

Bakery rises to meet new challenges



Baked goods are more than food – they represent:



Comfort



Tradition



Indulgence



Celebration



Family

Today's bakery consumer demands even more.

- ✓ **Reduced Sugar**
- ✓ **Improved Nutrition**
- ✓ **Artisanal Quality**
- ✓ **Convenience**

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.



ADDED PROTEIN

Expected to double globally by 2025²

*Pea protein
Soy proteins*



LABEL-FRIENDLY

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

*Lecithin
Zero-calorie sweeteners
Chicory root fiber*



GLUTEN-FREE

Expected to reach \$33 billion market size by 2025⁴

*Ancient grains
Corn*



WHOLE GRAINS

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.

⁴ Grand View Research. "Gluten-Free Products Market Analysis".

⁵ "2017 Food and Health Survey." International Food Information Council Foundation.