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## **Innovative and emerging processing in bakery, patisserie and chocolate ingredients industry a leverage towards more sustainable and healthy food solutions**

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Innovative and emerging processing technologies in food gain attention steeply as a result of consumer-driven demand leading to diet diversity and complexity. Market trends towards more plant-based diets, interest for pro- and postbiotics (gut health), expectations towards environmental friendly food production, ultimate convenience and creation of new types of textures and taste experiences are stretching the food ecosystem into new research domains. Over recent years, the impact of innovative processing technologies, often developed for applications outside the domain of food, has risen and brings multiple advantages.

Within the bakery, patisserie and chocolate ingredients value chain, nowadays incremental innovations are hardly driven by ingredient choices only. An innovative and smart conversion of ingredients or intermediates, upstream or downstream the formulation process, turned out to have major untapped potential for new innovations hitting the market. This scope is stretching very wide – new delivery format creation, the development of mild texturing and pasteurization technologies, the integration of new emulsification technologies, etc. A concrete industry example, by means of Puratos Cubease® bakery improver format, will be presented, bottom-up, how (re)formulation combined with novel processing technologies can structurally create value in terms of customer convenience, customer experience and reduced environmental impact in a B2B food production environment. Thereby, the selection and role of a well-defined ecosystem, cross-value chain is key to achieve success.

This presentation and examples highlighted invites key technology players, universities and start-ups present to collaborate with an open mindset with food industry, reflecting not only on technological and product property benefits but as well on economic viability and financing systems to integrate novel processing technologies in the food value chain successfully.