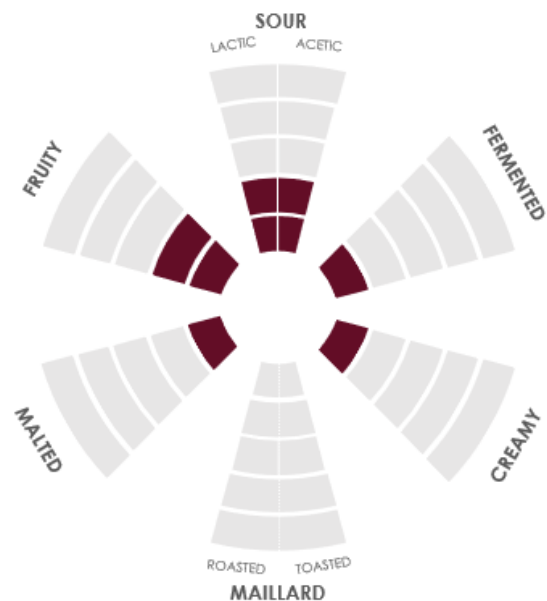
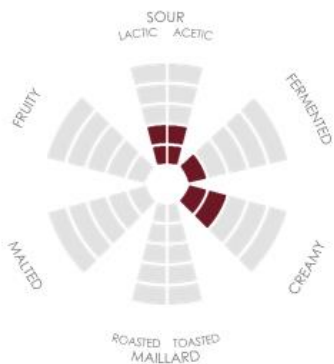


TRANSPARENCY
from the field to the bread



Sapore Alcina Regenerative

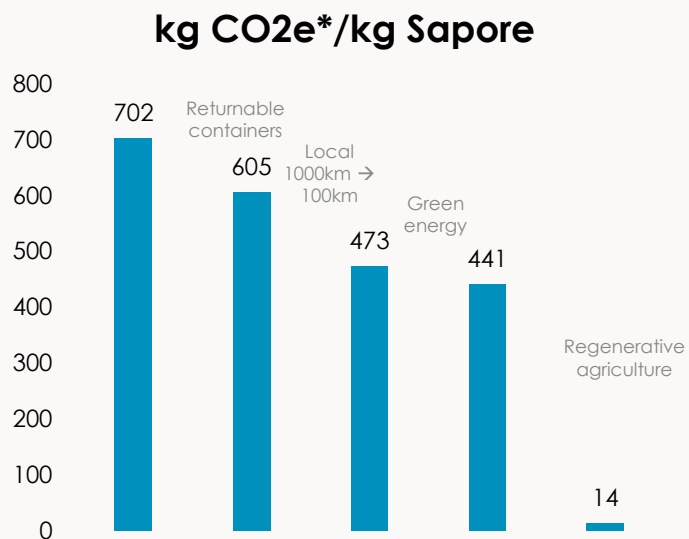
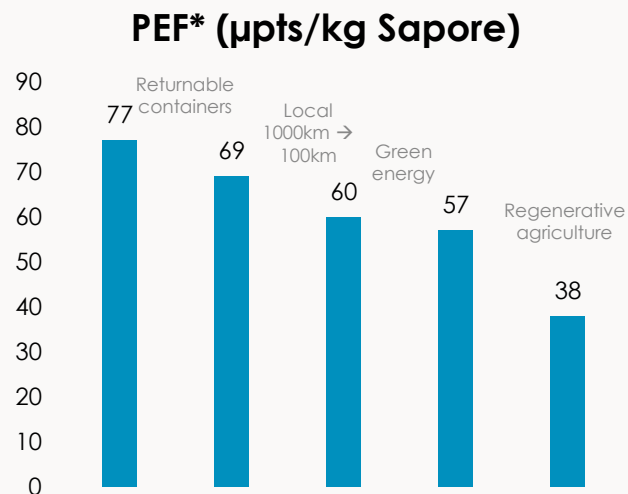
COMPLEX & INTENS TASTE



Food Innovation for Good

Sapore Alcina Regenerative

whole wheat active
sourdough



15-20%
Reduction
CO₂e in bread*

*30% dosage on flour weight

*Draft results manually adapted to include carbon sequestration



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**THANK
YOU**

