



FINDING SWEET SUCCESS WITH BAKED GOODS



Top Menued Breakfast Baked Goods¹

Breakfast Breads

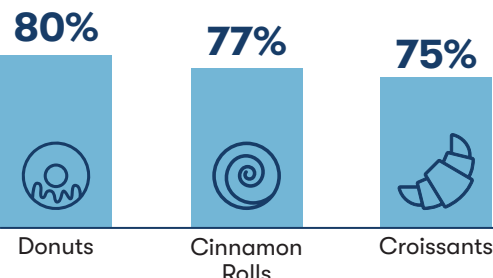
- Toast
- Biscuits
- English Muffins
- Bagels
- Croissant

Sweet Breakfast Bakery

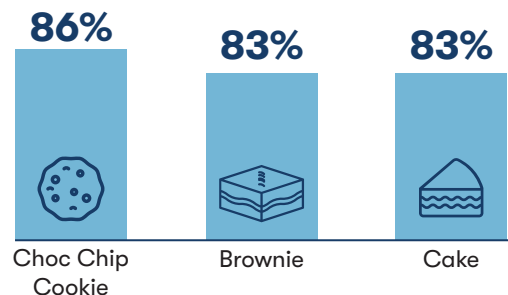
- Muffins
- Cinnamon Roll
- Danish
- Scone
- Donut

"Many consumers depend on their daily morning muffin, but many have a stronger emotional connection to more indulgent items such as donuts and cinnamon rolls. Therefore, foodservice operators need to offer the bakery staples their consumers expect, but they should also menu a variety of more indulgent items too." - Jordan Beazley, global consumer insights associate with General Mills Foodservice.

CONSUMER'S TOP 3 Most Loved Breakfast Bakery Items¹



CONSUMER'S TOP 3 Most Loved Dessert Bakery Items¹

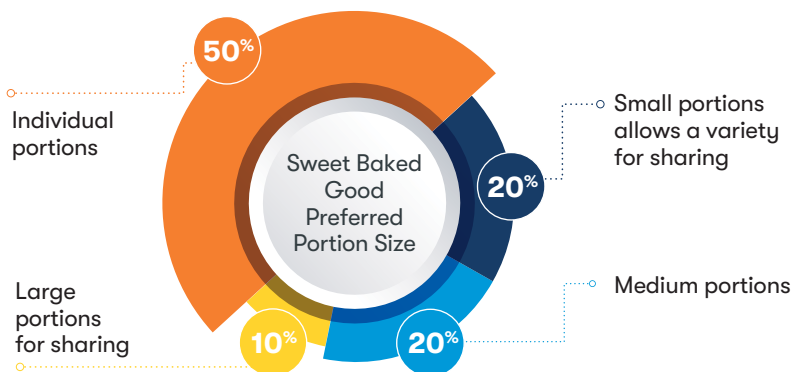


Why Consumers Seek Out Sweet Baked Goods²



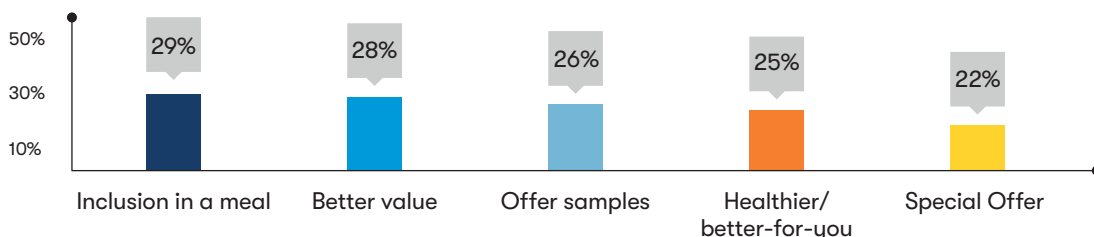
Size Matters When it Comes to Baked Goods²

Half of consumers (50 percent) prefer individual portion sizes.



"Bigger isn't better when it relates to portion sizes and sweet baked goods. More consumers will be more likely to indulge in their sweet craving if an item is smaller and in an individual-sized portion."

Top Ways to Drive Purchases of Sweet Baked Goods³



In addition, consumers indicate that sweet baked goods that are free of preservatives is the most important clean-label attribute when purchasing sweet baked goods away from home.

"Regardless if you are offering sweet baked goods as a value-added item or a special offer, it can't hurt to offer some free samples and to tout that your bakery items are baked fresh onsite."

¹Datassential Keynote Report; July 2019

²Technomic 2019 Away-From-Home Bakery Products Category Update and Outlook for the U.S. Foodservice Marketplace; Fall/Winter 2019

³Technomic 2019 Away-From-Home Bakery Products Category Update and Outlook for the U.S. Foodservice Marketplace; Fall/Winter 2019

