

BEST OF BAKERY

2025



BAKER
— pedia —®

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1 HYBRID & INNOVATIVE PASTRIES



The pastry world is experiencing a surge in hybrid and creative innovations, merging **traditional techniques with modern artistry**. One trend is the "crookie," a croissant-cookie hybrid. It originated in Paris and is gaining popularity in New York. Though calorie-rich, this fusion reflects a growing interest in reimagining classic pastries with contemporary twists.

Another innovation is the filled croissant, where pastries are baked and then injected with flavored custards, such as pistachio, hazelnut, or chocolate. The visible filling peeking through adds both visual appeal and flavor clarity. Similarly, cube-shaped croissants have emerged, showcasing intricate craftsmanship and requiring specialized molds. These creations, exemplified by bakers like Jimmy Griffin, often feature dramatic designs like colorful icing drips.

Laminated brioche, or "*brioche voitin*" is another rising trend. This technique involves layering a less butter-rich brioche dough with 30% butter, resulting in visually striking layers. Often baked in loaf pans with artistic arrangements, these pastries combine richness and texture, for a dramatic presentation.

While innovation thrives, traditionalists lament trends like flattened croissants, criticizing them as a waste of craftsmanship. However, these experimental creations continue to push boundaries, appealing to diverse tastes and aesthetics.

Finally, advancements in shelf-life preservation are also enhancing the viability of these pastries.

Overall, the pastry industry is embracing hybrid creations and artisanal techniques, blending tradition with novelty to captivate modern consumers.



2 LOW OR NO WASTE PRACTICES



Bakeries are increasingly adopting low or no-waste practices to enhance sustainability. Common strategies include creatively **repurposing byproducts**, such as using stale bread for bread pudding or croutons, croissant scraps in cookies, and spent brewers' grains. Switching to bulk flour delivery, such as using totes instead of individual bags, further **reduces packaging waste**.

Examples of efficient practices include utilizing all parts of an ingredient. For instance, leftover orange peels from baking are transformed into syrup, candied decorations, and doughnut toppings, ensuring minimal waste. These traditional techniques align with modern sustainability goals, emphasizing **resourcefulness**.

Energy conservation is also a focus. Turning off lights in unused areas and using energy-efficient systems, like motion-activated lighting, reduces electricity usage. Some bakeries are exploring renewable energy sources for ovens and other equipment.

Water conservation is another priority. Municipal changes, such as charging wastewater as a line item on bills, have increased awareness. This motivates bakers to adopt practices like recycling water and optimizing usage.

Community coordination further supports waste reduction. Smaller bakeries often share bulk shipments to reduce environmental impact and split costs. These efforts, though potentially more expensive, demonstrate a commitment to sustainability over convenience.

Overall, the bakery industry's focus on low waste, energy efficiency, and resourceful practices represents a shift toward a sustainable future, balancing tradition with modern awareness.



BAKED IN SCIENCE EP89:
Giving Food Waste A New Life with Nutraberry



3 HERITAGE GRAINS



The resurgence of heritage grains, such as spelt, einkorn, millet, and quinoa, continues to gain momentum, reflecting growing consumer interest in **traditional and nutritious ingredients**. These grains are especially well-suited to slow **fermentation techniques**, as they benefit from extended hydration time, allowing their unique enzymes to enhance flavor and texture during the baking process.

Heritage grains contribute to creating dense, hearty bread with **rich, complex flavors**. For instance, a 21-grain bread developed by experts highlights the potential of these grains to produce highly satisfying and delicious products, despite the longer preparation and baking times. This aligns with the artisanal baking trend, appealing to consumers seeking craftsmanship and authenticity in their food.

Beyond their artisanal appeal, heritage grains resonate with health-conscious consumers. Packed with nutrients, they offer a wholesome alternative to refined grains, further driving their popularity. This versatility allows bakers to tap into multiple market trends, including the growing demand for healthier, more natural ingredients and the appeal of heritage and tradition.

Heritage grains also **support innovation**, allowing bakers to experiment with textures, flavors, and fermentation processes. These grains contribute to a richer storytelling aspect for bakeries, enhancing their appeal to customers who value both quality and the narrative behind their food choices.

