



Innovate & Commercialize Your New Bread Line

What bread are people buying?

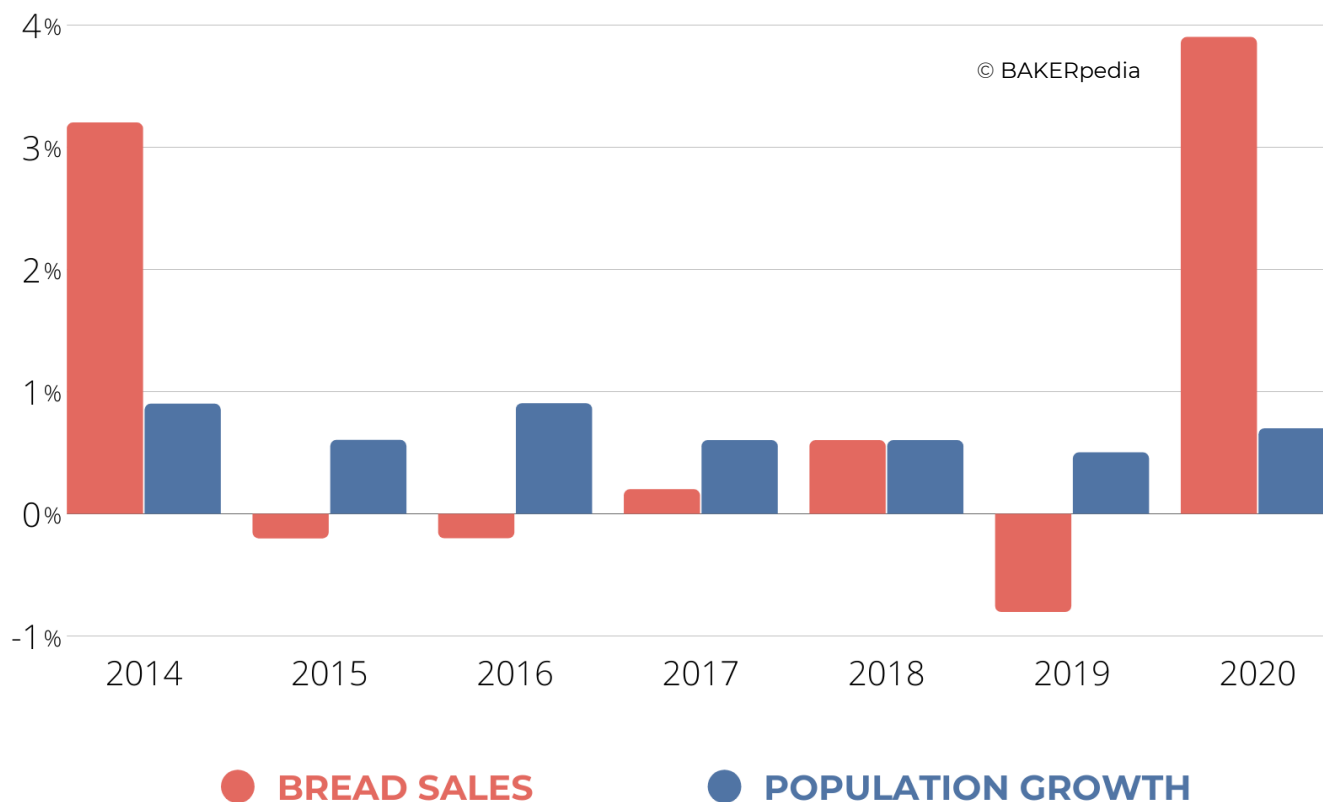
Bread sales have experienced limited growth recently at 1.5% in traditional categories. However, there has been an increasing demand for a greater variety of bread, such as:

- Ethnic breads and flatbreads
- Gluten free
- Keto
- Vegan
- Brioche
- Clean Label
- Organic

Bread manufacturers are leveraging the acceptance of regional bread specialties to create value-added products, in order to diversify their assortments. Fortified, clean label, and organic bread are the preferred bread categories across the world, with the rise in health conscious consumers.

Trend in Bread Sales

In the US, sales in the fresh bread category have seen negative growth over the last few years. However, 2020 saw an epic growth spike. Looking over the same period, population growth averaged around 0.7%, while bread sales had an average of growth of 0.4%. So it would appear bread sales are not dependent on population growth.



2014 was the last time there was significant growth in bread sales. During the height of the gluten-free trend (2015-16) there was a huge impact on traditional bread sales. This trend is pushed by consumers who believe gluten is bad for them.

However, during the midst of a pandemic, there was a 3x growth in fresh bread sales. Even at \$9 billion, there is a market for bread, but growth in this category is highly dependent on emotions in the US.

Follow the emotions of consumers, and the way bread fits into trending diets and lifestyles. BREAD IS AN EMOTIONAL FOOD!

