Bakery rises to meet new challenges



Baked goods are more than food - they represent:











Comfort

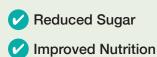
Tradition

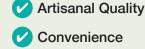
Indulgence

Celebration



Today's bakery consumer demands even more.





Still, there's room for indulgence.



57% say it's ok to pamper yourself with fattening foods from time to time¹

Outside-the-box trends, Cargill solutions.





Expected to double globally by 2025²

> Pea protein Soy proteins



Nearly ²/₃ of U.S. consumers usually/ always read ingredients list³

Lecithin Zero-calorie sweeteners Chicory root fiber



Expected to reach \$33 billion market size by 2025⁴

Ancient grains Corn



More than 70% say they have made effort to eat more whole grains⁵

> Whole wheat Whole grain corn Custom blends



Partner with an expert for on-trend, consumer-pleasing bakery. Contact us at 1-877-SOLUTNS (765-8867) or www.cargill.com.

- ¹ Sweet Baked Goods. Packaged Facts, December 2015.
- ² Euromonitor.
- ³ Healthfocus International, 2015.

Grand View Research. "Gluten-Free Products Market Analysis". ⁵ "2017 Food and Health Survey." International Food Information Council Foundation.

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