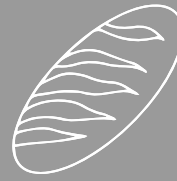
In summary, the growing interest in heritage grains reflects a convergence of health, tradition, and artistry. As bakers and consumers alike embrace these versatile and nutrient-rich grains, they are becoming a cornerstone of **modern artisanal** and health-focused baking.



BAKERview:
Best of Bakery Trends for 2025

Brabender[®]
A brand of **Anton Paar**

4 ARTISANAL



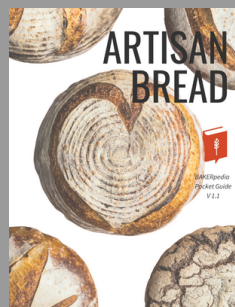
The artisanal baking trend emphasizes *traditional bread-making* practices, emphasizing *long fermentation times* with deep aromas. It also encourages decorative and storytelling elements, producing visually stunning creations that captivate consumers. Hand-painted cakes and intricately designed artisanal sourdough breads exemplify this movement. These baked goods combine aesthetic appeal with craftsmanship, making them ideal for special occasions and everyday indulgences.

Artisanal cakes, often painted or decorated with creative techniques, have become popular despite the labor-intensive process. Bakers invest significant time, sometimes hours, on a single creation, which justifies the premium pricing. This customization and artistry add uniqueness, allowing bakers to cater to evolving consumer demands while reducing calorie-heavy frosting use.

Similarly, artisanal breads have seen a resurgence, with bakers innovating through creative scoring techniques to produce festive or thematic designs. These breads, such as sourdough, baguettes, and laminated pastries, reflect high craftsmanship and storytelling, appealing to consumers seeking both taste and aesthetic value.

The growth of artisan and home-craft bakeries highlights the success of this approach. Starting small, many have expanded due to high demand for their handcrafted products, which prioritize quality over mass production. While these breads often have shorter shelf lives, advancements in clean-label solutions and enzyme usage are helping extend freshness without compromising the artisanal appeal.

Overall, artisanal baking combines artistry, customization, and storytelling, offering bakers a way to connect with consumers on a deeper level. This trend, driven by visual appeal, premium quality, and an appreciation for craftsmanship, shows no signs of fading. It's reshaping the bakery industry by blending tradition with innovation, ultimately enhancing both consumer experience and business growth.



Download our Artisan Bread
Pocket Guide!

5 MINIATURE & BITE-SIZED DESSERTS



The trend of miniature and bite-sized desserts is gaining momentum as consumers seek indulgence without the *guilt, waste, or large calorie count* of full-sized portions. These smaller treats cater to those who enjoy sampling a variety of flavors without overindulging. Popular items include cake pops, Madelines, mini croissants, bite-sized cakes, petit fours, and two-bite brownies—perfect for grab-and-go sales in coffee shops and bakeries.

This movement aligns with the concept of "decriminalized desserts," a term reflecting the desire for satisfying indulgences in manageable portions. Miniature desserts, often sized like mini muffins, offer ideal portion control, typically ranging from *50 to 100 calories per serving*. This allows consumers to enjoy multiple flavors or treats without exceeding their daily caloric intake.

Companies like Give and Go were early adopters, popularizing small, convenient treats like brownie bites and mini cinnamon swirls. These desserts are appealing not only for their portion size but also for their versatility and affordability, often priced under \$5 for easy grab-and-go options in retail environments.

While the idea is to offer moderation, some customers may overindulge even with smaller portions. Nonetheless, the trend supports a balance between indulgence and mindful eating, making it a win for both consumers and bakers.

This growing demand for smaller, high-quality desserts signals a long-term opportunity for the baking industry, ensuring that mini desserts remain a staple in the market.



GOODWAY

6 GLOBAL FLAVORS & FUSION BAKING



Flavors and fusion baking are redefining the *culinary landscape*, as bakers incorporate international flavors and cultural techniques into mainstream offerings. Influences from *Asia, the Middle East, and Africa* are especially prominent, with popular items like Korean soboro bread, Japanese cloud cakes, matcha mochi donuts, and miso cookies gaining traction. Middle Eastern ingredients like tahini are also being used innovatively in desserts and pastries, such as tahini-based babkas or sesame-flavored cinnamon buns.

