

Pain Paillasse[®]



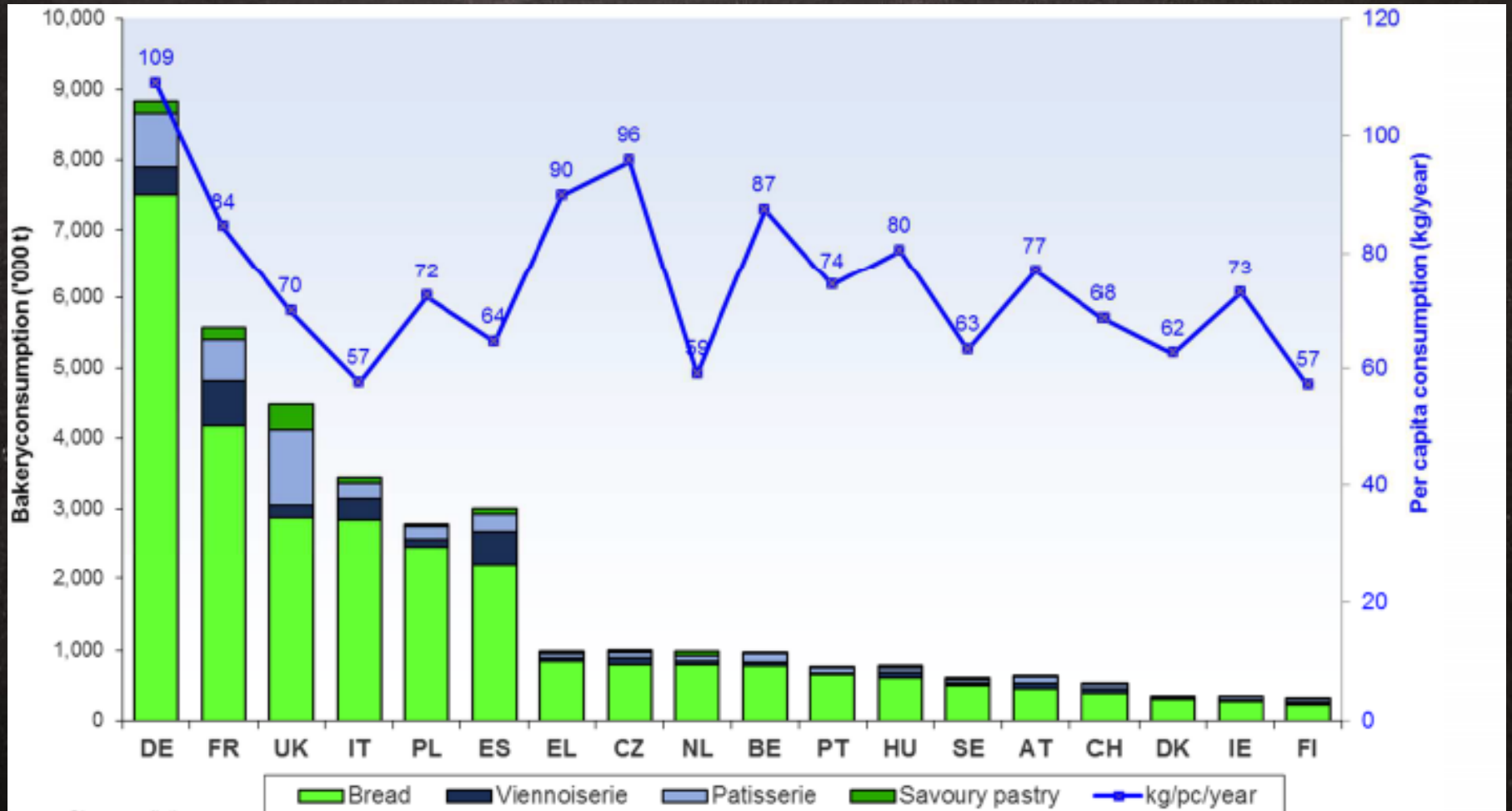
THE GRAND CRU OF BREAD SINCE 1993

Pain Paillasse®

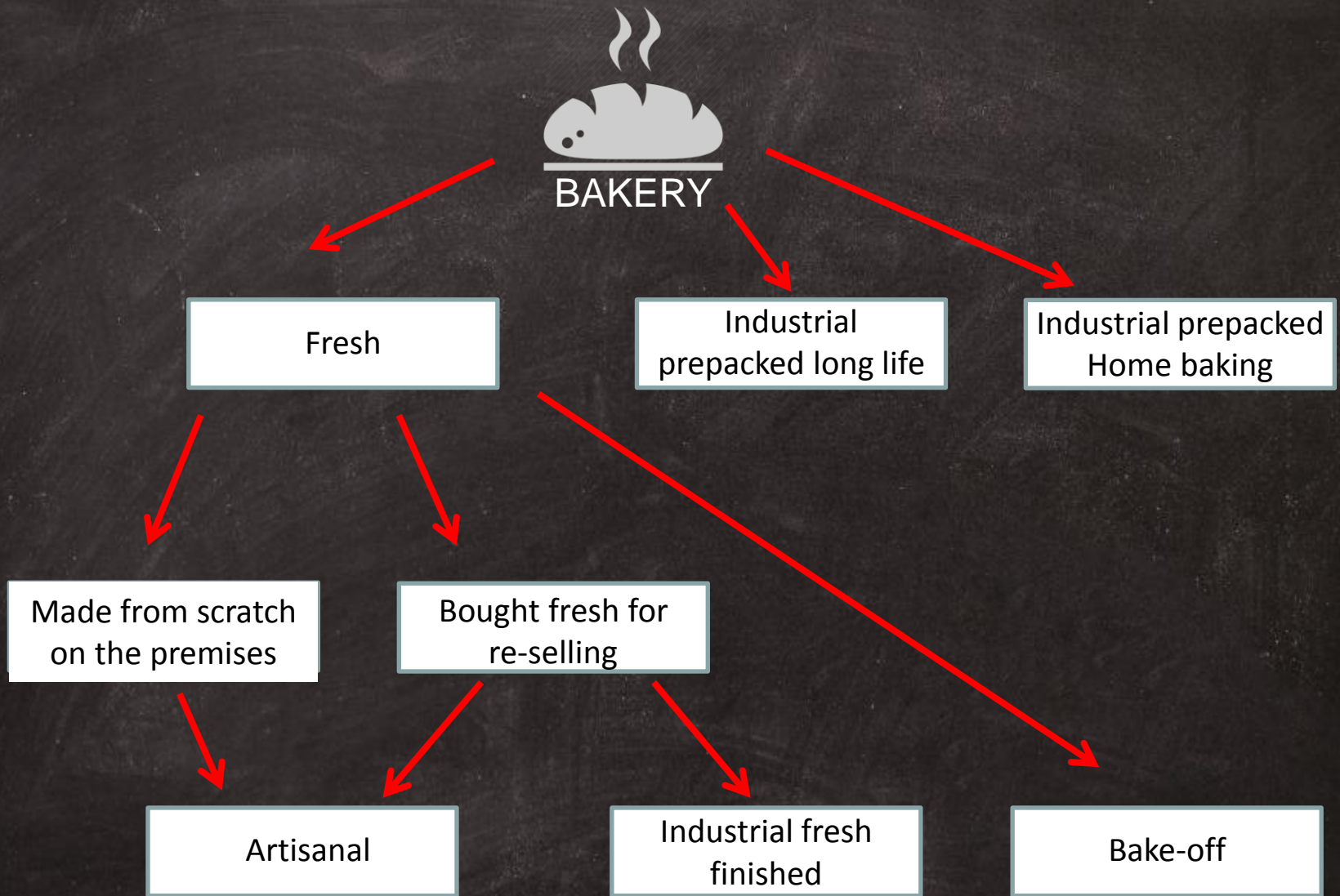
- Bread market in Europe
- Paillasse, the story behind the bread
- The product – a «Grand Cru» of Bread
- Win in the market - Local Adaption & Variations
- Proven Success Story – 20 Retail & Artisan Markets
- Marketing support – more than just a product

