Like cheese and wine, the diversity of bread is primarily defined by its fermentation. Sourdough being the tradition of the bread fermentation.

“Fermentation might have been a greater discovery than fire” David Rains Wallace

These disruptive technologies have created the bread market of today. The majority of bread is produced very consistent and fast.

For most people, bread is now always, everywhere available for an affordable price. This is both a good and a bad thing...
The making of a sourdough is the transformation of undigestible grains into a nutritional and flavorful leavening agent.

Transforming grain into sourdough is a very complex process, in which the flour, water, microorganisms, time, and temperature play a crucial role.

Yeast
Lactic acid bacteria
Starch granule
Gluten network

Basics Sourdough process

Hydration varying between 200% and 35% hydration
Ingredients varying from rice, durum, spelt, rye, wheat, even eggs, beer & lime from Mexico
Over 2,000 types of yeast and lactic acid bacteria have been identified.

Puratos has been in the world of sourdough for over 25 years.
Sourdough—A driver for true storytelling

90% of consumers say that the flavor is the most important buying criteria.

Modern fermentation techniques allow us to deliver consistent living sourdoughs with perfectionized flavor profiles and extra functionalities.

Today, consumers expect taste, freshness, health, authenticity. Everyday, in every bread.

Baking is like top sport. And top sport requires consistency and the highest quality ingredients.

Consumers are willing to pay more for artisanal, “rustic style” breads full of flavor. A trend that goes beyond traditional, crusty breads.

In US and Europe, 1 out of 7 bread launches has been made using sourdough.

Source: Puratos Taste Tomorrow 2019
be inspired by the past don't live in it