



saf-instant®

The Original

Let's rise to the top together!

As a world leader in the instant dry yeast market, Saf-instant, emblematic brand from Lesaffre, is ready to take bakers from all over the world to new heights with a communication campaign spanning the five continents. New communication, new promotional tools, new packaging ... This arrangement is the result of the wish to reinforce the brand position world-wide and to perpetuate its premium position. A global harmonisation procedure. A broad challenge for the brand that after almost 40 years will revolutionise the market by launching the first instant dry yeast and allow thousands of bakers worldwide to use a high performance yeast, of consistent quality, even in the most difficult production conditions.

A universal campaign

A first for Saf-instant, the launch of a new worldwide communication campaign aimed at craft bakers. Its signature: "Saf-instant, The Original", has been chosen to emphasise the difference! *"We want to register the brand for the long term and reinforce its status as a benchmark product, authentic, unique and innovative. Because there are a thousand ways to make bread, but only one yeast"*, stated Alexandre Depoid, Yeast Product Unit Manager at Lesaffre International. Available in 190 countries, Saf-instant is able to promote a unique message and an extraordinary campaign where a sachet of Saf-instant in the shape of a hot -air balloon floats over an imaginary bread landscape. Very different, surprising even, but appreciated by the customer.

A global communications strategy "around the world"

The campaign has been designed to be adapted locally to market needs. Several visual supports have been created depicting landscapes as varied as the bread: baguettes, sandwich breads, but also pita bread, conchas bread, steam bread ... Distributors, just like the bakers feel at home. The choice of sales tools has also been expanded: leaflets, data sheets, an advertising film and in progress, a new promotional kit for sales development. An original and integrated way that meets everyone's expectations.

Standardized packaging

To complete the arrangements, Saf-instant will have a new presentation. As from March 2012, the same sachet will be on sale worldwide, for greater impact and increased sales. Everything that contributes to the recognition of the brand has been retained to preserve the Saf-instant identity: the logo, the colour coding and especially the baker design, which is the signature of an original and unique image. From a practical point of view, nothing has been forgotten: to facilitate the identification of the product when stored in warehouses, the sachet and the carton will have an extra colour on the base (red or gold, depending on the yeast quality).





A global communications strategy
"around the world"



Used by thousands of bakers with different backgrounds, cultures and levels of expertise, it has been with them for generations. Saf-instant is therefore the epitome of a brand that is **authentic, unique** and **innovative**.

Authentic

The first instant dry yeast in the market, Saf-instant very quickly revolutionised the lives of bakers by offering a high quality yeast accessible to all, even in the most difficult bread-making environments.

Today, Saf-instant is the most widely distributed brand in the world, but also the most **accessible** to bakers thanks to a network of distributors chosen for their dynamism and loyalty. It is therefore not by chance that it has become their favourite brand.

Unique

Whatever the type of bread or production method, Saf-instant offers superior fermenting power and great stability.

It therefore guarantees optimum bread-making with a high success rate.

A product of Lesaffre's expertise, Saf-instant yeast is manufactured within ultra-modern production sites, which guarantees its **consistency**. It thus offers unrivalled food **safety** whilst respecting the environment.

Innovative

Lesaffre has always made research a priority and Saf-instant has always benefited from the latest discoveries in terms of selection of strains, methods and also packaging.

Saf-instant is continually improving the **performance** of its yeasts and adapts its range to reflect the changing market in terms of bread-making techniques, equipment and convenience.

Meetings and demonstrations for bakers are organised all over the world, providing an opportunity for exchange and sharing with continued innovation in mind.

"Saf-instant occupies a central position with Lesaffre. It is the best-known and most-widely used yeast in the world. Imagine, every second, more than 5 bakers open a sachet of Saf-instant yeast! So, to devise a new worldwide communication campaign, we have to be at the top. We made choice to produce something completely different, which refers back to the origins of the brand: authentic, unique and innovative. The signature, «The Original» was the obvious choice: because there are a thousand ways to make bread, but only one yeast!"



Alexandre DEPOID.

Yeast Product Unit Manager - Lesaffre International

Concerning Lesaffre

An independent family-run group with a presence in 190 countries, Lesaffre is the world leader in the yeast market and a major player in the field of bread-making ingredients. Since 1853, Lesaffre has combined proximity and professionalism with bakers. Its international presence includes a network of 25 Baking Centers™ and 48 production sites spread over five continents.

For further information: www.lesaffre.com

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