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Puratos: For Those Who Loaf Baking

BY PRISCILLA TAWIE

FOOD is an essential desire, part of our daily lives, but a perfect bite is often hard to get. The bite that is rich in taste as it touches the taste buds, that will have one be blown by its perfection, and at each bite leaves you wanting for more.

The 99-year-old brand Puratos from Belgium promises its consumers that each bite onto their pastry, bread, artisan bread, or anything is sheer perfection due to its quality-assured baking products.

Puratos incorporate their products with three elements which are taste, health and freshness. And with that, bakers throughout Sarawak are given the opportunity to fuse Puratos-brand ingredients to their baking as just recently, Sarawak-based distributor Supreme Food Supply (M) Sdn Bhd, has been appointed by Puratos Malaysia as their exclusive distributor.

The collaboration held on August 3 was jointly officiated by Supreme Consolidated Resources, Group Executive Vice Chairman Dato Richard Wee; Puratos Malaysia General Manager Priscillia Ooi; and Supreme's Managing Director Lim Ah Ted, and witnessed by 100 individuals comprising professional bakers, patissiers, chocolatiers and business owners.

During the event, there were a few interesting activities presented and one of it was the Chef Demonstration where three signature recipes were featured by Puratos Malaysia Technical Manager Shane Cheng.

The audiences at UCSI Hotel, Kuching were delighted by the technical skills and techniques to glaze celebration cakes, choco-



PURATOS' Shane Cheng demonstrating how to bake using the brand's product ingredients.

late-decoration making and innovative cake recipe creation, paired with products from Puratos that include Tegral Satin-Velvet range cake mixes, glazes and Real Belgian Chocolate, Belcolade.

The team also presented interesting booths to share the different product and technologies available with attendees. One of the booths featured the concept of Health and Well-Being where different healthy bread mixes, technical fillings (water-based and fruit content fillings) and SALP Free Cake Mixes were presented.

This is followed by the indulging, All you Need is Chocolate! booth where the Real Belgian Chocolate, Belcolade was featured. At the booth, customers tasted a variety of chocolate-inspired baking goods and Real Belgian chocolates.

As one of the market leader in Bread Improvement, the importance and the usage of sourdough was highlighted at the booth. One of the key featured ingredients was O-tentic, the active bakery component, used for various breadpairing recipes and especially for making traditional baguette.

With Puratos' Sales Marketeer Sandy emphasising on making great memories at each bite, Priscillia shared in a separate interview that Puratos is all about giving its customers' a total solution aside from providing baking goods.

"This is part and parcel of what we did, to provide our customers with in-depth insights of their retail favourites. We did our research, talked to the consumers and make sure our products are in line with their insights," said Priscillia.

"At Puratos, we are close to customers and consumers everywhere. Next year, Puratos will be celebrating its 100th year of history of establishment and with the new collaboration, we believe that



(FROM RIGHT) Priscillia Ooi, Dato Richard Wee and Lim Ah Ted holding the mock certificate of collaboration between Supreme Food Supply and Puratos Malaysia.

our products will benefit more customers.

"We turn technologies and experiences from food cultures around the world into new opportunities to help our customers to be more successful with their business", added Priscillia.

What is interesting of the baking goods brand is that they do not sell just their product, but also the concept of the end product.

"For example, our salesperson will never bring a packet of powder to sell to our customers but they will bring a bread or cake to our customers, explaining what is inside."

When asked on how the quality is assured in Puratos, Priscillia shared that they are in compliance with all the regulations and certificates in Malaysia, including the Halal certificate.

She also disclosed that Puratos gets constant auditing, not only by auditors but also customers visiting the factory. "That is why we emphasise on quality!" she proudly exclaimed.

With Puratos' emphasising their focus in Sarawak, their collaboration with Supreme as the

exclusive distributor will ensure their brand reaches all professional bakers, patissiers, chocolatiers and business owners.

Supreme's Group Executive Vice Chairman Dato Richard commented that they are honoured to have an international brand such as Puratos to collaborate with.

About Supreme Food Supply
Supreme Food Supply (M) Sdn

Bhd is one of the subsidiaries of Supreme Consolidated Resources Berhad. The company was founded in 1983 and with more than 35 years of business establishment, the core focus is distribution of dairy products with global and regional brand presence. The product range includes - Cheese, Butter, Margarine, Milk Powder, Liquid Milk, Cream, Fruit Juices, Beverages, Sauces and Seasoning.



BAKED goods using the Puratos brand baking ingredients displayed at booths during the event on August 3 at UCSI Hotel, Kuching. PHOTO CREDIT: MARVIN KUDANG