CLAIMS

1. A process of customizing the taste of bread or pastry, comprising applying:

- a liquid flavoring composition in which the concentration of a flavoring ingredient is from 5% to 50% by weight of the liquid composition, or

- a pulverulent flavoring composition comprising 1% to 30% of a flavoring ingredient and 70% to 99% of a support chosen from the group comprising flour, semolina, seeds such as sesame seeds, poppy seeds, cereals such as oat flakes, and mixtures thereof,

to the surface of a shaped dough ball or to the crust of the bread or pastry, before a final baking step,

wherein the flavoring ingredient is chosen from the group comprising malt, a malt extract, a yeast extract, a deactivated yeast, a dry or liquid leaven, or any mixture of these ingredients,

thereby customizing the taste of bread or pastry.

2. The process as claimed in claim 1, wherein the flavoring ingredient is placed in a liquid medium or is mixed with the support as defined in claim 1.

3. The process as claimed in claim 2, wherein the liquid medium is water or a browning preparation.

4. The process as claimed in any one of claims 1 to 3, wherein the liquid flavoring composition is applied by spraying.

5. The process as claimed in claim 4, wherein the liquid composition is applied by spraying at a rate

of from 4 to 40 mg of liquid composition per cm^2 of surface.

6. The process as claimed in claim 5, wherein the liquid composition is applied by spraying at a rate of from 10 to 22 mg of liquid composition per cm^2 of surface.

7. The process as claimed in claim 1 or 2, wherein the pulverulent flavoring composition is applied by dusting.

8. The process as claimed in claim 7, wherein the pulverulent composition is applied by dusting at a rate of from 4 to 100 mg per cm^2 of surface.

9. The process as claimed in claim 8, wherein the pulverulent composition is applied by dusting at a rate of from 17 to 48 mg per cm^2 of surface.

10. The process as claimed in any one of claims 1 to 9, wherein it comprises the following successive steps:

1. Kneading
2. Division
3. Shaping
4. Fermentation
5. Baking,

the flavoring composition being applied just before the baking step 5.

11. The process as claimed in any one of claims 1 to 9, wherein it comprises the following successive steps:

1'. Kneading

2'. Division

3'. Shaping

4'. Fermentation

5'. Prebaking

6'. Baking,

the flavoring composition being applied either just before the prebaking step 5’ or just before the baking step 6’.