

Saint-Apollinaire, 14 September 2023

**EUROGERM presents “The Art of the Signature,”
the new Collection #10 suited to consumer challenges**

See you at the Munich IBA Fair from 22 to 26 October – Stand B4.310



EUROGERM, specialising in ingredients and solutions for the milling, bakery-patisserie and catering industries is unveiling its Collection #10, “The Art of the Signature!”. Discover a range of solutions to emerging consumer challenges.

The 2023-2024 collection provides a variety of solutions to meet the needs of today's consumers. When it comes to protecting our planet or maintaining good health, these are key concerns for all. Consumer food choices attest to changing lifestyles, a commitment to sustainable values and a search for balanced treats. Meals are increasingly flexible, with snacking becoming predominant. A growing number of consumers are interested in mini products, as they offer a variety of flavours and opportunities to indulge with less guilt and lower price points. Our Collection #10 showcases specialities that will stimulate your taste buds, with traditional or more surprising flavours, a variety of textures ranging from tender to crunchy, vegetarian recipes as well as appropriate nutritional properties. EUROGERM has curated a portfolio of ingredients and solutions to inspire "artists" and ensure every miller, baker and pastry chef has what they need to create a whole range of signature products. In their hands, each creation becomes a true work of art using a palette of varied flavours, textures and colours for exclusive, custom-made delights. This is “The Art of the Signature!,” the theme of this 10th collection.

We are keen to meet consumer expectations while minimising our environmental impact. The “ADDIGERM SOFT BRIOCHE EGGS&BUTTER FREE/ REDUC” range, free from synthetic additives and specifically designed to meet “enhanced health” objectives by reducing sugar content, and improve the finished product's carbon footprint by excluding eggs and butter, for example, naturally supports this requirement.

As food systems generate 30% of CO₂ emissions, we must urgently take action and help consumers make informed choices. Adopting a low-carbon trajectory involves many steps from field to plate, including cultural practices and waste reduction. We work in our area of influence by formulating eco-friendly solutions to help our customers reduce the carbon footprint of their finished products. By including this goal in the design phase, they can choose their carbon reduction rate and adapt their ranges accordingly. Consider highlighting this initiative on finished product labelling.

In addition to consumer challenges, the bakery and pastry goods industry needs to be both nutritional and indulgent, which is why the pleasure aspect is key to our proposed developments. For example, our BIOMIX special bread with ancient grains ensures both originality and differentiation. Our SOLUTEC NAT COLOUR range features naturally coloured ingredients for pink, orange, red, green or yellow MINI BERLINERS.

We look forward to welcoming you to the Munich IBA Fair where we will present this new collection. Visit us on our stand B4.310.

About Eurogerm

Founded in 1989, EUROGERM is an agri-food group specialising in the design, production and sale of technological, sensory and nutritional ingredients and solutions for the milling, bakery-pâtisserie and catering industries.

The Group operates all over the world and employs more than 600 staff, spread between the headquarters in France and a multicultural network of 14 subsidiaries in Europe, Africa, the Americas and Asia.

Innovation, continuous improvement, sustainability, diversity, ethics and inclusion: these guiding principles are EUROGERM's daily inspiration, helping it deliver bespoke support to its partners and employees, as part of a dynamic of sustainable, shared growth.

Eurogerm in figures: €183 million turnover – More than 600 employees – 14 subsidiaries worldwide

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