



PRESS KIT

Episens, 
assessment,
ambitions and
innovations.



Episens presents its first assessment, its new ambitions and its many gourmet innovations.

Created in January 2023, Episens has built its strategy on the complete control of the wheat supply chain, from grain to finished product. Episens is currently aiming for €2 billion in turnover by 2028, driven by an ambitious development and growth plan.

EPISENS RETURNS TO GROWTH AND PROFITABILITY

Launched at SIRHA 2023, the Episens division brings together three key activities in the “wheat-flour-bread” sector: milling with Moulins Soufflet, ingredients with AIT Ingredients and industrial baking with Neuhauser.

Two years ago, Episens embarked on a vast transformation plan focusing on three major strategic areas:

- **Strengthening its position as a leading player** in industrial baking and milling;
- **Supporting the agri-food transition** with sustainable offerings that create a positive impact throughout the wheat value chain;
- **Structuring and developing short supply chains** to improve the quality and traceability of its products.

This transformation plan has enabled Episens and its various activities to return to growth and profitability, particularly with turnover in excess of one billion euros.

These outstanding results have made it possible to make new investments aimed at increasing market share in priority segments: acquisition of two new mills, restarting of a viennoiserie production line at Neuhauser’s Moselle site in Folschviller, and a new bread production line at the Panpor site in Portugal.



THE CUSTOMER, AT THE HEART OF OUR STRATEGY AND ORGANISATION

In the autumn of 2024, Episens unveiled its vision: “To be the best of partners and the partner of the best when it comes to adding value to products derived from the sustainable processing of wheat, through complete control and by anticipating its customers’ needs”.

Its organisation has also been reviewed, with three key business units designed to strengthen synergies, innovation, commercial relations and customer experience:

- **Primary processing of wheat**, by bringing together the milling and ingredient expertise of Moulins Soufflet and AIT Ingredients, in order to strengthen sales and service support to enhance customer performance.
- **“Episens international”**, which is a new strategic entity with significant growth potential. It aims to achieve 25% of Episens’ overall turnover. Episens’ cross-cutting expertise will enable it to support international agri-food players with a range of products and services covering the entire scope of the wheat industry. Each zone will also benefit from a specific innovation policy, in line with consumer expectations and local cultures. Concretely, “Episens International” is deployed in five priority strategic commercial zones: North America, Asia, Europe, Latin America, and Africa, led by local teams with expertise in their markets. Finally, the diversity of the InVivo Group’s activities will create synergies to strengthen our knowledge of markets and categories, consumer trends and customer relations and experience.
- **Secondary processing of wheat**, which merges Neuhauser’s historic baking expertise dedicated to the supermarket channel and the new Gourmance brand aimed at food service players, bakery professionals (chains, etc.) and restaurants.

INNOVATION AND EXCELLENCE AT THE HEART OF OUR DEVELOPMENT STRATEGY

To support customer needs and meet consumer expectations, Episens’ innovation policy is structured around five major priority pillars:



RESPONSIBILITY & SUSTAINABILITY: continue to develop our offerings of positive-impact products from sustainable supply chains, supporting French agriculture and its producers.

● **A Responsible wheat supply chain:** a segregated reference supply chain at the wheat plot level, governed by specifications for good practices that promote biodiversity. This sector is monitored by an independent third-party organisation and represents an annual volume of 300,000 tonnes of flour per year, representing the commitment of 3,300 farmers.

● **A new Low-Carbon supply chain:** the mass balance chain aimed at supporting the transformation of farming practices to reduce wheat’s carbon footprint by acting directly on fertilisation, which is responsible for 80% of wheat’s carbon footprint. This supply chain is monitored by an independent third-party organisation and accounts for 20% of Episens’ supplies in the 2024 harvest.



TASTE & PLEASURE: offer gourmet recipes, crafted to be enjoyed any time of the day, in line with cultures and consumer expectations.



PROCESS & USE: innovate in line with our customers’ processes and specific technical requirements to guarantee consistent, top-quality products and make our solutions (flour, ingredients, bakery products) easier to use and prepare.



NATURALNESS & WELL-BEING: design healthy recipes with an improved nutritional profile, with a list of simple, necessary ingredients for enhanced quality, without compromising on taste (no additives, no controversial ingredients). Nutriscore translates the nutritional profile of our recipes with complete transparency.



COST-SAVINGS: agilely and proactively propose solutions that can guarantee and maintain economic performance, particularly during the escalation of global prices of energy and raw materials needed to produce recipes.



Since the brand was launched in March 2023 at the Sandwich and Snack Show, the leading trade fair for the food service industry, Gourmance has embodied French-style baking through a premium offering that respects the know-how of bakers.

Its prestigious collaboration with Chef Guy Martin, an expert who understands the expectations of the food services market, has resulted in some key innovations, including three new products this year.

Duo Gourmance, two top-of-the-range viennoiserie recipes.