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Bakery market in Europe



Bakery product supply & production methods



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Bakery trends

- The popularity of specialty breads is driving growth in the bakery market worldwide
- Healthy alternative (clean label, low sugar, low salt, less yeast, more fibers...)
- Rustic aspect and slow baking (long bulk fermentation)
- Old grain breads
- ...

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WHAT'S
YOUR
STORY?

A major trend : Consumers strong appeal for storytelling !

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Pain Paillasse[®], The Story



Aimé Pouly 1949 - 2011

Pain Paillasse

*Paillasse
Launch in
Germany*

1998

*Paillasse
expansion in
Europe (+10
countries)*

2006

*Paillasse
25 years
anniversary !*

2018

1993

*Creation of
Paillasse
brand and
recipe
(Registered
and patented
in 1994)*

2001

*Paillasse is
N°1 bread
brand in
Switzerland*

2016

*Paillasse is
awarded !
(ITQI and
Swiss Bakery
Trophy)*

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Pain Paillasse®
a bread making philosophy

A Bread “Grand Cru”



An industrial process adapted to an artisan recipe



CERTIFIED

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Paillasse® - High variability, easy local Adaptation



Base: 3 types of doughs



A whole range of products from each dough

And many more...

Paillasse

Dark



Chestnut



Chia & Carrots



Figs & Nuts



Potato

Pain Paillasse

Rustick



Fruits



Nuts



Pain Paillasse

Endless possibilities...



Bread & Chocolate



Focaccia



Sandwich bases



Endless possibilities...



