

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.

Source: Corbion Proprietary Research



194 million

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

Source: Corbion Proprietary Research

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

garlic.



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.