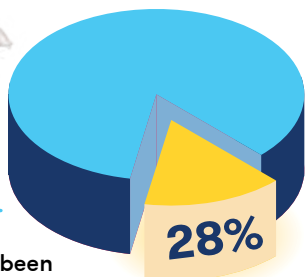


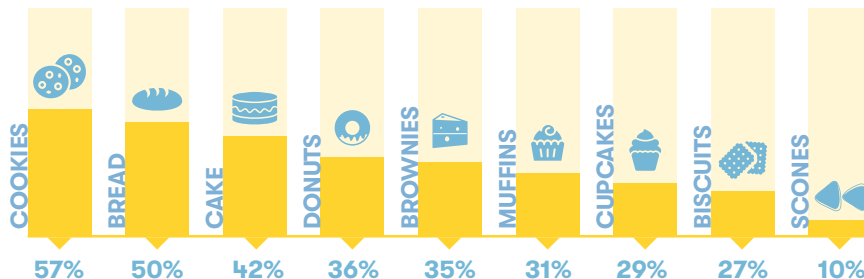
# Consumers Eating More Baked Goods During Pandemic



## RESEARCH SUMMARY



More than 1 in 4 Americans (28%) have been eating more baked goods than they normally would as a result of the COVID-19 pandemic over the past 6 months.



Cookies (57%), bread (50%) and cake (42%) top the list of baked goods Americans have been eating as a result of the COVID-19 pandemic over the past 6 months.

## Consumers are eating more baked goods in the past six months as a result of COVID-19 because.



## What's the Appetite for Baked Goods When Dining Out?

More than two thirds of Americans (68%) are more tempted to buy baked goods when dining out if they know they are baked fresh onsite than if they are prepared offsite.



77% said the smell of fresh baked items or seeing fresh items on display enticed them to purchase baked goods.



Nearly three quarters of Americans (73%) would like to be able to purchase bakery items to take home and enjoy later (e.g., an extra loaf of bread, a dozen cookies/muffins/biscuits or a family-style dessert) when dining out.



More than two thirds (67%) of Americans say that being offered a free sample of fresh baked goods has enticed them to buy baked goods.



## TIPS TO BAKE UP MORE SALES

**Bake up happiness.** Give patrons more of what they want by menuing a variety of the top baked goods that consumers are seeking right now.

**Promote items baked fresh onsite.** Use social media, menu boards, signage and more to let your customers know that items are baked fresh onsite.

**Showtime!** Shine the spotlight on bakery items; display baked goods near the cash register and offer free, bite-size samples, if possible.

**Smell sells:** Keep a batch of cinnamon rolls baking to create an enticing aroma.

**Add 'Now and Later' specials or takeaway items:** Offer consumers opportunities to purchase an extra loaf of bread or a dozen of cookies, muffins or cinnamon rolls to take home and enjoy later or share with others.