Sesame seeds, when blended with sugar to create halva, a Middle Eastern equivalent to marzipan—offer a versatile base for both sweet and savory dishes. This trend extends to the fusion of traditional flavors with new formats, such as Indian-inspired sweets using curry spices or butter chicken as a topping for pizza. The blending of these unexpected combinations highlights the creativity driving this movement.

The increasing global immigration and millennial desire for culinary experimentation are major factors propelling this trend. Programs like SPICE, which support immigrant women entrepreneurs in the food industry, further amplify this cultural exchange. Participants from diverse backgrounds—Nigeria, China, Brazil, and beyond—are introducing a wide array of flavors that inspire fusion creations.

The appeal of these global mashups reflects a broader embrace of cultural diversity and the desire to explore new flavor profiles. Bakers and chefs are leveraging this momentum by enhancing traditional recipes with exotic elements, transforming them into unique offerings.

In summary, fusion baking celebrates the intersection of cultures and innovation, delivering vibrant new flavors that captivate adventurous palates while honoring culinary traditions from around the world.



PROVA

Extracting the Essentials

7

PLANT-BASED & VEGAN INNOVATION



Plant-based and vegan innovations are gaining momentum each year, driven by the growing demand for dairy- and egg-free products. This trend has fueled the creation of **plant-based substitutes** that replicate traditional **baking ingredients**, such as aquafaba macarons, vegan croissants, and plant-based pastries with high-quality texture and mouthfeel. Innovations like oat colloids, used in quiches and cream substitutes, further expand options in this market.

Developing alternatives for products like **heavy creams** remains a challenge, alternatives made with oat milk or almond milk are promising but still lack the mouthfeel and texture of their conventional counterpart.

Most **“plant-based butter” or margarine** as commonly known, is derived from blends of oils like soy, canola, sunflower, and corn. These blends, and other commercial shortenings, provide a base for creating high-quality plant-based products. Suppliers also offer vegan butter flavors that replicate the taste of traditional dairy butter.

Palm and coconut oils remain staples in the development of plant-based creams and butter due to their stable crystallization properties and compatibility with other fats. These oils, often combined with canola or soy, yield textures and functionalities that closely resemble traditional butter.

Overall, plant-based innovation continues to evolve, leveraging a variety of ingredients and advanced technologies to meet consumer demand for vegan-friendly products. By working closely with fat and oil suppliers, manufacturers can develop solutions that achieve the desired taste, texture, and functionality in plant-based alternatives, catering to the growing vegan and plant-based market.



CAGR

9.0%



EXPECTED
MARKET SIZE BY
2028

\$2.76 Bn



GRAIN MILLERS

Source: The Business Research Company

8 AI AND TECH-DRIVEN PERSONALIZATION



AI and technology-driven personalization are revolutionizing the food industry, particularly in product development and baking. AI is now used to tailor recipes and flavor combinations, drastically reducing the time to market for new products. Smart ovens and AI tools further optimize baking time and consistency, enabling precision in food production.

Several companies are offering *imaging, quality control machines*, and advanced data collection systems. These tools leverage AI to interpret data and provide actionable insights, such as analyzing dough texture and rheology before production begins. By identifying changes in ingredients, such as variations in wheat quality, AI can suggest adjustments to improve product quality.

In baking, *laser monitoring systems* help control factors like color, spread, and oven heat distribution. These innovations allow real-time adjustments, minimizing errors and reducing the time required to achieve optimal production settings. Tasks that once required days of manual effort can now be accomplished within hours, thanks to these advancements.

Looking ahead, the integration of AI in manufacturing plants is poised to expand further in the upcoming years, with the refining of these tools by novel data collection.

Overall, AI and tech-driven personalization are transforming food production, offering unprecedented efficiency, precision, and customization. This trend not only enhances product quality but also supports innovation and adaptability in a rapidly evolving industry.



BAKED IN SCIENCE EP93:

Adopting AI and Vision Inspection In Production Lines



BAKERview:

Vision Inspection Revolutionizes Quality Control in Bakery Products



9 HYPER LOCAL & SUSTAINABLE



Hyperlocal and locally sourced ingredients trends are reshaping the baking industry, emphasizing **sustainability**, **flavor**, and **community support**. A significant aspect of this movement involves sourcing ingredients such as grains, chocolate, and fruits, produced from nearby farms to reduce environmental impact and prioritize freshness. One innovative example is upcycling spent grains from brewing, where the unique flavor profiles of stouts or ales are incorporated into baked goods, adding depth and complexity.