Salted snacks



Seasonal breads

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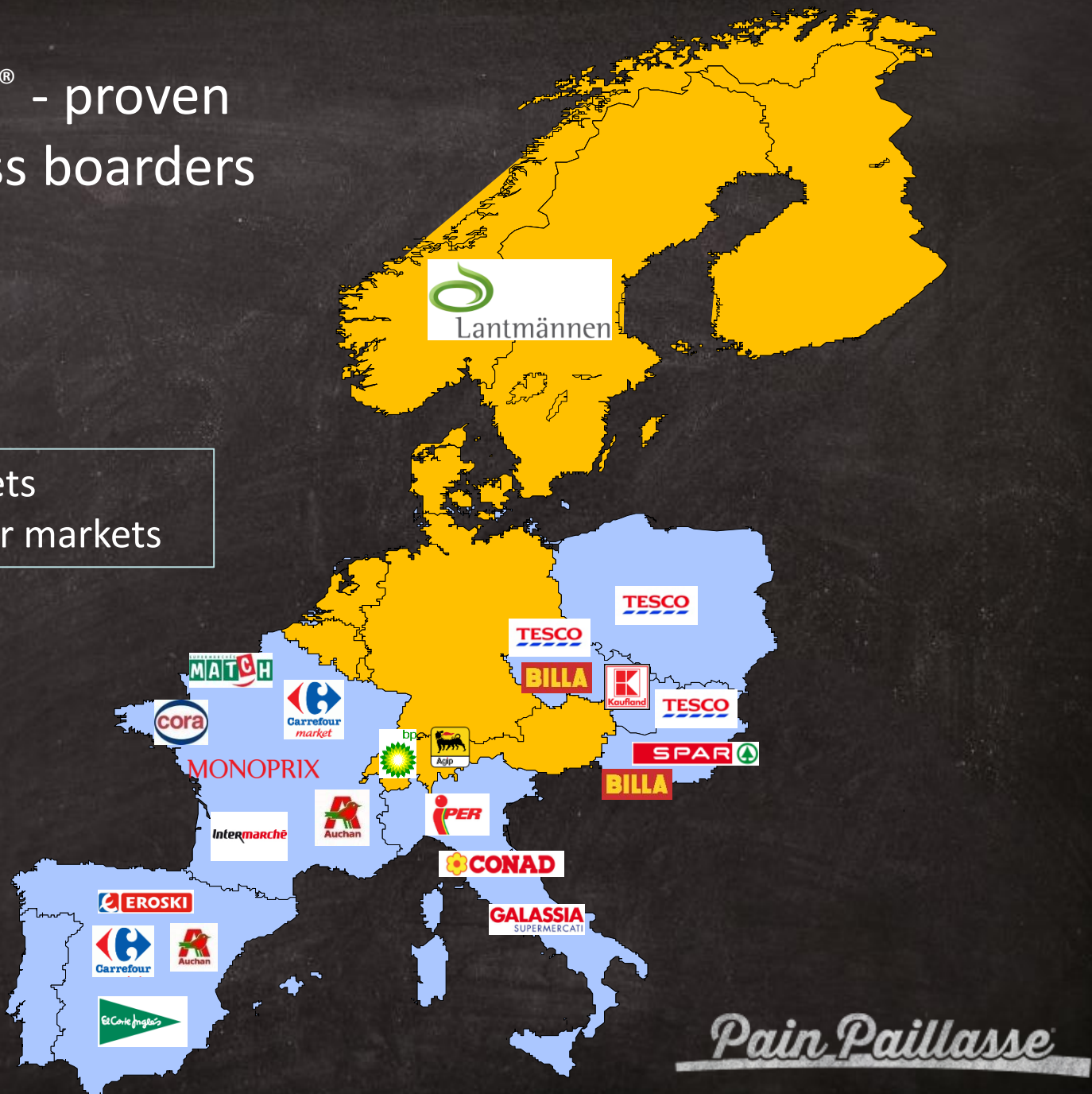
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Pain Paillasse® - proven Success across borders

Blue : Retail Markets
Yellow : Artisan baker markets



Paillasse® Retail – positioned in low and high income markets

Instore presence

SPAR (HU)



CARREFOUR (SP)



Retail Communication

EROSKI (SP)



EL CORTE INGLES (SP)



INTERMARCHE (FR)



TESCO FINEST (CZ)



Premium product driving producer and retailer profitability.

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Superior taste is awarded !

Endorsement :



Georges Blanc, 3 Michelin stars Chef, France

Trophies :

