

# The properties of IWS water in fermentation

When water elevates the art of pastry



# Water: The Secret Ingredient to Perfection

In the world of haute cuisine and artisan baking, every detail tells a story of care and dedication. Water, this primal and essential element, becomes the protagonist of an experience that transforms the simple into the extraordinary.

In the kitchen and bakery laboratory, water is much more than just an ingredient: it is the medium through which flavors, textures, and aromas fully manifest themselves. And in baking, this role becomes crucial for the final result.

INNOVATION

# Quantum Physics at the Service of Fermentation

IWS WATER uses advanced principles of quantum physics to structure water at the molecular level, creating an unprecedented level of purity and vitality. This technological innovation offers tangible and measurable benefits at every stage of professional baking.

Yeast Activation

Improves fermentation

Gluten Formation

Perfect dough structure

Hydration

Superior elasticity and workability

# The Four Pillars of Excellence



Half the yeast consumption  
Living structured water interacts more efficiently with yeasts, promoting a more stable and harmonious fermentation for consistent results.



Superior elasticity  
Better hydration results in softer, more homogeneous, and easier-to-work doughs, essential for excellent baking.



Perfect crumb structure  
Water control ensures reproducible results, indispensable for achieving the desired structure in every leavened product.



Complex aromas  
Fermentation produces cleaner, more complex aromas, enhancing the flavor of noble flours and natural yeasts or sourdough.



# The Sensory Revolution in the World of Bakery

A Quality Perceptible with Every Bite

IWS water does not change the recipe: it sublimes its essence. The difference is tangible in every aspect of the final product, from baking to the last taste. The advantages are manifested by superior sensory properties that immediately distinguish your bread from all others.



## Superior Sensory Advantages

### Golden and Crispy Crust

A perfect color and an irresistible texture that stays crispy longer

### Soft and Aromatic Crumb

An advanced structure, soft to the touch and rich in natural fermentation flavors

### Optimal Preservation

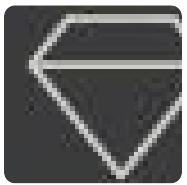
Longer shelf life of the final product thanks to improved molecular hydration

### Excellent Digestibility

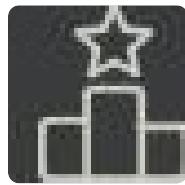
A distinctive sign of high-quality doughs, appreciated by every customer

# The Choice of Professional Excellence

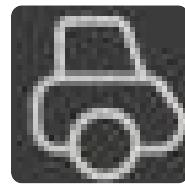
Michelin-starred restaurants and high-quality bakeries that have adopted IWS water speak of an "invisible but essential partner" in their pursuit of excellence. This choice represents a declaration of intent towards total quality.



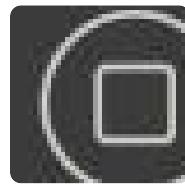
Mineral Purity  
Preserves essential minerals, enhancing fermentation and the life of natural yeast for superior results



The Gastronomic Imprint  
Homemade bread becomes a unique calling card, with a clear and distinctive identity



Equipment Protection  
Mixers, proofers, and steam ovens work better and last longer thanks to the absence of limescale



Constant Standards  
100% consistent quality in every dough, essential for maintaining excellence day after day

# The luxury you don't see, but you feel

"IWS water is the luxury you don't see, but you feel. In bread, it translates into a livelier, more harmonious, more balanced dough — a bread that demonstrates total attention to the simplest ingredient: water. An experience your guests will perceive with every bite."

