



SERVICES INNOVATION CENTERS

OUR UNIQUE WAY OF WORKING: SERVICES

Bakery, patisserie and chocolate professionals continuously look for inspiration and search for ideas to fuel the creation of new product concepts and recipes.

And to remain competitive in the market, they also need ongoing workforce training and employee competence improvement.

HELPING PROFESSIONALS CREATE THE BEST FINISHED GOODS

Already in the 1950s, Puratos opened its first demonstration centre in the basement of our offices.

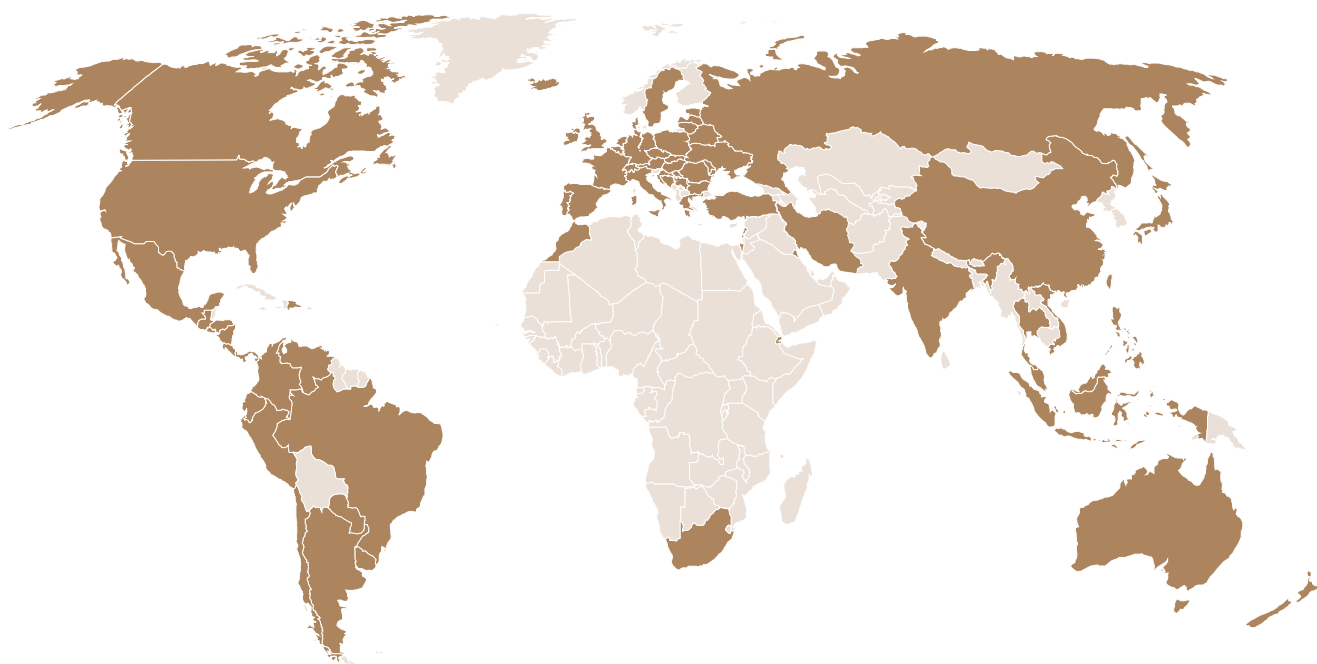
Today, we have a network of over 90 Innovation Centers, each with the very latest equipment, where a global team of over 600 technical advisors is at the service of professionals around the world to further develop their skills in bakery, patisserie and chocolate making. Our Puratos advisors share their professional know-how and develop new recipes and concepts together with customers, enabling them to market some of the world's best and most innovative finished goods.

Our touchpoints have now evolved towards digital and evermore available solutions, but always with the same intention and willingness of working towards the best solution, together.

Let's continue the magic

OUR GLOBAL TEAM OF 650 TECHNICAL ADVISORS IS AT THE SERVICE OF OUR CUSTOMERS TO HELP THEM FURTHER DEVELOP THEIR SKILLS IN BAKERY, PATISSERIE AND CHOCOLATE MAKING.

INNOVATION CENTERS AROUND THE WORLD



Countries with several IC's

Australia: 2 - China: 4 - Costa Rica: 2 - France: 5 - Greece: 2 - Indonesia: 4 - Italy: 5 - Japan: 2
Malaysia: 2 - Mexico: 2 - Poland: 2 - Romania: 2 - Russia: 5 - United States: 6

IN A FEW FIGURES:

- 650 Technical advisors
- 92 innovation centers in 71 countries
- 3 new ICs in 2020: Taiwan, Brazil & Mexico
- 1 Virtual Innovation Center



WHAT TO EXPECT

In our network of 92 Innovation Centers with the very latest equipment, we offer:

- Product concept development
- Expert advice in taste & flavour, textures as well as ingredient interaction
- Training, technical seminars and tasting sessions