



 **MILLBIO**  
INNOVATION, NATURALLY

**panvivo**  
sourdough sensations

VERITABLE ITALIAN  

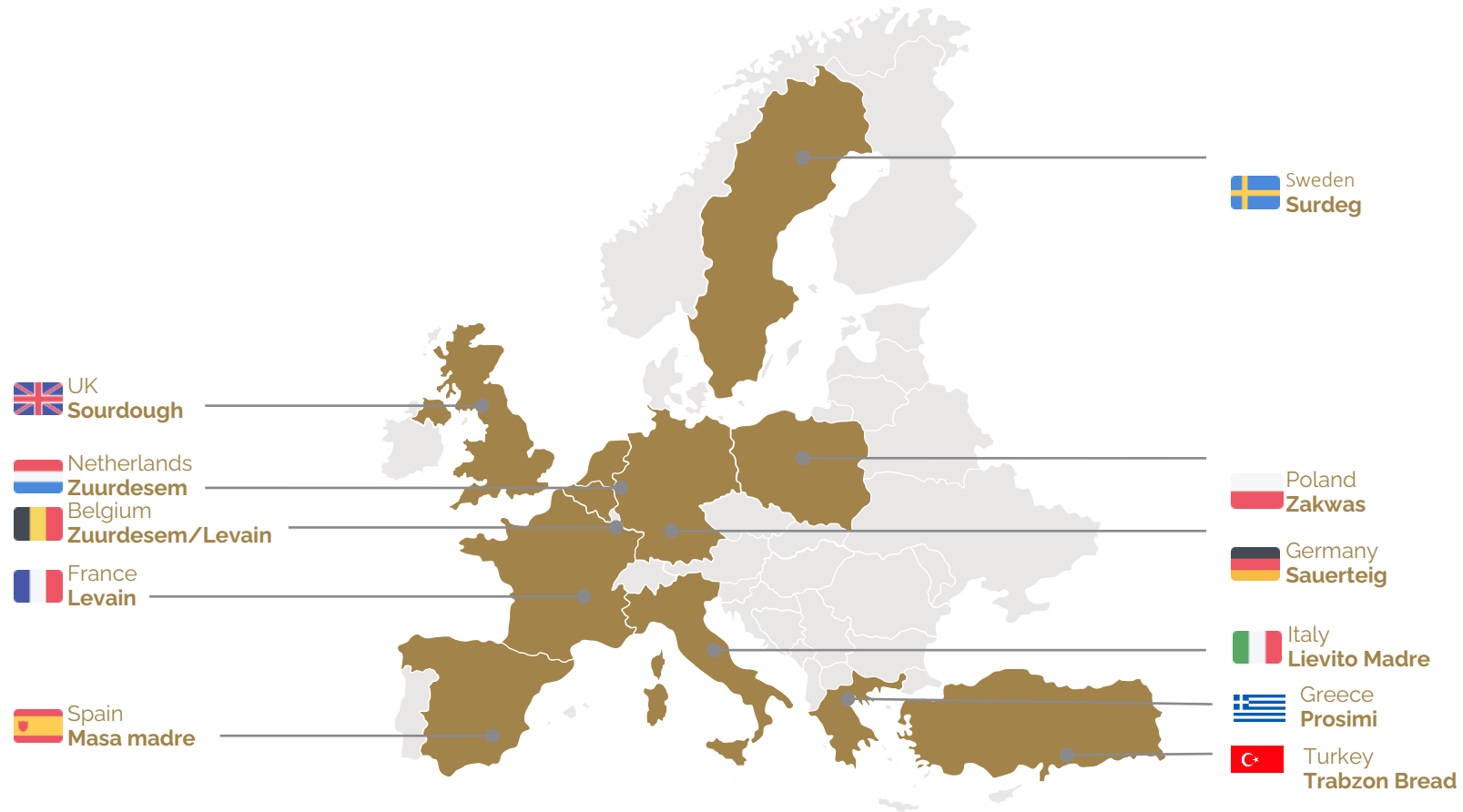



## **PAN bread – VIVO alive**

When the new sourdough is used - bread comes alive

# SOURDOUGH IS THE MAGIC WORD

A GROWING CONCEPT WORLDWIDE



# THE COMPETITION IN SOURDOUGH

## TOO MANY PEOPLE, LOW PRICES

- THERE IS COMPETITION ON SIMPLE WHEAT AND RYE SOURDOUGH, SOLD BASED ON ACIDITY LEVELS
- NEED FOR A NEW OFFER
- NEW PLANTS OPENING
- BECOMING A COMMODITY RAW MATERIALS
- COMPETITORS ARE FIGHTING FOR MARKET SPACE



