



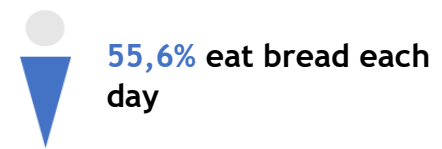
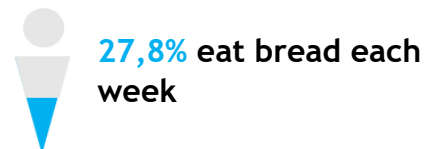
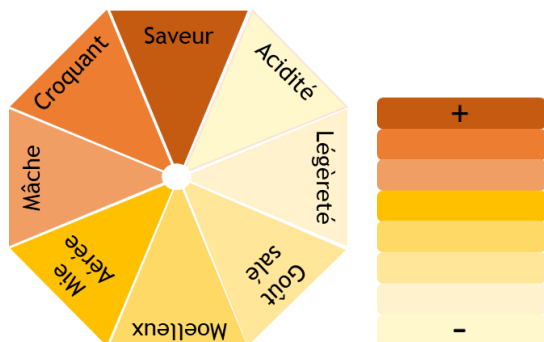
CONSUMER SURVEY / BAGUETTE



Carried out on a sample of 120 people in December 2023 on the Campus site at Cergy Pontoise 95.

To validate **Fermenson Corse's** ability to reduce salt in bread and improve its freshness and taste, a blind test was carried out in December 2023 on a sample of the population aged between 25 and 55. Baguettes without **Fermenson** and with **Fermenson** were made to the same recipe in the same oven. At the end of the test, consumers were asked to complete a questionnaire.

Criteria most popular in a baguette :



Conclusion of the study:

Most people eat bread every day. Of the two 'old-fashioned' baguettes on offer, 75.9% of participants preferred the one containing **Fermenson** for its ability to mask the 'salt reduction' in the recipe. Generally speaking, what is most sought-after in a baguette is its flavour, while acidity, and therefore leavening, is the least sought-after criterion.

The presence of **Fermenson** improves the flavour of the bread while reducing the salt content of the finished product.

