

# ETHNIC-INSPIRED BAKING TRENDS ARE SHAPING AMERICAN DIETS



People feast with their eyes on foods from around the world simply by turning on their smart phones.



Food Business News



In the **U.S.**, new ethnic flavors are emerging as rising stars in the flat-to-stagnant fresh bread category.

2018 IRI Multi-Outlet

Sriracha, a flavor blend from Thailand, is heating up everywhere.



**SRIRACHA-FLAVORED  
BREAD PRODUCTS  
ARE UP**

**74%**  
since 2017.



2018 IRI Multi-Outlet



**HARD DOUGH BREAD,  
A UNIQUE JAMAICAN-INSPIRED  
BREAD, IS UP**

**14%**  
since 2017.



2018 IRI Multi-Outlet

Already popular in Mexico and Latin American countries, flatbreads and tortillas are perceived to have fewer carbs and calories than conventional sandwich bread.



**IN THE U.S.,  
TORTILLA  
SALES GREW**

**20%**

from 2011 to 2016.



Mintel