

Press Release

Episens unveils its ambitions and innovations at Sirha Bake & Snack

*Episens by InVivo, the wheat division of the InVivo group, is once again present at **the Sirha Bake & Snack trade show**, a key event for professionals in bakery, pastry and snacking. This setting and timing offer the perfect opportunity to present **the strategic priorities guiding Episens' actions in 2026**, as well as several **major product innovations** that combine indulgence and sustainability.*

1. A clear ambition: consolidation, international development and strengthened sustainable sectors

A leading player in the wheat–flour–bread value chain, Episens now stands as the **No. 1 French miller with Moulins Soufflet**, and as a key **player in the French bakery, pastry and snacking (BVP) market**. On this occasion, Episens confirms its commitment to **consolidating its two strategic and complementary activities** – milling and BVP – to create value for its customers. Another major focus is accelerating the growth of our activities, both nationally, across Europe, and internationally, especially in countries where French bakery expertise is highly valued.

Finally, the **development of the Semons du Sens** sustainable value chain remains at the heart of Episens' strategy. A pioneer in this area since 2004, the company has built a historic partnership with French farmers, working closely with upstream agriculture to promote more sustainable farming and food production. The year 2026 will be marked by an **acceleration in the development of these sustainable sectors**, which create value and strengthen brand preference among consumers increasingly attentive to the carbon impact of their food choices.

In this dynamic, **Episens plays a key role** as a link between upstream and downstream actors, offering sustainable solutions with strong economic and environmental value — from farmer to consumer. All actions carried out at each stage of the chain — supporting biodiversity and reducing the carbon footprint of wheat — are governed by a strict set of specifications, verified by an independent third party.

2. Major and delicious innovations

Moulins Soufflet – innovations for artisan bakers and foodservice professionals.

THE PIZZA FLOUR

With nearly one billion pizzas consumed in France in 2024, the country stands as the world's second-largest market behind the United States. In response, Moulins Soufflet is expanding its product range with the launch of a selection of pizza flours designed to support artisans in crafting high-quality products.

For artisan bakers, Moulins Soufflet introduces **GRANO D'ORO**, a **premium pizza flour** that combines **French milling expertise** with the **inspiration of Italian tradition**, featuring several key characteristics:



- **French wheat** from the **Semons du Sens** Responsible Value Chain, cultivated with biodiversity-friendly practices ;
- **100% natural flour (clean label)** produced at the Chambly mill
- **technical performance focused on aromatic richness through long fermentation (24–48h)**, resulting in dough with high protein content, typical aromas, a crisp yet soft texture, and improved digestibility.

To support this launch, **Jean-François Fayolle**, Meilleur Ouvrier de France in bakery and partner of Moulins Soufflet's innovation program, has developed several inspiring recipes: traditional pizzas, sweet variations, and nomadic pizzas. These recipes combine Mozaïk solutions (creative and aromatic ingredients) and Levia solutions (pre-fermentation) to create pizzas with unique flavors and textures.



Additionally, Moulins Soufflet launches **FIORE DEL MOLINO**, two pizza flours designed for the **foodservice market**.

All flours were tested and approved by **Louis Ganivet**, a professional pizza maker and expert in consumer expectations for this type of product.



THE REINVENTED RUSTIGUETTE



An iconic baguette of the brand, the Rustiguette returns with a **new recipe** that blends authenticity, subtlety and convenience. Made from French wheat flour from the Semons du Sens Responsible Value Chain, committed to low-carbon farming, it stands out thanks to its flavor, its modern format, and its ease of use:

- fermented wheat flour that gives it distinctive aromatic notes;
- formats adapted to various uses and consumption moments (baguette or half-baguette);
- quick and easy preparation with no defrosting required, express baking, and optimal shelf life thanks to its high hydration.

Guy Martin, renowned chef and partner in Gourmance’s innovation program, has created numerous sandwich recipes based on this baguette.

The Rustiguette was also voted consumers’ favorite baguette in a test conducted with over 130 participants, outperforming three competitor baguettes across multiple criteria (appearance, visual appeal, taste and texture).



THE DOUGHNUTS,

This major innovation **energizes bakery aisles and displays** with a unique concept: doughnuts colored and flavored from the dough to the filling (using natural colors and flavors). Four different varieties are available (hazelnut cocoa, raspberry, apple, and lemon raspberry), made **without palm oil** and produced in Brittany using French wheat flour from the Semons du Sens Responsible Value Chain.





THE SIGNATURE DUO

Gourmance is also expanding its premium range with two new traditional viennoiserie recipes: a **croissant** and a **high-end pain au chocolat**. Both combine French wheat flour from the Semons du Sens Responsible Value Chain with sourdough, offering intense and refined flavors. These recipes stand out thanks to their highly developed lamination, rich butter content, and a light, airy crumb achieved through meticulous kneading. They are produced in Saint-Paul-en-Jarez, a facility specializing in viennoiserie and laminated products.

About Episens by InVivo :

Episens is the wheat division of the InVivo group, bringing together two core businesses: milling and industrial bakery, offering full value-chain expertise from grain to finished product. Our 2,037 employees across 20 sites create and develop sustainable, value-creating solutions such as flours and delicious bakery, viennoiserie and pastry products for artisan bakers, restaurateurs, manufacturers and distributors. Episens is committed to agricultural and food transition through the Semons du Sens initiative, dedicated to developing sustainable value chains with farmers.

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