

# Softgrain

*Ready-to-use, full flavor tender whole grains*





*Based on the latest bakery studies, "wholegrain" has been the number 1 claim during the last 3 years in all product launches. Wholegrain is becoming the new standard in the bakery aisle.*

(Innova, 2011)

## How consumers rule with 'THE ULTIMATE BAKERY TRIANGLE'

**83%**

of consumers **AROUND THE WORLD** find **WHOLEGRAIN/WHOLEMEAL** healthy

**85%**

of consumers **AROUND THE WORLD** prefer **FRESH FOOD**



**90%**

of consumers find **TASTE** as an important factor when buying bread (Sensobus)

*"73% of consumers around the world would buy more products at bakeries where everything is baked with natural ingredients"*



Whole grains are **superior to refined grains** because they include fibers, vitamins, minerals, antioxidants, protein, carbohydrates and other health promoting properties. Being one of nature's healthiest nutrients, it's logical that **whole grains are promoted heavily in the new nutritional plate**. Consumers are encouraged to eat more grains and ideally half of this grain consumption needs to be whole grain. As a result, consumers are increasingly choosing bread containing grains and seeds as a vital element of their daily nutrition.

*germ (rich in B vitamins, minerals and essential fatty acids)*



*bran (rich in fibres),*

*endosperm (energy reserve)*

# Softgrain

## For healthy, delicious bread...

### Soaked in fermentation flavor

The Softgrain process is a patented technology made up of grains soaked and boiled in a mild natural fermentation flavor. This gives the grains a delicious, full-flavor taste and keeps them soft during the baking process. They are ready-to-use and can be added straight to your dough.

### Single or multigrain

Softgrain is available in a single grain variety or as a combination of different grains and seeds: rye, wheat, spelt, sesame, sunflower seeds, flax seeds... the list goes on!





Be inspired by these creative recipes using Softgrain.  
For more recipes, background information and tips & tricks,  
contact your sales representative or visit our website:

[www.puratos.us/softgrain](http://www.puratos.us/softgrain)

# ...that's bursting with benefits!

## Superior taste

The grains are infused with a fermentation flavor, providing a more delicious, full-flavor taste than grains soaked in water.

## Outstanding freshness

After baking, the moistness in the Softgrain is gradually released into the crumb, providing prolonged freshness and no crumbliness to baked goods.

## The healthy option

Softgrain contains only whole grain kernels and seeds so that the fibers and minerals from the husk are completely preserved.

## Ready to use

No soaking of the grains is required.  
Add the grains straight to the dough at the end of mixing to keep more grain integrity.



# Dosage & Usage

- **Recommended dose:** 10-30% on dough weight
- Add the grains at the end of mixing ( to avoid damaging of the grains)



## Amazing versatility

- Develop a creative range of baked goods by using Softgrain in different applications such as white bread, wheat bread, baguettes, Ciabatta, rolls and bagels.
- Combine different Softgrains in the same recipe to give a personal touch to your breads.
- Offer your customers unique breads by combining fermentation flavors with the Softgrain.

# Technical Info

- **Packaging:** 38 lb pail
- **Storage:** Unopened, in a cool, dry place. Once the pail is opened, keep the product in the fridge and use within 2 weeks



Product	Item #	Description
Softgrain Wheat	4107179	Presoaked blend of wheat grains enrobed with sourdough
Softgrain Multigrain	4107184	Presoaked blend of grains (rye, wheat, oat, teff, millet) and flax seeds enrobed with sourdough
Softgrain Multigrain CL	4107185	Presoaked blend of grains (rye, wheat, oat, teff, millet) and flax seeds enrobed with sourdough
Softgrain Rye CL	4107182	Presoaked blend of rye grains enrobed with sourdough
Softgrain Sweet 5 Grain	4107183	Presoaked blend of grains and seeds (oat, sunflower seeds, millet, flax seeds, wheat) enrobed with sourdough, sugar and honey
Softgrain Sweet 5 Grain CL	4107708	Presoaked blend of grains and seeds (oat, sunflower seeds, millet, flax seeds, wheat) enrobed with sourdough, sugar and honey
Softgrain Amber Grain CL	4107885	Presoaked blend of grains and seeds (oat, sunflower seeds, millet, flax seeds, wheat) enrobed with sourdough, brown sugar and molasses
Softgrain Sprouted Grains CL	4006320	Presoaked blend of sprouted whole grains (wheat, rye, triticale) infused with a touch of mild fermentation flavor

11/2011-BE-BAK-BRO/SapSoftgr-EN

Puratos continuously innovates and develops new Softgrain varieties.

Contact your local sales representative or visit our website for the latest news.



[www.puratos.us/softgrain](http://www.puratos.us/softgrain)

Puratos Corporation – 1941 Old Cuthbert Road – Cherry Hill, NJ 08034 – USA  
 T-800 654 0036 F- 856 428 2939 E- infous@puratos.com

