



PRODUCT HERITAGE

THE FUTURE OF BREAD LIES IN ITS PAST

OUR COMMITMENT TO THE HERITAGE OF OUR INDUSTRY

Research indicates that consumers around the world fondly remember the bread of the good old days, the bread that Grandma used to put on the table. However, when asked to describe this, they fail to do so.

THE FUTURE OF BREAD LIES IN ITS PAST

This is why Puratos started to investigate what the bread of the good old days probably looked like. We discovered a reference to the “best bread” in the world by the Roman poet Horace in 37 BC. He wrote that the “best bread in the world” is Altamura bread, from the Puglia Region in Italy. In Horace’s time, bread was made with four key ingredients: water, flour, salt and ... sourdough. Sourdough provides a fantastic flavour and great texture. This is rather similar to local wines, beers and cheeses that result from fermentation of local micro-organisms in a micro climate.

By using durum wheat from Altamura in combination with local micro-organisms, Puratos created O-tentic Durum, our greatest baking innovation since the launch of S500 in 1975.

We used the latest fermentation technology, based on years of research, to capture the spirit of Altamura and make it available to the rest of the world.

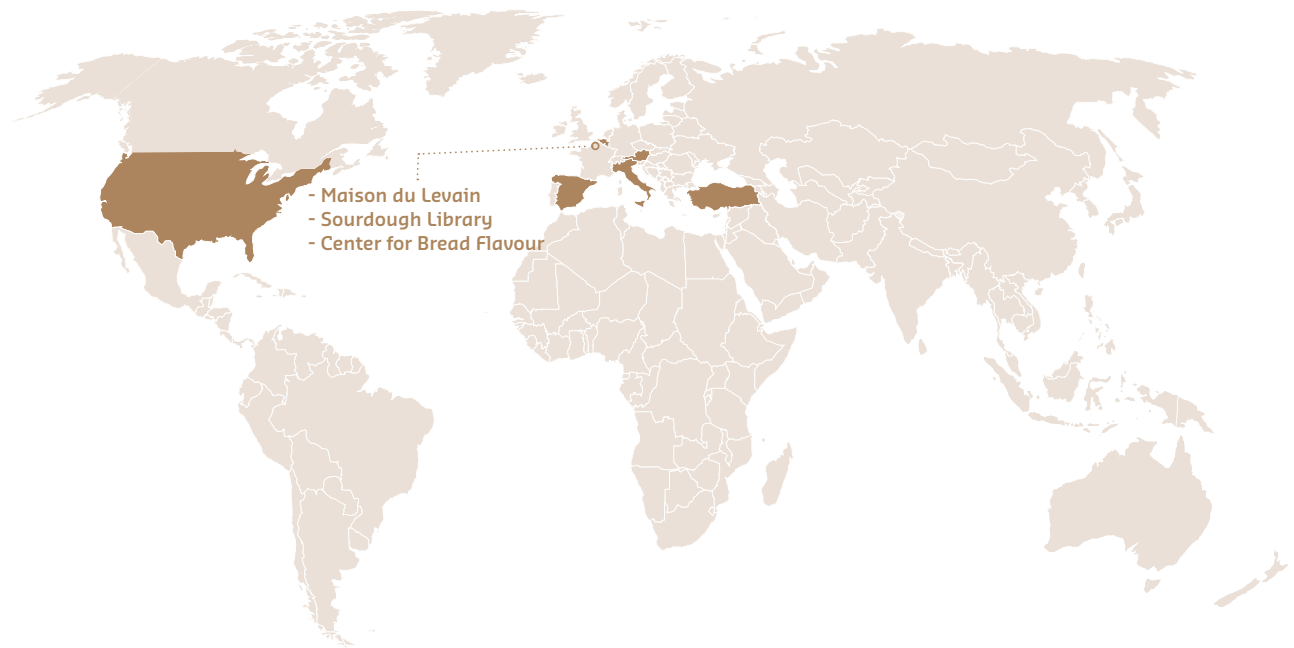
But we also decided to protect the wonderful diversity of bread from all around the world. We gather sourdoughs from various regions and preserve them in a specially constructed “Sourdough Library” in the east of Belgium. Here, we are currently preserving over one hundred and twenty sourdoughs from around the world, and are thus playing a key role in maintaining the biodiversity and heritage of bread. Since sourdoughs are often passed from generation to generation, they remain delicate and can be easily misplaced or damaged, leaving the world a little poorer than before.

Puratos has been passionate about sourdough for years, so we are convinced that The Future of Bread Lies in its Past. We are excited to share this understanding of fermentation with our clients and help them create tasty and high-quality breads, just like in the good old days. And in the future!

Let’s continue the magic!

SOURDOUGH PRODUCTION SITES

US, Belgium (2), Italy, Spain, Switzerland, Turkey



A FEW FACTS AND FIGURES

- First sourdoughs collected by Puratos in **1989**
- Creation of the sourdough library: **2013**
- Beginning of 2020, the Sourdough Library gathers **125** sourdoughs, coming from **22** countries
- On the website of the quest for sourdough there are over **1,700** online registered sourdoughs, coming from 90 countries, and over 1,400 different cities
- More than **1,100** strains of microorganisms have been recorded so far
- Puratos has **7** Sourdough production sites in **6** countries with an additional **2** foreseen in 2020

CENTER FOR BREAD FLAVOUR

The Center for Bread Flavour combines Puratos' expertise in taste, flavour, fermentation and bread pairing to show how flavour influences the taste and texture of bread.

THE SOURDOUGH LIBRARY

The library gathers an authentic collection of sourdoughs (of different flavours) from all over the world. Puratos' aim is to preserve the biodiversity of leaven agents and the know-how in using sourdough in bakery. This initiative has provided a real heritage source for bakers and consumers around the world.

LA MAISON DU LEVAIN

This is a unique place dedicated to the history, the present and the future of sourdough where visitors discover the origin and evolution of sourdough.