

# SWEET GOODS

Creating Sweet Goods That



## Rise to Any Occasion

Corbion's resources and team of experts can help you deliver the products consumers crave while meeting key functional challenges and quality needs.



### DRIVING BAKERY SALES

Nearly **100 million** Americans make **876.4 million store visits** each year for sweet baked goods.

Source: IRI Multi Outlet 52 Weeks Ending June 16, 2017



**Cupcake sales increased by 3.7%** from 2016 to 2017. Muffin sales increased by **9.2%**.

Source: IRI Multi Outlet 52 Weeks Ending June 16, 2017

### DELIVERING INDULGENT TASTES

# 53%

of consumers buy sweet baked goods for **indulgence**. The other 47% purchase out of habit, impulse and more.

Source: Innova Market Insights

### MEETING CONSUMER DEMANDS

**78%** of consumers want in-store bakery donuts to stay fresher **for up to six days**.



**85%** of consumers check **taste and texture** to determine donut freshness.

Source: Proprietary Consumer Study



Our **Ultra Fresh® Sweet** provides 45 days of freshness for sweet goods without compromising taste or texture.

### SIMPLIFYING LABELS

# 46%

of manufacturers reformulate products to achieve **free-from claims**.

Source: GlobalData Intelligence

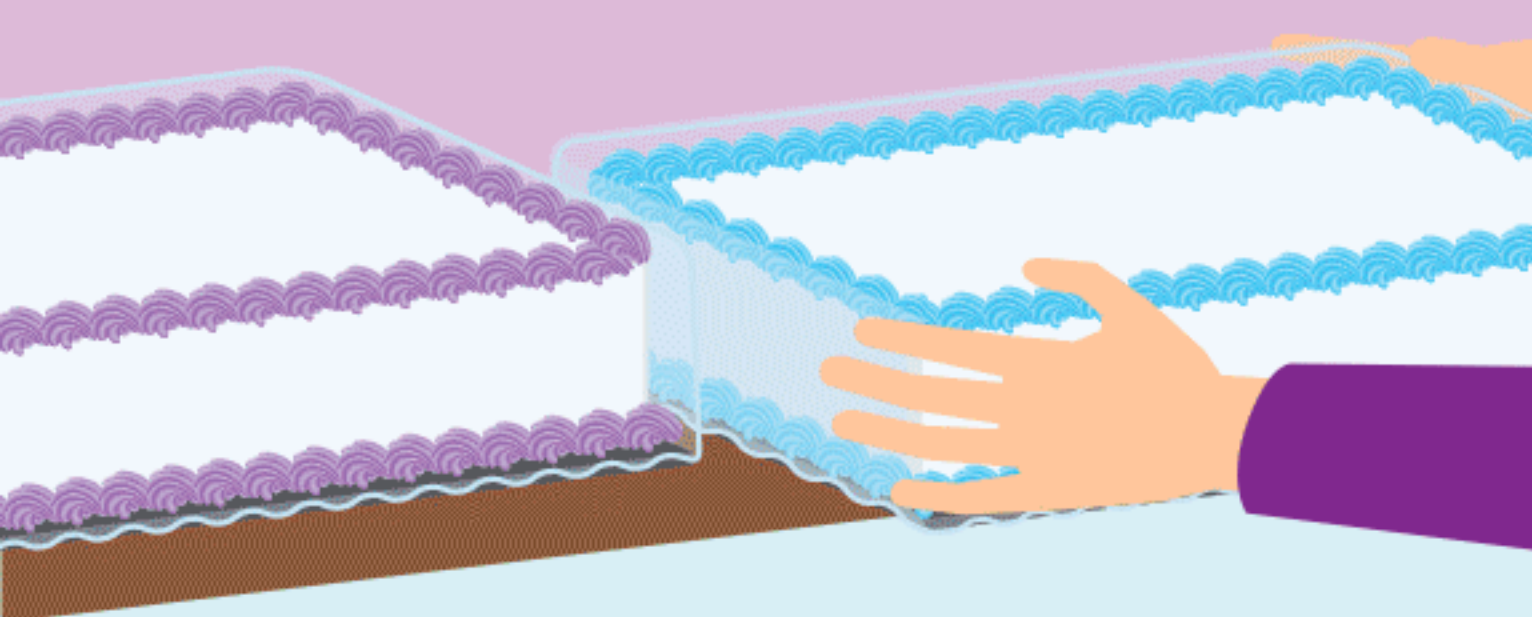
Our **Pristine®** line reduces key strokes in your ingredient labels up to

# 42%

### WORKING SIDE BY SIDE WITH YOU FOR SUCCESS



Our global team **logs more than 700 hours per week** on-site in customer facilities to get products to market faster and ensure the highest degree of success.



Together, our experts can help you make the sweetest moments even sweeter with superior baked goods.

