leavens. Such doses are necessary in order to significantly typify the crumb of the bakery/pastry products.

Finally, and more particularly as regards pastry, a wide range of product flavorings concern synthetic flavorings, for example vanilla, which require specific labeling and are increasingly less in favor with consumers in search of natural products. Natural flavorings are thus an alternative to this obstacle, but their price makes them difficult to use.

There is thus a real need for a process for customizing the taste of breads and/or pastries, the cost of which remains economically competitive, which maintains all the qualities of the product and allows a wide range of flavors and intensities while at the same time being easy to implement.

The present inventors have found that it is possible to customize the taste of breads and/or pastries by modifying the taste of the crust. Specifically, the taste of the crust has a significant impact on the overall perception, i.e. both on the crumb and on the crust of the bread/pastry and its appreciation by the consumer.

Thus, one subject of the present invention is a process for customizing the taste of breads or pastries, in which a flavoring composition comprising a flavoring ingredient is applied to the surface of the shaped dough ball or to the prebaked crust of breads/pastry, in both cases before final baking.

The flavoring composition may be a liquid composition or a solid composition in powder form.

In one aspect, there is provided a process for customizing the taste of bread or pastry, in which the following are applied to the surface of the shaped dough ball or to the crust of the bread or pastry, before final baking:

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

- a pulverulent flavoring composition comprising 1% to 30% of 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.

According to one embodiment of the process of the invention, the flavoring ingredient is placed in a liquid medium, which may be water or a browning preparation.

According to another embodiment of the process of the invention, the flavoring ingredient is mixed, before its