



HEALTH AND WELL-BEING

OUR COMMITMENT TO HEALTH & WELL-BEING

People around the world are striving to live more healthily so that they can enjoy the good things in life longer and in a better world. People have changed their lifestyle and the way they eat.

IT'S ONLY GETTING BETTER

We strive to innovate to offer healthier solutions every day. We continuously improve our product range, so that it is better and healthier, while maintaining great taste in great products.

Nurturing consumers' health & well-being has been part of the Puratos DNA since the company was founded 100 years ago.

Our products help consumers achieve a healthier and more balanced diet. For decades, Puratos has worked tirelessly with customers to improve the nutritional value of their products and launch clearer, 'cleaner' labels, as well as organic and plant-based ingredient alternatives.

We are committed to this and future generations; it's only getting better.

Let's continue the magic!

OUR HEALTH & WELL-BEING APPROACH CONSISTS OF 9 BUILDING BLOCKS.



GRAINS & seeds

We increase the quantity of grains & seeds in our products. Additionally, we promote the use of wholegrain versions to stimulate the consumption of bakery products containing high levels of grains, wholegrains and seeds. This helps consumers around the world reach their recommended daily intake of fibre.



SUGAR reduction

Puratos helps to lower sugar consumption through its complete range of sugar-reduced patisserie and chocolate products. Additionally, we rework existing recipes with the aim of reducing sugar content by a minimum of 3%. We aim to ensure that any sugar removal, reduction and/or replacement action does not compromise either the taste or the texture of products.



more FRUITS

We increase, whenever possible, the fruit content in the fillings or the fruit filling content of final applications.



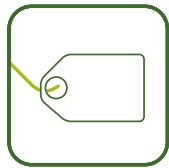
FAT reduction

We aim to remove or reduce fats, especially those of low nutritional quality, or replace them with fats of good nutritional quality. We also focus on removing trans-fatty acids and replacing them with healthier alternatives.



SALT reduction

We offer solutions to reduce the quantity of salt in baked goods to help consumers abide by the 5g of salt per day recommended by the World Health Organization.



CLEAN(ER) label

More and more consumers want to reduce perceived undesired ingredients such as additives, artificial colours and flavours. Puratos offers clean and cleaner label alternatives allowing for a shorter, clearer and cleaner ingredient list of the finished products.



ORGANIC

To answer the increasing demand for more natural products, Puratos provides, wherever possible, an organic alternative without compromising on the taste, texture or overall functionality of a product.



GLUTEN free

As an increasing number of people tend to avoid gluten in their diet, Puratos provides, wherever possible, nutritionally-balanced and gluten-free alternatives without compromising on taste and texture.



PLANT based

We contribute to a better planet by offering plant-based alternatives with taste, texture and functionality that are as close as possible to the traditional counterpart.

In 2018, we removed from the market the equivalent of over **7 million bottles** of oil (**7,152 tons**) and 25-ton truck loads, amounting to **372 tons, of salt**. We also contributed to bringing close to **15,000 tons** of fruit and over **35,000 tons** of cereals and grains to consumers worldwide.