# SOURDOUGH MEANS PREMIUM RENAISSANCE TO REVOLUTION

## Why the rise in sourdough shows no signs of slowing?

Sourdough's popularity has soared in recent years, as it continues to satisfy several current consumer trends.

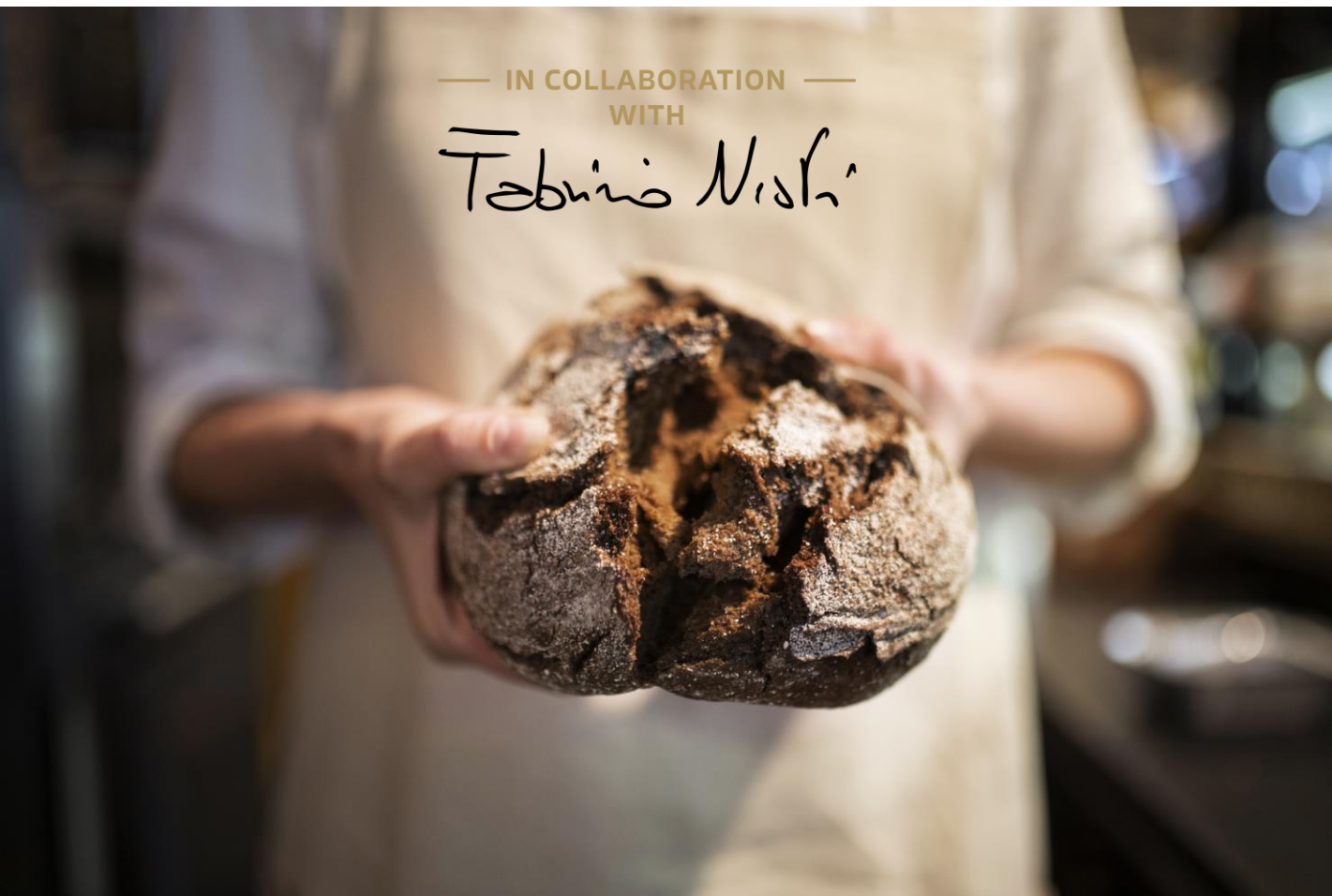
Huge growth of sourdough breads, Pizza, Crackers, Biscuits

