Sweet Bakery Trends 2021 (update June 2021)

Including a Product Focus on Doughnuts

PART 3 of 3

ADM Single Solutions Partner

Unlocking Nature. Enriching Life.

The Power of Simple

Consumer desire for simple, whole foods, clean labels and transparency of supply is driving new industry challenges and opportunities.

ADM delivers integrated, vertical connections that give you an edge – from farm to finished product.

We provide the foundation for wholesome nutrition with **simple ingredients sourced from nature**, supported by our **technical know-how** focused on solving your most exacting baking challenges

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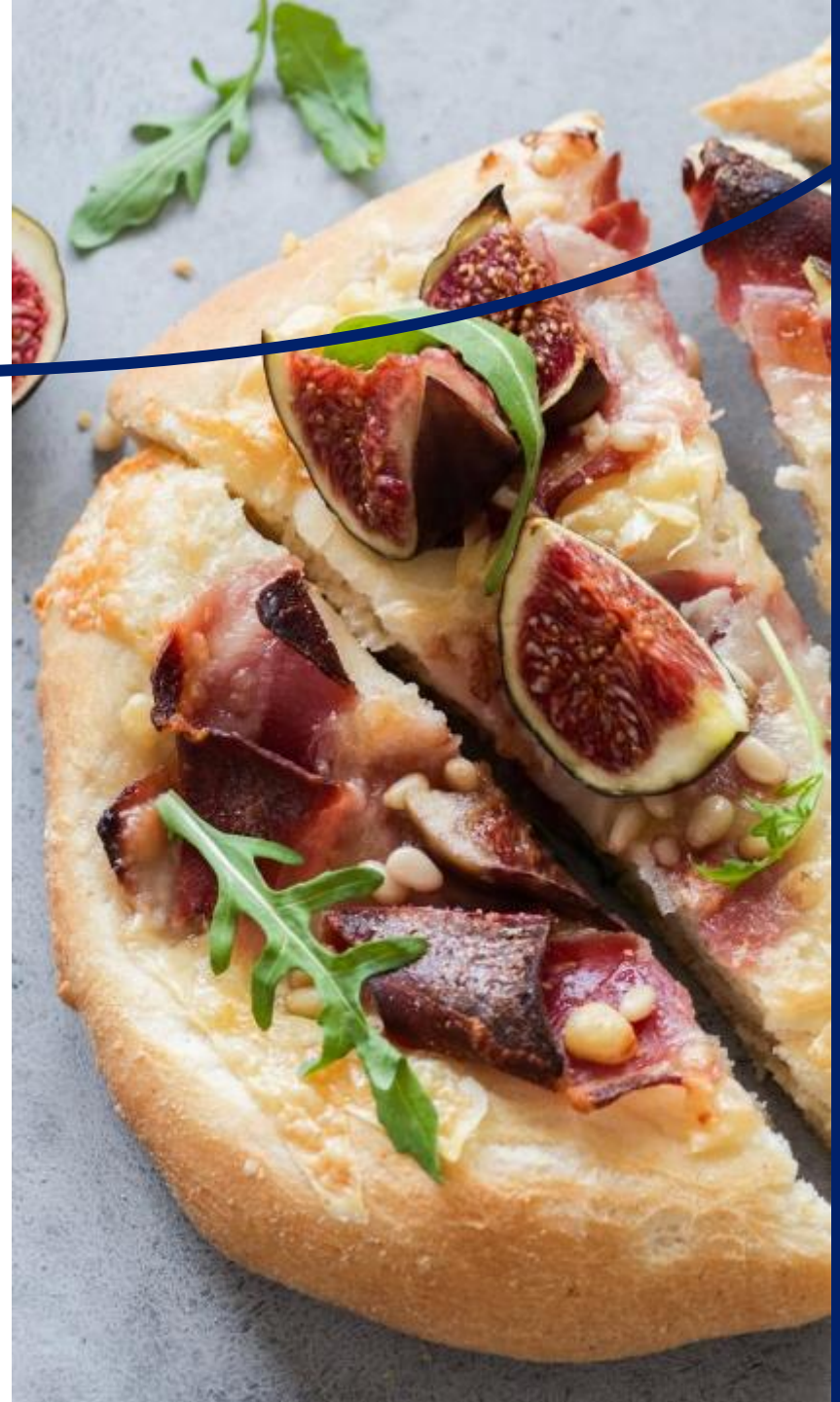
ADM Baking Solutions Portfolio

With the industry's most comprehensive portfolio—and a reputation for reliability and quality second to none—**we offer an extensive portfolio of Wholesome Nutrition ingredients plus** complementary ingredients and key enablers to meet your needs for optimizing taste, texture, nutrition, functionality and cost factors.