6 KEY CATEGORIES FOR BREAD SALES

Gluten Free

- 9.2% CAGR
- Wider acceptance
- QSR
- Better technologies
- Better texture
- Tastes amazing

At the peak of the trend in 2015, 8% of people followed the gluten-free diet. 64% of US consumers indicated they considered such a diet to be very healthy, even though it was not scientifically proven. It's growth means that gluten free is no longer a fad but a strong trend. It is widely accepted, and it is a mainstay on some QSR menus. Because of this, better ingredient technologies have been developed, from functional fibers to multifunctional starches that results in better texture, taste, and an incredible extension to shelf life.

Vegan Bread

- 1 in 5 millennials
- 10% growth
- High growth
- Scientifically backed
- Strong community
- Plant-based tech

1 in 5 millennials are becoming vegans in pursuit of both physical and mental wellness and a desire to reduce climate footprints. So among all the trends, this one has the highest growth due to its emotional pull. It is beneficial to animals and the environment, and is backed by a very strong, supportive and passionate community.

The vegan diet also has scientifically-proven health benefits. It's low in saturated fats and high in fiber. With all the protein technologies and plant based derivatives, we are going to see explosive growth in this category due to easier access to these technologies.



Keto Diet

- #1 diet trend in US
- 5.5% CAGR
- Very few products
- Inadequate research
- Inadequate technology
- Many possibilities for growth

Keto is not just a fad anymore—it's here to stay. However, the marketplace is seeing very few processed products with the word Keto on it, as it can be difficult to define and there are varying levels. However, the low-carb diet market is expected to grow by 6.4% by 2027. The growth in this category has the potential to be very high. Due to the lack of research into keto ingredients, there isn't much to offer in technology. However, there should be plenty of new ingredient technology over the next few years.

Brioche Products

- Fun new category
- Allergen
- Nicely branded
- Pushed by QSR

Brioche is an interesting trend, with its high sugar and fat content. Yet consumers still want some comfort food when it comes to bread. The fluffy, super soft, sweet brioche reminds people of France. Consumers like to eat it and equate it to the eating experience they found in France. So it's an interesting new category of bread, with growth being pushed by the demand for Brioche style hamburger buns by QSR chains.

Organic Bread

- 2.5% CAGR
- Stable category
- Innovation is strong
- Nicely branded

The organic bakery segment is predicted to reach over \$11 billion in sales in just a couple of years. That's definitely a guaranteed growth at the rate the natural aisle at the grocery stores is encroaching on conventional shelf space. A few things to keep in mind with organic bread:

- Innovation is strong but restricted to supply chain and land dedicated to organic farming
- Branded CPG items sell nicely in this niche, so make sure to brand products properly
- The fastest growing market is the Asia Pacific and the largest market is Europe

Clean Label

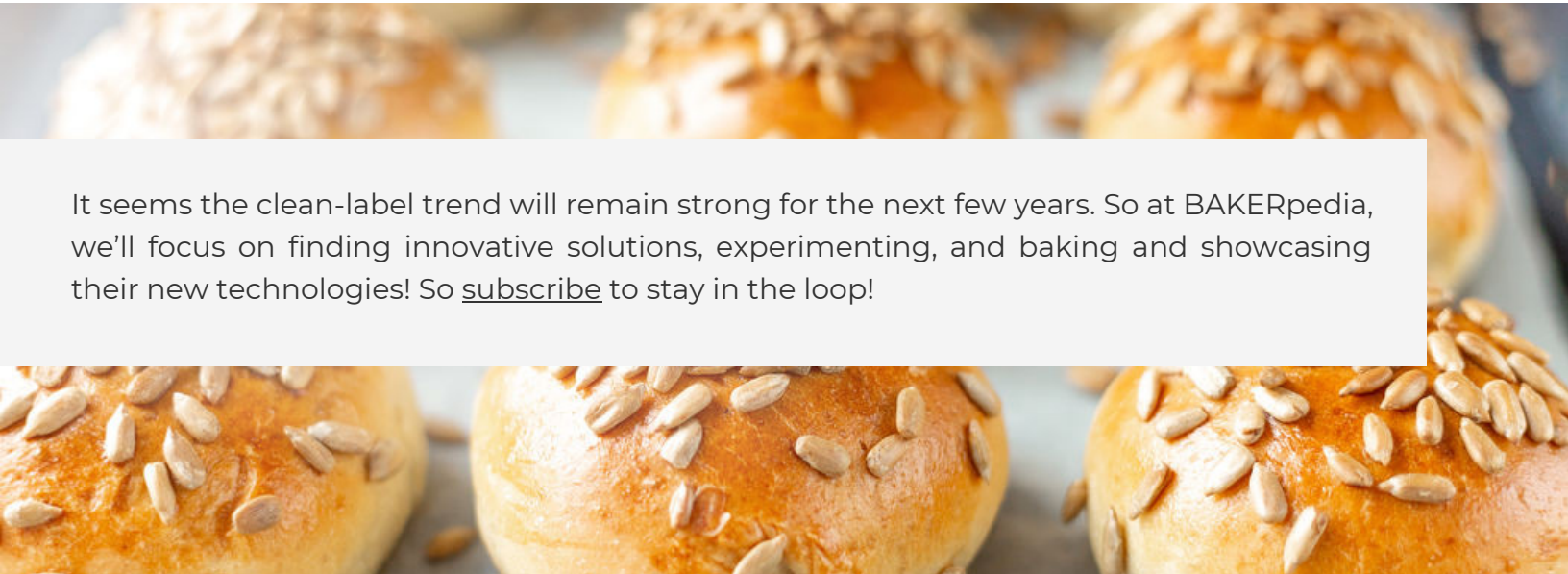
- 7.4% CAGR
- 30% of food sales
- 90% of US households
- 1 in 2 shopping trips
- Leading with clean technology
- Most promising category for growth