The European concept of sourcing within a 100-kilometer radius illustrates this hyperlocal approach. Ingredients like wheat for baking or pasta making are not only grown and milled locally but also feed livestock, such as chickens for eggs or cows for dairy, fostering a circular, sustainable system. This practice minimizes transport emissions while supporting local farmers and businesses.

Many bakeries embrace this trend by offering distinct product lines featuring hyperlocal ingredients. These items, often **sold at a premium**, cater to a growing audience eager to support local economies and reduce their ecological footprint. While some products might rely on flour transported from far distances, these hyperlocal alternatives demonstrate a commitment to sustainability and regional identity.

This shift highlights the broader movement toward environmental responsibility and a closer connection between consumers and their food sources. By adopting hyperlocal sourcing, food producers not only enhance the quality and flavor of their products but also contribute to a more sustainable and community-oriented food system.



10 HEALTH-CONSCIOUS & FUNCTIONAL



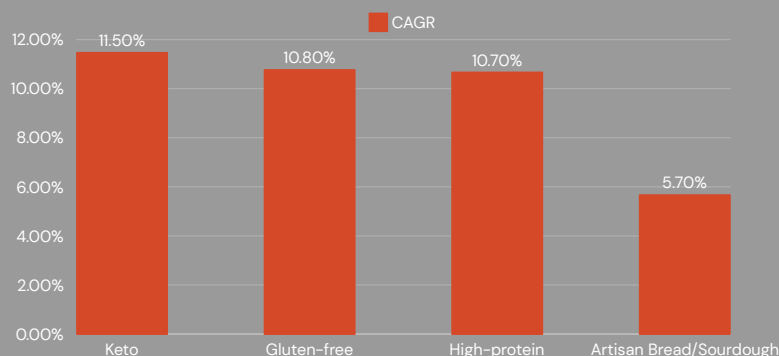
The rise of health consciousness and demand for functional ingredients is reshaping the baking industry. Consumers increasingly seek healthier bakery products that maintain taste and enjoyment, driving innovations in areas like healthier fats, high-fiber ingredients, and functional additions such as protein and reduced sugar. Popular trends like keto, gluten-free, and high-protein are a heavy influence on these developments.

Gluten-free bread has become a nutritious option for all consumers, not just those with gluten intolerance. By using a variety of grains and flours like quinoa, almond, and chickpea, these breads can offer impressive nutritional benefits, including higher protein content per serving. Advanced fermentation techniques enhance protein digestibility, making nutrients more accessible. Additionally, the diverse ingredients provide essential vitamins, minerals, and fiber, promoting better digestion. As the gluten-free market expands, consumers can enjoy delicious and healthful options that cater to their dietary needs while enriching their culinary experiences.

Sugar reduction and keto are other major trends. With the availability of resistance starches, the Keto trend with low or no sugars remains strong. Allulose, with 60% of sugar's sweetness and similar functionality, is increasingly popular due to its regulatory and nutritional labeling advantages. In baking, sugar reduction efforts prioritize retaining critical functionalities like browning, aeration, and caramelization while reducing sweetness and carbohydrate content.

Probiotics and prebiotics are also driving interest in gut-friendly foods like sourdough bread. Long fermentation processes improve digestibility and promote beneficial bacteria that support gut health. These methods allow even some gluten-intolerant individuals to enjoy these products. **Sourdough and other artisanal breads** with extended fermentation are growing in popularity, bolstered by ongoing research in regions like Belgium and Australia.

The convergence of health trends and technological advancements reflects consumer demand for nutritious, functional, and enjoyable* foods.



Source: Grand View Research, LinkedIn

*CAGR: Compound Annual Growth Rate



EGG WASH SUBSTITUTE

Egg wash substitutes are increasingly popular due to egg allergies, vegan trends, and convenience. Offering longer shelf life and easier storage than fresh eggs, these powdered alternatives date back decades.

Ideal for allergen-free and plant-based baking, they effectively replicate the shine and finish of traditional egg washes. [Learn more!](#)



POOLISH

Poolish, a high-hydration pre-ferment (65-100% water), enhances bread flavor and texture through long fermentation (8-14 hours). Originally used to grow yeast and bacteria, it's now valued for its rich aroma, larger holes, and prebiotic benefits, contributing to the appeal of artisan baking techniques.

