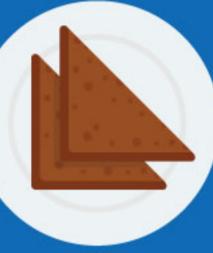


THE LOWDOWN ON THE LOAF



Americans consume 29% more grains (mostly in the form of breads, pastries and other baked goods) than they did in 1970.



194 million

Americans consumed whole wheat or multi-grain bread in 2018.

The top flavor in bread and bread products that contain bread improver ingredients is

Other popular flavors include cheddar cheese, cinnamon, cream and italian.

Source: Innova New Product Analysis - Ingredient Focus

The artisan and specialty bread segment is bursting with new product developments and grain diversity. Grains like chia, flax and teff are also slowly finding their way into specialty breads.