



Saint-Apollinaire, 19 September 2024

EUROGERM is unveiling “When pleasure makes sense”, the Collection #11 that meets consumer needs

See you at the Paris SIAL Fair from 19 to 23 October – Stand 5A P 056

EUROGERM, the expert in ingredients and solutions for the milling, bakery-pâtisserie and catering industries, is unveiling its Collection #11, “When pleasure makes sense”. Discover a variety of solutions to emerging consumer challenges.

EUROGERM's 2024-2025 collection highlights the importance of health, the joys of eating a balanced diet and discovering new sensations while making environmentally-friendly choices. Consumers are looking for quality products and a natural, sustainable diet. Healthy eating should not mean sacrificing pleasure, but rather balancing well-being, taste and the choice of eco-friendly foods.

Innovation in the bakery and pastry goods industry aims at making this balanced diet attractive by combining pleasure with ecological criteria, thereby offering new taste experiences to satisfy consumers. Key concepts in our current range include: Newstalgia to enhance traditional products with a modern twist, new and international flavours to take you on a culinary journey, and portion sizes which are tailored to the times of consumption. To support both physical and mental wellbeing, we've improved our product formulations to provide greater nutritional benefits.

To complete this experience, pleasure must align with consumer values. Whether it's upcycled, low-carbon, organic or local products, our commitment to sustainable food is clear. Cost reduction also remains a strong expectation among consumers. EUROGERM's Collection #11, “When pleasure makes sense”, continues this trend by providing a culinary experience combining pleasure with health, and respecting the environment.

As a creator, EUROGERM works closely with its customers to develop specific ingredients. As a producer, the new bio-fermentation plant that opened in 2024 allows us to produce distinctive ingredients. With its exclusive signature taste, the iconic sustainable and responsible **LEVAROM WHEAT GERM 130-1** devitalised sourdough, a 100% French product from the LEVAROM range, features prominently in this new Collection. In addition to the LEVAROM range of devitalised sourdough, other selections are also showcased, such as the UPCY and CO₂MMITTED ranges which form part of a sustainable responsible trend. The **UPCY** special bread, for example, is the result of an upcycling recipe based on spent grain flour, a sustainable ingredient. Similarly, the dairy and egg-free **CO₂MMITTED BUN FREE 5%** brioche bun has a limited carbon impact! This option is ideal to reduce the cost of raw materials and the finished product's carbon footprint (0.80 kg CO₂e vs 1.56 kg CO₂e for a standard recipe), without compromising on the characteristic taste and texture of a brioche bun.

With this Collection #11, EUROGERM provides you with an “à la carte” menu reflecting the diversity of the consumers' food preferences and informed choices. Now it's up to you to make your own selection and create a sustainable food offering.

We look forward to welcoming you to the Paris SIAL Fair so that we can present this new collection. Come and visit our stand 5A P 056.

Did you know ?

In 2024, EUROGERM became both creator and producer launching its own Bio-fermentation Programme with ETIC (EUROGERM Technological Innovation Center, an R&D centre comprising a laboratory and a pilot facility) and opening a factory dedicated to bio-fermentation in France.

The LEVAROM® range is entirely designed, created and produced in our plant in the heart of Burgundy. All the products in the range are derived from French cereals grown in accordance with the principle of integrated farming, that promotes biodiversity.

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 660 staff, spread between the headquarters in France and a multicultural network of 15 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: €205 million turnover – More than 660 employees – 15 subsidiaries worldwide

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