The Gourmance croissant and pain au chocolat (chocolate croissant) are the result of two unique recipes on the market, thanks to the selection of exceptional flours and a sourdough that brings out intense, refined flavours.

Three original ingredients make all the difference:

- **Toasted corn flour** (or cornstarch) offers a slightly sweet toasted aromatic note;
- **Malted and toasted wheat flour** imparts a delicate cereal flavour;
- **Wheat sourdough** adds a slight hint of acidity, enhancing the buttery taste.

Superior organoleptic quality:

- **A puff pastry rich in butter**, revealing authentic flavours;
- **Fine layers** for optimal, delicate crispness;
- **A honeycombed, melt-in-the-mouth crumb** created by meticulous kneading.

The Gourmance baguette and demi-baguette, a new range that stands out for its original flavour.



Subtle and authentic

- **A unique flavour:** an exclusive sourdough combining wheat and spelt, for a subtle taste that is unique on the market.
- **An attractive artisanal appearance:** neat flouring, cut development and a colourful, honeycombed crumb.

A fashionable, multi-purpose format

- **A short format** that meets current expectations.
- **A wide baguette** for generous pleasure and easy stuffing (for use as a sandwich).

Incomparable convenience

- **Express preparation** without defrosting, baking in just three minutes, meeting requirements for speed and, above all, quality.
- **Simplified use:** optimised storage and easier plating.

Flavours of the world, 5 snack recipes.



Above, 4 of the 5 recipes developed in collaboration with Chef Guy Martin.

This new range of snacks, with five savoury puff pastry recipes, has been developed in collaboration with Gourmance partner Chef Guy Martin:

- **Torsade Cheddar:** the American break, a crispy puff pastry twist elevated with melt-in-the-mouth cheddar. A generous, gourmet twist, perfect for shared moments.
- **Torsade Feta, Épinards, Menthe:** the Mediterranean break, a crispy puff pastry twist that blends the freshness of spinach, the sweetness of feta, and the subtle flavour of garlic and mint.
- **Torsade Jambon Fromage:** the French break, a crispy puff pastry twist that combines the must-have ham and cheese duo and a subtle hint of nutmeg.
- **Suisse Légumes du Soleil:** the Provençal break, a Swiss puff pastry with a delicious and generous blend of marinated sun-kissed vegetables.
- **Suisse Poulet Curry et graines de Carvi:** the Indian break, a Swiss puff pastry made with a unique and exotic combination, curry-flavoured chicken and some caraway seeds for crunch.

This unique range guarantees:

- **An ultra crisp puff pastry**, made with wheat flour from our Responsible Wheat supply chain.
- **A generous stuffing** (over 35%) for a heightened taste experience.
- **Pre-baked and ready-to-cook products** for quick and easy preparation.
- **Recipes endorsed by Chef Guy Martin.**



Moulins Soufflet, a miller with recognised expertise since 1978, is expanding its range of solutions to offer products tailored to the new challenges facing the artisan bakery trade.

The two innovations developed are part of a drive to help artisan bakers to develop their product ranges to meet the many and varied expectations of consumers, while saving time and simplifying tasks in terms of production in the bakery.

MOZAÏK, knead, create, inspire:

a range of natural ingredients and food colourings to develop hundreds of possible combinations and recipes.



Mozaïk is made up of 12 different solutions, divided into three ranges, allowing each artisan to express their creativity freely and easily to offer original and gourmet products for a wide range of possible applications (breads, snacks, viennoiseries):

- **Colours and Flavours range,** composed of four solutions: black carrot, amber, biryani, porcini;
- **Inclusions range,** composed of three solutions: roasted dried fruit, exotic muesli, sports muesli;
- **Inclusions and Toppings range,** composed of five solutions: vital grains, crunchy seeds, two sesames, crushed millet, tigrage.

Mozaïk solutions are very easy to use in the bakery, with significant time savings: the artisan baker can create their own recipes from a plain dough mixer using the Mozaïk cup to ensure consistent dosing and the quality and balance of flavours in the finished product.

Jean-François Fayolle, a partner of Moulins Soufflet, was involved in developing this new range and commented: "Mozaïk is an innovative concept that meets the challenges facing artisan bakers. By combining the various solutions, they will be able to offer original recipes to surprise consumers in a very wide range of applications".

Inspiring recipes created by the baker-advisers at Moulins Soufflet:

To help customers make the most of these solutions, the Moulins Soufflet team of baker-advisers has developed a range of recipes designed to encourage the creation of new, healthy and varied products.



Néo by Levia,

easy-to-use, pre-fermentation solutions for authentic bakery products with unique flavours.



Created in collaboration with Jean-François Fayolle, "Meilleur Ouvrier de France" in baking, and a partner of Moulins Soufflet, **NEO by Levia is a range of three pre-fermentation solutions aimed at making a variety of savoury and sweet applications:**

● Néo Blé, Néo Campagne, Néo Sarrasin.