Poolish is trendy due to its simplicity, adaptability, and alignment with artisan and health-focused baking trends, emphasizing natural flavors and textures. [Learn more!](#)

HACCP PLAN

Adopting effective hazard analysis systems, such as HACCP, is critical for addressing issues like flour dust contamination, which can settle everywhere, leading to inefficiencies and risks. These systems are essential for maintaining a safe and efficient bakery environment.



Implementing solutions like flour exhaust or recollection systems, or even temporary measures like plastic sheeting near mixers, can significantly reduce contamination risks. Investing in proper systems, while costly upfront, saves resources and improves operational efficiency in the long term.

[Learn more!](#)

TOPICS FOR 2025





CALCIUM PROPIONATE

Calcium propionate is a widely used preservative in the baking industry, effectively extending the shelf life of bread and other baked goods by inhibiting mold and bacterial growth. It is typically added during the dough phase at concentrations ranging from 0.1% to 0.3% of the dry flour weight.

This additive is particularly effective in yeast-leavened products, such as pre-packed and sliced bread, and in some chemically leavened goods like tortillas. Its optimal activity occurs at a pH below 5.5, making it essential to monitor and adjust the pH levels of the dough to ensure maximum efficacy. Unlike some other preservatives, calcium propionate does not interfere with yeast fermentation, allowing for natural leavening processes. However, its use has been challenged by consumer demand for clean-label products, prompting the industry to explore alternatives like cultured wheat.. [Learn more!](#)

GLUTEN

Gluten has gained attention due to two main factors: gluten-free diets and crop variations. Weaker wheat, influenced by weather, often requires supplementation with gluten to maintain quality. The war in Ukraine has also reduced wheat exports, leading to a shortage in supply.



This shortage drives up gluten costs, particularly impacting multi-grain bread production that requires stronger flour for better rise and texture. [Learn more!](#)

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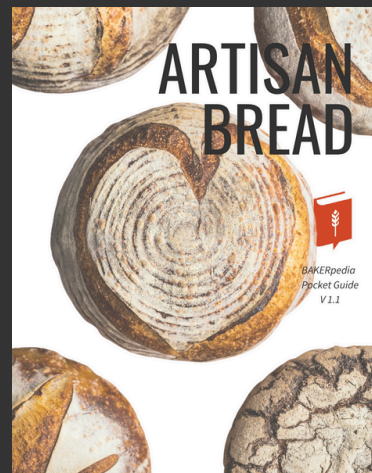
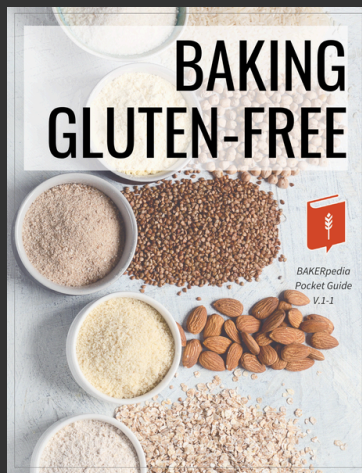
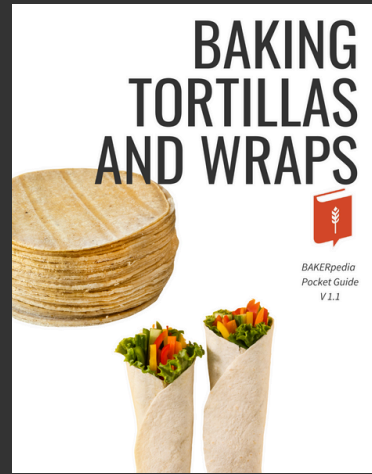
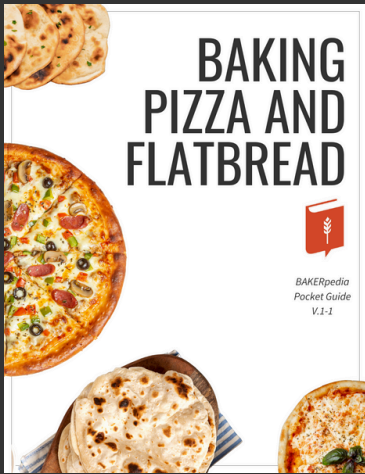
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