

# BAKERY EXPERIENCE

## Insights of 2021



67%

67% of consumers say their awareness of **Health and Wellness** has somewhat/strongly **increased** since the beginning of COVID.

Source: Corbion Proprietary Survey, Oct. 2021, n=301

40%

40% of consumers are willing to pay up to **10% more** for baked goods with **sustainable claims**.

Source: Corbion Proprietary Survey, Aug. 2021, n= 301



## Bakery Fermentation

### SUBSTRATE

The **ingredient** being fermented

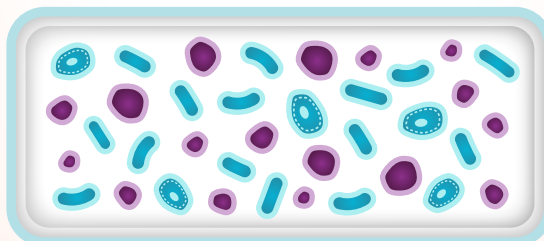


Flour



### LIVE MICRO-ORGANISMS

The **bacteria** and **yeasts** that grow on sugars and other nutrients in the substrate



### FERMENTED FOOD

Tasty and pleasurable **food**



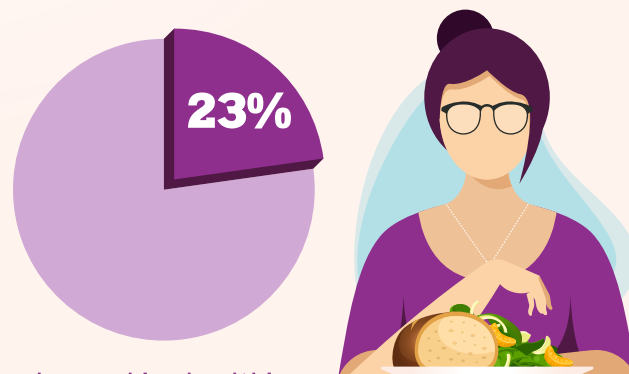
Bread

**Fermentation** is a natural process in which a *complex organic compound* breaks down into a *simpler substance*.



**53%** of consumers are cooking more family meals, and **39%** of them are trying **new ingredients and flavors**.

Corbion Proprietary Survey, N=306



When making healthier eating choices, **23%** of consumers say **plant-based foods** fit their lifestyle the most.

Source: Corbion Proprietary Survey, April 2021