About 56% of global consumers are looking for “no artificial preservatives or additives” products. The global Clean Label Ingredients market size was valued at USD 38.40 billion in 2019. According to Nielsen, the share of clean label sales has increased in the last two years, making up to 33% of total food and beverage sales last year.

This is a strong mainstream movement with millennials driving the trend. At least 93 % of U.S. households have purchased a clean label product at a grocery store, and half of all shopping trips now include the purchase of a clean label product. Clean label technology must be in your product portfolio as most R&D teams are leading with it. In fact, there are plenty of resourceful substitutes that fill in just fine.

A FOCUS ON CLEAN LABEL BAKING

All these trends are under the clean label umbrella. If you launch a product in the keto, gluten free, vegan and organics category, you would have to use clean label technologies. Here's how you can do this with ingredients, equipment and methodology.



It seems the clean-label trend will remain strong for the next few years. So at BAKERpedia, we'll focus on finding innovative solutions, experimenting, and baking and showcasing their new technologies! So subscribe to stay in the loop!

With Ingredients

Instead of:

- Bromated flour
- DATEM
- SSL
- Mono & Diglycerides
- ADA
- L-cysteine
- Calcium Propionate

Try these ingredients:

- **Aged flour**: natural oxidation
- **Enzymes**: reduce mix times, increase oxidation and improve machinability
- **Inactivated yeast**: reduce mix times
- **Lecithin**: high-performing emulsifier and stabilizer, improving the texture of goods
- **Ascorbic acid**: oxidant that promotes dough development during mixing
- **Cultured wheat, Fumaric & Sorbic acids**: natural preservatives

In the Mixer

Due to the inconsistencies of wheat qualities in organic flour, gluten is usually added. In clean label techniques, some bakeries choose to add more gluten to replace the removal of oxidants and emulsifiers. Therefore, the mixer is working longer and harder to mix out doughs. Remember to keep an eye on the dough temperature and think about using sponges that would help hydrate and relax the gluten so that you can take some strain off your mixer.

TIP: use ice or refrigerated water, or a mixer with a coolant system, and mix in smaller batches if you can.



In the Oven

Over baking and drying out your product is not an option for clean label breads. So try thermal profiling to cut baking times. By studying your oven humidity and heat flux can really help optimize the baking process and maybe solve a bottleneck there!

DID YOU KNOW: The number one fault with ovens and baking is an unbalanced oven or heavy breads that require longer baking time.

In the Cooling Tower

You must cool your bread. Do whatever is in your power to limit this to within one hour for loaf breads and 20 mins for smaller sized bun products. Clean label breads without emulsifiers cannot handle excessive cooling, and will result in crumbliness shortly after its packaged. Remember, warm bread encourages condensation and mold growth, while killing your slicing blades.

TIP: Aim for an internal bread temperature of 35-40°C (95-104°F) and 38% moisture.

DON'T FORGET ABOUT FOOD SAFETY

It is absolutely essential to have a clean and well sanitized bakery, as you clean up your label and go into innovating in these categories. A natural preservative doesn't work as well as its calcium propionate counterpart. Sometimes you may have to double it with an acid, just to get the same effect. In addition, mold is very hard to control if you don't have a sanitation SOP that addresses mold spores and flour dust. Remember, if you are an organic bakery, you can only use approved chemicals for that line. However, if you are a mixed bakery, you can use stronger conventional cleaners for your floors. It's very important for you to keep E. Coli, Listeria and salmonella at bay.

Is it all worth it?

As you can see, taking the step towards organic or clean baking doesn't just involve the product. It involves teams, the entire baking ecosystem and a level of leadership that has an innovative mindset to take the company to the next level.

However, innovation doesn't only cost money—it makes money as well. So don't forget, it creates an opportunity to optimize your people and process. Remember, there is no right or wrong. You just need to take one step at a time. to clean up your label or innovate differently. As a baker, live up to the brands you represent and deliver the same results. So kudos to the commercialization and tech services people out there, you got this!

Stay ahead of the curve, and commercialize now!

