



Saint-Apollinaire, September 18, 2026

EUROGERM unveils its Collection #13, “Transparency in Every Plate” designed to address the challenges of consumerism

For today’s consumers, merely enjoying food is no longer enough – they need to know, understand and assess the impact of every mouthful. In a world that appears to be in search of direction, value creation is no longer a question of pricing or brand awareness, but also one of product integrity, something that ensures lasting customer confidence.

At a time when rating apps and information overload are profoundly redefining the purchasing act, transparency is becoming a key feature across the whole wheat-flour-bread-pastries industry.

For EUROGERM, this new societal expectation is both a source of inspiration and a concrete commitment. Collection #13 has been designed in line with this dynamic: **“Transparency in every plate”**.

Driven by a clean label approach and guided by a constant quest for clarity and responsibility, our EUROGERM experts are developing solutions that can anticipate changes in the market. This demand for clarity involves **three fundamental pillars**:



To illustrate the three pillars in question and provide a concrete response to business expectations, EUROGERM has chosen to highlight three flagship innovations from this new collection:

MY CRUSH CHOC



MY CRUSH *Unwrapped*

The result of a low carbon, low waste approach, this premix offers a simple solution for making delicious, top quality, individual cereal bars, designed to be sold as unpackaged, artisan products. Its clean label, additive-free formulation delivers a powerful flavor profile, designed specifically to go with dark chocolate chips and beautifully accentuating the mouthwatering mix of walnuts, almonds, cereals, figs and cranberries.

ADDIGERM PARBAKED BREAD WAA&AC 2%



Parbaked, frozen bread free from ascorbic acid and acerola

Designed to meet the demand for baking excellence delivered through a 100 % clean label product, this improver is used to make frozen, parbaked loaves and baguettes. The formulation contains no acerola or ascorbic acid whatsoever, neither does it use any declarable additives. With a LEVAROM deactivated wheat sourdough delivering a unique flavor identity, the premix guarantees a beautiful honeycomb crumb and golden crust.

LIEGE WAFFLE MIX



The perfect choice for preparing Liège waffles!

A successful blend of well-being and taste-bud treat, this all-in-one clean label mix can be used to prepare both sweet and savory waffles. Using acerola juice as a natural alternative to synthetic additives and delivering fermented, buttery notes through a LEVAROM deactivated durum wheat sourdough, produced in France, the mix guarantees the incomparable softness of Liège dough and a melt-in-the-mouth texture.

By investing in the effectiveness of its technological, nutritional and sensory solutions, EUROGERM is giving professionals in the baking sector the tools they need to turn this demand for transparency into a major competitive advantage. With its Collection #13, the Group has confirmed its role of trusted partner, offering individual support to each professional according to their priorities.

Check out all our new products and choose sustainable value creation, with transparency in every plate!

Did you know?

In 2024, EUROGERM became a designer and producer, launching its own Bio-fermentation Program with ETIC (EUROGERM Technological Innovation Center, an R&D center comprising a laboratory and a pilot workshop) and opening a bio-fermentation plant in France.

The LEVAROM line is conceived, developed and produced entirely at our factory in the heart of Burgundy.

About EUROGERM

Founded in 1989, EUROGERM operates in the food processing industry, specializing in the design, manufacture and marketing of technological, nutritional and sensory solutions for the wheat-flour-bread-pastries sector.

The Group is present all over the world and employs 794 people, either at its headquarters in France or through its multicultural network of 15 subsidiaries located in Europe, Africa, North and South America and Asia.

Innovation, continuous improvement, a commitment to sustainability fully focused on diversity, ethics and inclusion – these priorities are what inspire EUROGERM day in day out, guaranteeing its customers, partners and employees bespoke support through an approach oriented towards shared, lasting success.

The Group in figures:

Turnover (as of 31/12/2025) = €204 Million – 794 employees – 15 subsidiaries world wide

Group website: www.eurogerm.com

France website: www.eurogerm-france.com

Press contact: EUROGERM - Nancie Perquin

Tel +33 (0)3 80 730 777 - email: communication@eurogerm.com

Groupe EUROGERM

Parc d'activités bois Guillaume – 2 rue champ doré

21850 SAINT-APOLLINAIRE – France