To fight the concept of Ultraprocessed, sometimes associated to bread



PREMIUM PRODUCTS ONLY  
BECAUSE OF SOURDOUGH

# WHY CONCENTRATES CONSUMER WANT:



- AUTHENTICITY
- PROVENANCE
- LINK TO TERRITORIES
- PRODUCT MADE BY PEOPLE:  
*craft artisan bread*

# BRINGING THE ITALIAN STYLE MORE THAN ITALIAN

ITALIAN FOOD IS WELL  
RECOGNISED AS  
**PREMIUM AND TASTY**

ITALY ENJOYS MANY BREAD  
VARIETIES LINKED TO **LOCAL  
CEREALS**, RECIPES AND  
TRADITION



*...from the land to the table*

## THE COST IN USE



- AVERAGE PRICE OF CONCENTRATES - € 2/3
- COST IN USE ADDITIONAL FOR BAKERY 18 to 27 cents
- PREMIUM OBTAINED BY BREAD - € 2 or 3/kg



## THE LABEL DECLARATION AND CLAIM



- BREAD CONCENTRATE PREMIXES
- BREAD PREPARED WITH SOURDOUGH
- INGREDIENTS LIST MUST CONTAIN THE CEREALS AND SPICES USED IN THE SOURDOUGH
- NO ADDED SUGAR
- NO E-NUMBERS
- NO GMO

# THE UNIQUENESS OF THE PROPOSITION



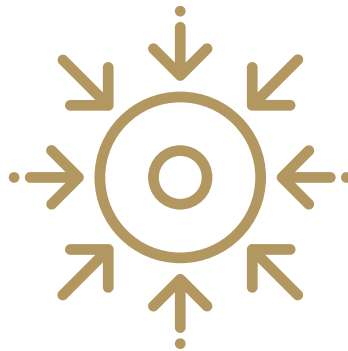
BASED ON  
NATURAL  
SOURDOUGH

As claim



ITALIAN  
ORIGIN

Typical Italian  
provenance, taste,  
ingredients and  
traditional recipes



CONCENT  
RATION

Dosed at 10% of  
the total flour  
weight



ADVANCED  
NUTRITIONAL  
VALUE

Salt reduction ,  
long fermentation



ECOLOGICAL  
PACKAGING

100% cellulose

# THE RANGE

**DURUM WHEAT**

from Apulia



PUGLIESE BREAD



<https://youtu.be/UmSd5YMvGTs>

# THE RANGE

CHICKPEAS & SAGE

from Sicily



MAFALDA SICILIANA



[https://youtu.be/S-qsF\\_rjT2E](https://youtu.be/S-qsF_rjT2E)

# THE RANGE

FARRO

from MugelloTuscany



SCHIACCIATA TOSCANA



<https://youtu.be/Niw7BhTdcs0>

# THE RANGE

**RISO NERO**

from Piedmont



CIABATTA



[https://youtu.be/k\\_zlF8rcQoc](https://youtu.be/k_zlF8rcQoc)

# THE RANGE

**RYE & CUMIN**

**from Dolomites**



ALPINO



[https://youtu.be/vhG  
COE\\_6WtY](https://youtu.be/vhGCOE_6WtY)



## OUR RECIPES

Discover bread recipes  
and tutorials you love



## WHAT'S NEW

Discover more about  
our latest creation



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# THANK YOU



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