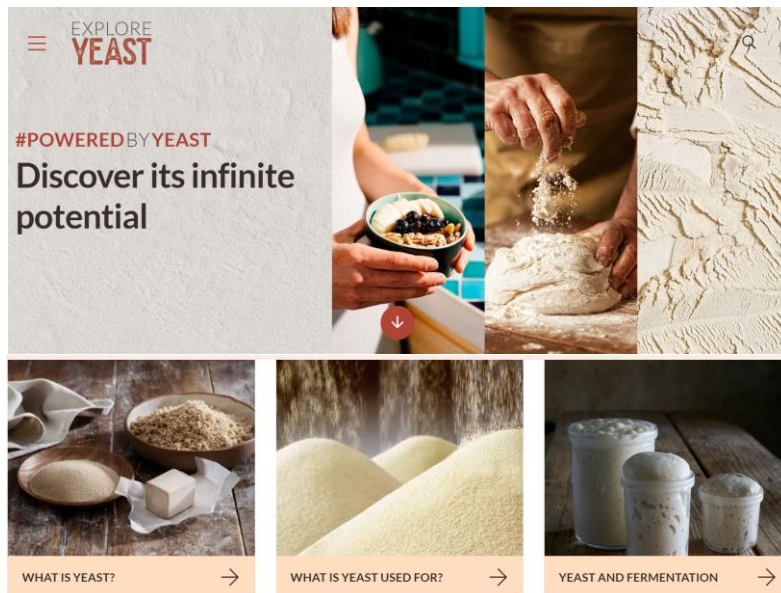


PREPRESSED

MARCQ EN BAROEUL - FRANCE – 4TH OF JULY, 2022

Lesaffre raises public awareness on the benefits of yeast through its website [exploreyeast.com](https://www.exploreyeast.com)

Lesaffre, a global key player in the field of fermentation for nearly 170 years, has modernized its [exploreyeast.com](https://www.exploreyeast.com) website. Through this educational site, the company wishes to inform as many people as possible about the benefits of this micro-organism for food, but also its many other applications in sectors as varied as baking, health and well-being, agriculture and even bio-fuels.



Nourishing 9 billion people in 2050 in a healthy way while saving the planet's resources is a major challenge that yeast and, more broadly, the fermentation process can help meet. However, yeast, this microorganism that originated in nature, remains unknown to the general public. In fact, according to a study conducted by Lesaffre, only 17% of those questioned were able to give a precise definition of yeast.

To meet this challenge of raising awareness, [exploreyeast.com](https://www.exploreyeast.com) offers contents translated into four languages and a variety of information through a fun and educational approach. On this site, Lesaffre uses the hashtag "#PoweredByYeast" to illustrate the passion that drives the group's teams to explore the superpowers and benefits that yeast brings to the production of many fermented products, particularly in terms of texture, taste and nutritional composition.

¹ Qualitative survey conducted in May 2021 with approximately 2,000 individuals across 4 major countries: France, Morocco, the United States and the United Kingdom (YEAST BAROMETER 2021).

Exploreyeast.com has been modernized to allow a better flow in the navigation, offers articles ranging from the explanation of the difference between natural baker's yeast and baking powder, to easy cooking recipes. What is yeast? How is it used? Where is it found? What are its health benefits? [Exploreyeast.com](https://www.exploreyeast.com) provides answers to all these questions.

But Lesaffre does not intend to stop there! Other actions and tools will soon be revealed in order to continue to share knowledge about this formidable micro-organism with as many people as possible. Yeast is present everywhere and can be used for a multitude of applications. It transforms our daily lives and has many surprises in store for you! This is only the beginning of a beautiful adventure to discover its infinite potential!

"Integrated in the composition of many foods and even in the production of biofuel, yeast is omnipresent in our daily lives. However, it suffers from a great lack of knowledge, even though it is one of the most promising products of the future, particularly in terms of meeting the challenge of tomorrow's food. With more than 170 years of expertise in this field, Lesaffre has a role to play in raising public awareness of yeast, its benefits, and its decisive role in the fermentation process," says **Thomas Lesaffre, Marketing Director at Lesaffre.**

"The potential of yeast is incredible, especially in the field of human health. At Gnosis by Lesaffre, we use its exceptional nutritional composition to improve human health and well-being. Making the benefits of yeast and its many applications known to as many people as possible was the driving force behind this educational website", says **Philippe Caillat, Marketing Director at Gnosis by Lesaffre, Lesaffre's entity dedicated to human health.**

ABOUT LESAFFRE

A key global player in fermentation for more than a century, Lesaffre, with a 2,2 billion euro turnover, and established on all continents, counts 11,000 employees and more than 85 nationalities. On the strength of this experience and diversity, we work with customers, partners and researchers to find ever more relevant answers to the needs of food, health, naturalness and respect for our environment. Thus, every day, we explore and reveal the infinite potential of microorganisms.

To nourish 9 billion people, in a healthy way, in 2050 by making the most of our planet's resources is a major and unprecedented issue. We believe that fermentation is one of the most promising answers to this challenge.

Lesaffre – Working together to better nourish and protect the planet

More information on www.lesaffre.com
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