



The Future Of Bread

And the Biodiversity of Sourdough

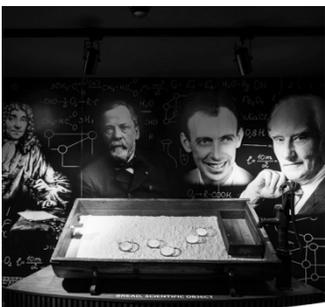


Like cheese and wine, the diversity of bread is primarily defined by its fermentation. Sourdough being the tradition of the bread fermentation.



"Fermentation might have been a greater discovery than fire"  
David Rains Wallace

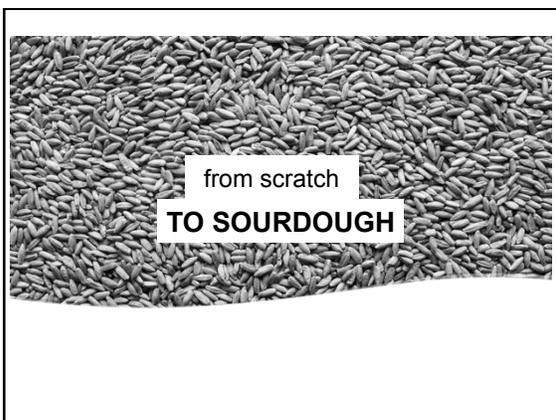
Disruptive **technology** in bread



These disruptive technologies have created the bread market of today. The majority of bread is produced very consistent and fast.

For most people, bread is now always, everywhere available for an affordable price.

This is both a good and a bad thing...

from scratch  
**TO SOURDOUGH**

The making of a sourdough is the transformation of undigestible grains into a nutritional and flavorful leavening agent.

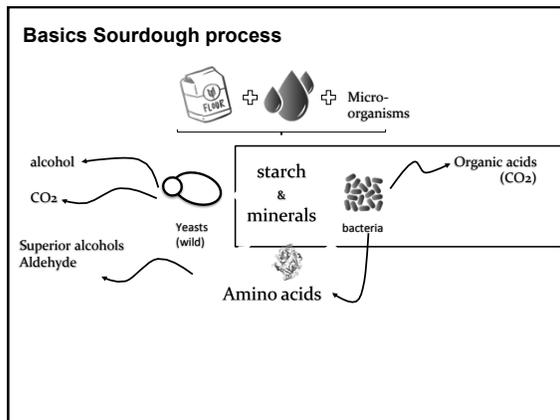
Transforming grain into sourdough is a very complex process, in which the flour, water, microorganisms, time, and temperature play a crucial role.

**Yeast**

**Lactic acid bacteria**

**Starch granule**

**Gluten network**



Hydration varying between 200% and 35% hydration

Ingredients varying from rice, durum, spelt, rye, wheat, even eggs, beer & lime from Mexico.

Over 2,000 types of yeast and lactic acid bacteria have been identified.

Puratos has been in the world of sourdough for over 25 years.

Sourdough Library

2013

2016



# The World's Only Sourdough Library



# The World's Only Sourdough Library

**Sourdough-  
A driver for  
true storytelling**

- Connecting with the past
- Health conscious
- Naturalness
- Craftsmanship

90% of consumers say that the flavor is the most important buying criteria.

Modern fermentation techniques allow us to deliver consistent living sourdoughs with perfectionized flavour profiles and extra functionalities.

- WAXYNESS
- FRESHNESS
- ANTI MOULD
- DIGESTIBILITY

**TASTE/TOMORROW**  
CONSCIOUSLY SOURDOUGH

Today, consumers expect taste, freshness, health, authenticity... Everyday, in every bread.

Baking is like top sport. And top sport requires consistency and the highest quality ingredients.

Consumers are willing to pay more for artisanal, 'rustic style' breads full of **flavor**. A trend that goes beyond traditional, crusty breads.

Source: Puratos Taste Tomorrow 2019

**Rustic Style**

In US and Europe, 1 out of 7 bread launches has been made using **sourdough**

SOURCE: Mintel 2019

be inspired  
by the past  
don't live in it