These easy-to-use solutions (just a dose of Neo and some water) ensure a very even fermentation, without temperature control or acidity build-up, to create delicious baked products.

Its customisable dosage allows each artisan to give free rein to their creativity, by offering high-quality products (delicate, even honeycombing; fatty crumb; fine, crispy crust, etc.) with unique flavours.

These Clean Label* solutions are made in France at our mill in Chambly and come in 10 kg packs.

Jean-François Fayolle has developed recipe tutorials to help use these new solutions.

"With Néo by Lévia, the products retain their freshness and crunchy crust for longer. Good, authentic artisan breads, to which you can add your own signature flavour", emphasises Jean-François Fayolle.

* This trend, which aims to remove or reduce labelled additives in a food product, responds above all to consumer demand, and not to a risk linked to using implicated foods. It can even go so far as to eliminate certain controversial ingredients (e.g. palm oil).



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INGREDIENTS

AIT Ingredients, an expert in technical and creative ingredients, supports manufacturers, millers and distributors by proposing innovative, customised concepts that meet the expectations of markets and end consumers.

The innovation presented is part of the trend towards naturalness and nutrition.

**A new brand identity
for AIT Ingredients:**
people at the heart
of the brand's positioning.



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INGREDIENTS

AIT Ingredients has unveiled its new brand identity, with a new, modernised prestigious logo:

- **Thick and round letters** in the acronym reinforce the brand's impact and prestige and create a beautiful connection with the generosity of bakery products.
- **The capital letters** in "INGREDIENTS" emphasise our expertise in technical and creative ingredients intended for agri-food players in bread-making.
- **A highly proprietary and stylised signifier illustrating "people"**. People are at the heart of the brand's positioning and values. The unique expertise of the AIT Ingredients brand lies in the daily support provided by experts on the customer's premises. The grain of wheat, which depicts a human arm as well as the brand's movement and proactiveness in serving its customers, is a common element that the AIT logo shares with the logos of Moulins Soufflet and Episens.

**Nutri+,
an innovative solutions concept**
to offer healthier food
to consumers.



64% of consumers are adopting a more proactive and preventive approach to their health*.

The Nutri+ concept combines a range of product and service solutions designed to help bread manufacturers to improve their product offering using nutritional leverage (protein, fibre, minerals, etc.).

A concept of products and services:

- **A "reformulation" service** offered by our R&D experts who work to develop the customer's recipe, while monitoring and respecting the production process and organoleptic quality.
- **Functional ingredients of natural origin:** sprouts, bran, flour and fibre which can be adapted to various product applications, bread-making, biscuit-making, pastry-making, etc.
- **A complete range of ready-to-use mixes and premixes**, for designing creative products and promoting nutritional claims.

Golden Veggie CC: a preparation containing pulse flour, turmeric and ginger. This solution is rich in manganese and a source of fibre and protein.

Vital Painte: a preparation made from brewer's spent grain flour, a by-product of beer brewing. This innovative premix, with its unique flavours, offers nutritional, environmental and economic benefits.



Episens is the Wheat division of the InVivo Group, which brings together three business lines – milling, ingredients and industrial baking – to provide expertise from grain to finished product.

Our 2500 employees in 11 countries create and develop sustainable, value-creating products such as flour, technical and sensory ingredients and gourmet bakery, viennoiserie and pastry products for our artisan, restaurant, industrial and retail customers.

Episens is committed to the agricultural and food transition through the Semons du Sens [Sowing Good Sense] initiative, which aims to develop sustainable supply chains with farmers.

Find out more about GOURMANCE

GOURMANCE, an Episens brand. The brand offers a range of premium bakery, viennoiserie and pastry products for bakery and catering professionals in France and abroad:

- Respectful of 100 years of know-how;
- Pioneering with sustainable low-carbon wheat supply chains;
- Committed to high-quality ingredients;
- Inspiring and inspired by Chef Guy Martin;
- Partnering your success with experts at your side.

Find out more about Moulins Soufflet

Moulins Soufflet has been one of France's leading millers since 1978, and continues to develop its agronomic, milling and baking expertise by selecting and blending French wheat to produce high-quality, sustainable flours for artisan bakers, retailers and food manufacturers in France and abroad.

With its Baguépi Farine Responsable, Mélior, Mozaïk and Lévia brands and its range of services, Moulins Soufflet helps artisan bakers to bring out the best of their know-how and offer gourmet products that respect both tradition and the planet.

Find out more about AIT Ingredients

AIT Ingredients belongs to Episens and is an expert ingredients manufacturer.

AIT Ingredients manufactures technical ingredient solutions (improvers, correctors and enzymes) and creative solutions (sourdoughs, cereal ingredients, mixes) for millers, bread and pasta manufacturers and retailers.

Our personalised, made-to-measure service enables us to support every customer in France and abroad, from assessing the quality of wheat and flour to formulating bakery, viennoiserie, patisserie and pasta products.

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