



Nutritional Guidelines

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Consumers attach more and more importance to the quality of their food. It is natural therefore that we want to help them achieve a balanced diet (Health focus) and answer to their healthy lifestyle needs (Well-Being focus). While Health related topics are scientifically proven to be better for your health, Well-Being elements are linked to a consumer perception that they are better for you.

To support and implement this vision, Puratos is committed to providing products and solutions with the best nutritional value possible, without compromising on taste, quality or safety. This means that we wish to systematically optimize the nutritional values of all our product ranges.

To assist our R&D teams in doing so, we have set a number of nutritional criteria to follow when formulating new or renovating existing products. These nutritional guidelines are the result of substantive and in-depth work realized in collaboration with our R&D experts.

Our target is not necessarily to meet criteria allowing nutritional or health claims as this would involve making major formulation changes (e.g.: 30% fat reduction).

Small adjustments, such as decreasing the sugar content of all our existing products by 3%, can already contribute to improve the nutritional values of our products.



The Health Focus

Healthy eating is as much about stripping away the unnecessary and 'bad things' as it is about adding more 'good stuff'. In accordance with both consumer needs and established international organizations' guidelines and without compromising on taste and texture, we are working on:

- increasing the availability of nutrients and ingredients recognized for their positive impact on health, such as fibers or wholegrains
- and decreasing the presence of nutrients and ingredients recognized for their negative impact on health, such as salt, certain fats and sugars



Calories

Reduce calories mainly by decreasing fats (especially low nutritional quality fats (i.e. fats rich in saturated fatty acids)) and sugars and/or replacing them with ingredients such as fibers and water that are both nutritionally valuable and low in calories.



Fat

Remove or reduce fats, especially of low nutritional quality (i.e. fats rich in saturated fatty acids), or replace them with fats of good nutritional quality (i.e. fats rich in unsaturated fatty acids). Remove trans fatty acids (TFA) and replace them with healthier fat sources.



Salt

Reduce the quantity of salt as much as possible so to help the final consumer to abide to the 5g of salt/day World Health Organization recommendation.



Sugar

Rework existing recipes with the aim to reduce sugar content by a minimum 3%. Any sugar removal, reduction and/or replacement action should not compromise neither products taste, nor texture. Whenever possible, sugar reduction/removal must not be compensated by the increase or the addition of ingredients that lower the overall quality of our products such as polyols or fats.



Grains & Seeds

Increase the quantity of grains & seeds and promote the use of wholegrain versions so to stimulate the consumption of bakery products containing high level of grains, wholegrains and seeds.



Fibres

Increase the quantity of fibers as much as possible.



Fruits

Increase whenever possible, the fruit content in the fillings or the fruit filling content in the final application (finished goods approach).

In addition, the quantity of sugars used in novel recipe developments should always be linked to the role they play in the given recipe.

The Well-Being Focus

In addition, with the aim of offering to the final consumers a proposition designed around their needs, we are developing a more holistic approach and we begin to develop also solutions that, even though, are not scientifically and directly linked to better health are often viewed as a part of a healthy lifestyle.



Gluten-Free

Provide, whenever possible, nutritionally balanced gluten-free alternatives without compromising on taste and texture.



Clean(er) Label

Apply Clean(er) Label approach in which every ingredient has its reason to be in every formulation and reformulation project.



Organic

Provide, whenever possible, an organic alternative without compromising on taste, texture and overall functionality.



Plant- Based

Provide, whenever possible, a plant-based alternative with taste, texture and functionality as close as possible to the traditional counterpart.

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