

# THE *fresh* FACTOR



Freshness is top of mind for consumers when selecting premium bread and roll products.

Source: FMCG, U.S. Bakery Survey



**28%** of consumers said they check *freshness* and *price* before selecting packaged sandwich bread.

Source: Corbion Proprietary Research

**62%** of consumers indicated they primarily rely on the appearance and feel (softness) of bread to determine its freshness.

Source: Corbion Proprietary Research



**81%**

of consumers expect their bread to last

**1-2**

weeks after the purchase date.

Source: Corbion Proprietary Research

**84%**

of consumers say they are most interested in bread that can stay fresher longer than their current bread does.



Source: Corbion Proprietary Research