

If **Nature** gives us
everything,
why would you need
more?



Fact

We want our foods
to be all-natural.
Because less is more.



A wooden tag with a white string is the central focus. It features several lines of text: 'LESS but better ingredients', 'PROCESSING', 'NO hidden STUFF', 'E-numbers', 'MORE AUTHENTICITY taste', 'PURITY', and 'TRANSPARENCY'. The tag is surrounded by wheat stalks and scattered grains on a white background.

LESS but **better**
ingredients

PROCESSING

NO hidden
STUFF

E-numbers

MORE taste

AUTHENTICITY

PURITY

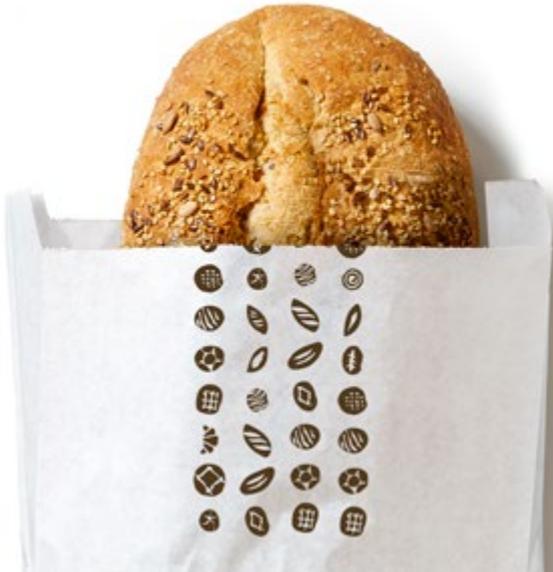
TRANSPARENCY

Fact

Bread is one of the oldest foods known to man.
World's oldest bread shows hunter-gatherers were
already baking 4,000 years before the birth of farming.



Consumers globally re-discover and re-appraise the simple purity and wholesome benefits of natural bread. Bread appears in all meals around the day: from breakfast to dinner.



Fact

We all look to
make the difference
in this fast and crazy world.



A top-down view of various grains including wheat stalks, brown and white seeds, and flour on a white background. The composition is scattered, with stalks of wheat and individual grains of different colors (brown, white, and tan) and piles of flour arranged across the frame. The central text is positioned in the middle of the image.

With consumers buying more ready-made foods and consuming more often out-of-home, they have lost control over the way their foods are grown and prepared. Today, they ask transparency, ethics and commitment back from food makers.

That's why La Lorraine presents

**Pure^{by}
Nature**
100% organic & natural

Savour the purity of our
100% organic  natural breads





❧ Much more than bio or organic

Even if 'organic' has been growing steadily over the last 20 years, consumers today expect more from food makers to respond to their expectations around health and purity. That's why La Lorraine presents Pure by Nature. A choice of breads that is made with honest, organically grown ingredients that are minimally processed and that are completely E-free. Pure and simple.



❧ A taste and a bite for everyone

La Lorraine wants everyone – from family to single, from foodie to healthy ager – to have access to tasty, healthy and affordable bread. With Pure by Nature, we developed the breads that can be savoured and enjoyed by everyone. Bread that can be put on the table every day.





Only made with the natural ingredients a good bread needs

Pure by Nature is made with organic wheat flour, organic seeds, yeast, water, and a pinch of salt. Nothing more. Nothing artificial. No conservation agents. No additives. No flavours or colourants. Pure and simple – and you taste it.

All organic – for natural purity

Our ingredients are organically grown by farmers. Because nature does things better by itself.

Stone-baked for a rustic crust

Stone releases its heat immediately to the raw dough. It makes the dough rise in the oven into perfectly puffy bread with a great bite, a crispy crust and a hand-crafted look.





Organic rustic demi baguette white

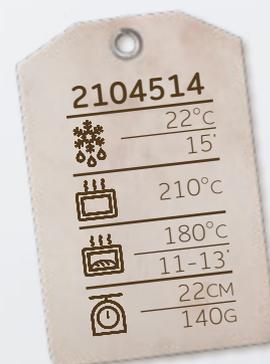
Organic white half-baguette from wheat flour, baked on stone and decorated with sesame seeds.

An E-free product, made with all-natural ingredients.



Organic rustic demi baguette multigrain

Organic multigrain half-baguette partially made from wholemeal wheat, enriched and decorated with linseeds, sesame seeds and sunflower seeds, flour dusted and baked on stone. An E-free product, made with all natural ingredients.



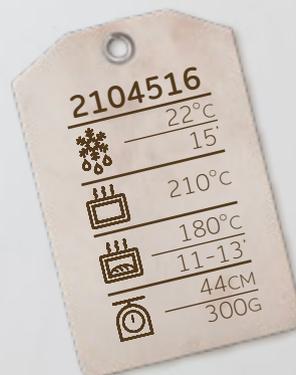
Organic rustic baguette white

Organic white baguette from wheat flour, baked on stone and decorated with sesame seeds. An E-free product, made with all natural ingredients.



Organic rustic baguette multigrain

Organic multigrain baguette partially made from wholemeal wheat, enriched and decorated with linseeds, sesame seeds and sunflower seeds, flour dusted and baked on stone. An E-free product, made with all-natural ingredients.



Organic rustic boulot white

Organic white boulot loaf made of wheat flour, flour dusted and baked on stone. An E-free product, made with all-natural ingredients.



Organic rustic boulot multigrain

Organic multigrain boulot loaf, partially made from wholemeal wheat, enriched and decorated with linseeds, sesame seeds and sunflower seeds, flour dusted and baked on stone. An E-free product, made with all-natural ingredients.



Baking instructions

Demi Baguette Sesam White



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Demi Baguette Multigrain



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Baguette White



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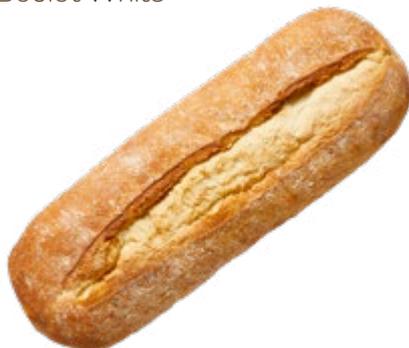
Baguette Multigrain



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Boulot White



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Boulot Multigrain



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Instore & merchandising



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La Lorraine