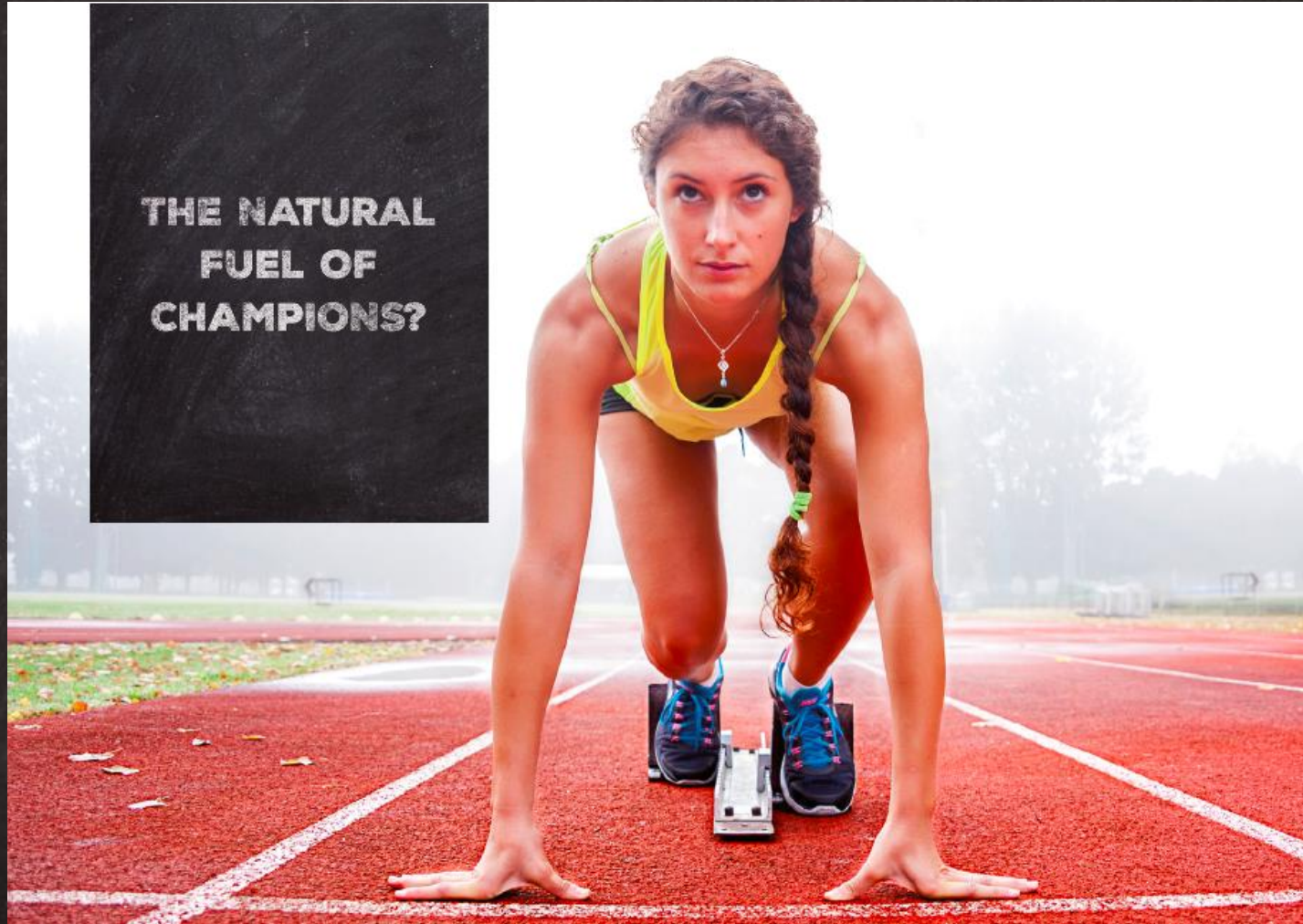


Awarded for 8 Paillasse bread variations at the Swiss Bakery Trophy in 2017 !



Pain Paillasse

Pain Paillasse® Health Claim Nutritional benefits



**THE NATURAL
FUEL OF
CHAMPIONS?**

Pain Paillasse

Source : Doctor Christian Recchia, nutritionist
Average data from breads, cereals and seeds. Food composition table CIQUAL 2013 (Anses).

Pain Paillasse® Health Claim Nutritional benefits

**MY SECRET
FOR ENSURING
MY CHILDREN
HAVE A
BALANCED DIET?**



Pain Paillasse

Source : Doctor Christian Recchia, nutritionist
Average data from breads, cereals and seeds. Food composition table CIQUAL 2013 (Anses).

Pain Paillasse® Health Claim Nutritional benefits



Pain Paillasse

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Marketing support (pending Brand usage)

- Branding :

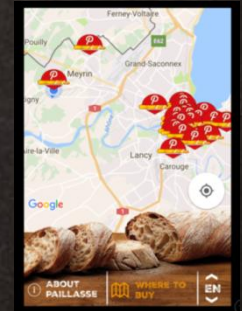


- Samples of B to C communication tools :

- POS Posters & leaflets



Paillasse App



- Bread tags



Web



- Bread bags



Irresistible?

Please contact-us



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