Bulk Baking Supplies

BBS × MINOTERIE BOURSEAU

Organic French flour, milled without compromise.

EXCLUSIVE TO AUSTRALIA

FIRST SHIPMENT EARLY 2027



WHO WE ARE

Born from Simply No Knead (SNK), Bulk Baking Supplies shares the same founding values: trust, quality and meaningful relationships. We work directly with mills we know personally, so every bag we bring to Australia is one we can stand behind.

WHAT WE DO

BBS is bringing high-quality organic French flour to Australian bakeries and kitchens direct from Minoterie Bourseau, a family mill in the Loire Valley milling father to son since 1825. BBS is Minoterie Bourseau's exclusive Australian partner.

WHY NOW

Organic grain is becoming scarce to source in Australia, customers want cleaner ingredients, and costs keep rising. The flour you choose matters more than ever.

THE FLOUR

Quality you can taste. Performance you can rely on.

QUALITY

Certified French wheat and a certified organic range, milled without additives or improvers. Select grades carry Label Rouge.

PERFORMANCE

Every grade is specified for the job, for consistent, tolerant doughs through long fermentation and lamination.

AUTHENTICITY

Tradition Française flour, made to the French legal standard, and trusted by champions at international competition.







HOW IT'S MILLED

Uncompromising standards, from field to bag.



Tested at every stage

An on-site laboratory checks every batch, grain and flour alike, and Bourseau still tests by baking.

Traceable to the field

Grain grown in France close to Bourseau's mill at Nozay, with full traceability and a lot number on every sack.

Clean from the start

Responsibly farmed CRC wheat, independently audited and stored with zero insecticide.

Stone and modern milling

A traditional stone mill runs alongside modern roller mills, with champion bakers on Bourseau's own team.

THE MILL'S CERTIFICATIONS

ORGANIC | CRC | LABEL ROUGE | FSSC 22000 | GMP+ | HALAL

THE RANGE

- Certified organic wheats
- French bread & pastry flours
- Spelt
- Rye
- Khorasan
- Ancient grains
- Pizza flours
- Panettone flour

WHY BAKERS WORK WITH IT

Higher yield, longer freshness

High water absorption gets more dough from every sack, and better-hydrated bakes stay fresh for longer.

Specified for the job

Ash, W and P/L published, so you choose by how the dough behaves.

Supply you can plan

Grades planned ahead, so a product you build stays available.

Expert support

Four baking advisors at Bourseau, two of them 2025 champions.

WHAT IT MEANS FOR YOUR BUSINESS

Stand out

A flour your competitors can't buy, available in Australia only through BBS.

A story to sell

French, family-milled and certified: provenance you can put on the menu and back up.

Meet clean-label demand

No additives or improvers, with a certified organic range for customers who ask.

Protect your margins

Consistent doughs and high water absorption mean more product and less waste from every sack, without raising your prices.

CERTIFIED ORGANIC

Premium organic flour, certified at every stage.

Bourseau's organic range is certified by Ecocert France under the EU organic regulation (EU) 2018/848, with organic production kept separate at its own mill.[8, 9]

Independently certified[8]
Audited by Ecocert France, an independent organic certification body.

Ancient grains, milled pure[9]
Organic wheat, rye, spelt, einkorn, khorasan and buckwheat.

A one-line label[9]
Your ingredient list reads simply: organic wheat flour.

THEN THERE'S CRC · NEW TO AUSTRALIA

CRC: a new standard of flour for Australia.

CRC stands for *Culture Raisonnée Contrôlée*, meaning reasoned, controlled cultivation. It is a French certification for high-quality, 100% French cereals, grown under a reasoned specification and proven by analysis.[1] Bourseau's Farine de mon Père flours carry the CRC mark,[6] and BBS is bringing them to Australia exclusively.

Validated by the French Ministry of Agriculture. Controlled by Bureau Veritas.[1, 5]

HOW CRC WORKS · FIELD TO FLOUR



01 · FIELD

Selected farms and plots. Every input justified.[7]

4 farm visits a year; growers audited by Bureau Veritas[5]



02 · SILO

Zero storage insecticide. Cooled by ventilation only.[7]

Audited twice a year; lab analysis per silo[5]



03 · MILL

Dedicated CRC silos. Never mixed with other flours.[7]

Bureau Veritas attestation; analysis per flour type[5]



04 · YOUR BAKERY

Traceable flour, with a reference sample kept for every lot.[7]

Certified mark on every Farine de mon Père bag[6]

Thresholds, not adjectives[4]

Storage insecticide (mg/kg)	CRC	Conventional
Organophosphates	≤ 0.005	0.01 to 5
Pyrethroids	≤ 0.005	0.01 to 2
Piperonyl butoxide	≤ 0.005	≤ 10

The CRC promise[3]

100% French cereals
Grown in France on declared plots, by growers listed every year.

Zero storage insecticide
No post-harvest treatment, ever.

Fair pay for farmers
Wheat is contracted before sowing, so growers are paid properly for the standard they hold.

CRC is a production standard, not a health claim, and a registered mark of SASU CAPS VERT.[3] Numbered references are listed on page 4.

LET'S TALK

Taste the difference for yourself.

Our first shipment from Nozay lands in early 2027. and the best way to taste the difference in quality, performance and authencity is by having the flour ready to go on your bench.

MORE INFORMATION

Request a sample
Try it in your own products first.

Specifications and certificates
Technical sheets for every grade.

Pricing for your volumes
A quote built around what you bake.

A conversation
Talk flour with us directly.



MILLED TO ORDER

Fresh from Nozay to your door.

Bourseau mills your flour to order for the freshest, highest-quality result. Each pallet is expertly sealed to keep pests out and lock in freshness, and travels in a refrigerated container.

Milled to order · **Sealed against pests** · **Refrigerated shipping**

HOW IT WORKS

STEP 01

Get in touch
Complete our website survey or send us an email.

STEP 02

Try a sample
Tell us what you bake; we'll suggest a grade.

STEP 03

Plan your order
Choose the grades and volumes that suit you.

STEP 04

First delivery
Early 2027, fresh from Nozay.

Samples are limited. Request yours today.
Reach out using the details below.

Let's talk flour.

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STRATEGY & BUSINESS GROWTH

References for page 3. Bulk Baking Supplies, *The CRC Scheme, Explained*, translated and adapted from Filière CRC, "Petit guide pour mieux expliquer la Filière CRC", 04/2020, EN09-001-V2: [1] p.3 · [2] p.4 · [3] pp.6, 15 · [4] p.11, values as printed in the 04/2020 guide · [5] p.12 · [6] p.17 · [7] pp.8–10. Full specifications at filiere-crc.com. Organic: [8] Ecocert France, certificate FR-BIO-01.250-0000640.2025.004 under Regulation (EU) 2018/848 · [9] Bulk Baking Supplies, *BBS x Bourseau – French Flour*, pp.6, 14–15.