Taste **Texture** **Nutrition** **Functionality** **Cost**



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Baking Pantry Solutions

ADM understands your consumer's baking needs and formulation-specific challenges better than anyone in the industry.
Our unique advantage–our turnkey product development capabilities leverages our industry-leading portfolio of baking ingredients in conjunction with our deep formulation expertise supported by our global supply chain and technical support, gives you an edge in this highly-competitive market

Texture
Starches
Emulsifiers & Stabilizers
Sweetening Solutions
Flours
Nuts & Seeds
Ancient Grains
Beans & Pulses

Taste
Taste Modifiers
Seasonings
Natural Flavors
Distillates & Extracts
Oils & Fats
Sweetening Solutions
Food Bases
Vegetable Powders

Nutrition
Whole Grain Flours
Ancient Grains
Nuts, Seeds & Fruits
Vegetable Powders
Beans & Pulses
Health & Wellness

Functionality
Oils & Fats
Natural Preservatives
Starches
Plant-Based Proteins
Emulsifiers & Stabilizers
Flours & Mixes
Acidulants

Color
Colors From Nature
Coloring Foodstuff

Consumer Insights

Formulation Expertise

Global Supply Chain

Start-Up Technical Support

Consumer Validation

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Product Focus: The rise of the doughnut

Brand extensions have remained a trend in 2020 and into 2021 seeing numerus cake, cake bars and sweet baked good launches that combine two types of cakes into one product, continuing a trend that started in the early 2010s with the cronut – a hybrid between a croissant and a doughnut.

Consumers are led by eye catching creations for both special occasions (47%) and seasonal events (43%).

Steps to showcase innovative elements on pack or on shelf should be taken by considering the utilisation of Point Of Sale; detailing innovative taste combinations to entice customers.

Instagramable with Indulgence

Since 2019 we have seen the premiumisation in own-brand launches, with doughnuts being a key area of innovation, doughnuts have become insta famous and are now popping up at meetings, events and special occasions such as weddings and baby showers. And it's not just the classic sugar-coated, jam filled variety, nowadays doughnuts are all shapes, sizes and colours with practically any filling and or toppings; the opportunities are almost endless.

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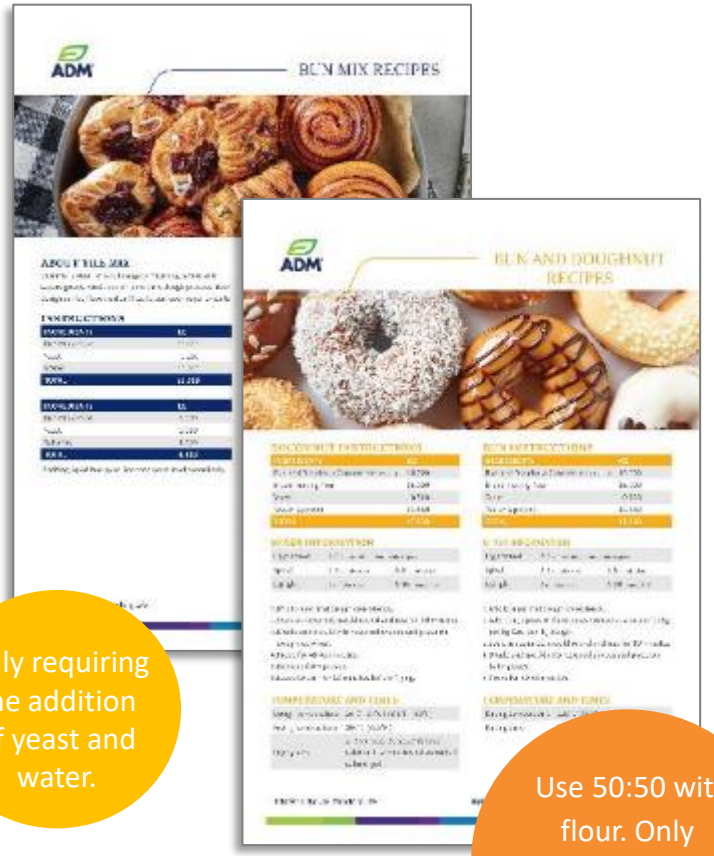
Looking for a simple to use Doughnut Mix?



Only requiring the addition of yeast and water.

Use 50:50 with flour. Only requiring the addition of yeast and water.

Consistently delivering the perfect fresh doughnut time after time!

Use ADM's Bun and Doughnut Concentrate and/or Bun Mix to add value to your business, and create your own delicious, eye catching buns and doughnuts to wow your customers.

ADM Bun and Doughnut Concentrate:

- Use 50:50 with flour. ***Only requiring the addition of yeast and water.***
- Ideal for a full range of bun products, as well as yeast-raised doughnuts, produced through a no time dough process.

ADM Bun Mix

- ***Only requiring the addition of yeast and water.***
- Used for a full range of morning, sweet and savoury goods, produced through a no-time dough process. Such as, plain buns, fruit buns, round loaves, Chelsea buns, Victoria buns, cinnamon buns, butter buns, hot cross buns, Easter bread and even danish pastries.

Click the recipe cards opposite to download your copy today.

Learn more about how ADM can give your business the edge with our simple to follow pre-mixes portfolio at www.4flour.co.uk/recipes/ or email the ADM Milling Team @ sales4flour@adm.com

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ADM Colour & Flavour Solutions

And why not inject some flavour and colour with ADM's natural flavour and colour solutions from fruity berries and citrus to vanilla, mint or herbs and spices.

Click through to learn more about how ADM can give your business the edge or visit www.wildflavors.com/EMEA-EN/ or email the ADM Nutrition Team @ ICEU@adm.com

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Colour Capabilities

ADM Colours from Nature®

Technical Ingenuity, Formulation Know-how and World-class Colours

We unlock the beauty of nature to bring you the full rainbow of natural colours, providing beautiful solutions consumers will love across all applications spaces.

How do we do it?

Starting from nature, we globally source fruits, plants, and vegetables and use our technical ingenuity and formulation know-how to develop stable, and vibrant colour solutions to meet your needs.

- Global Sourcing & Production
- Complete Portfolio
- Technical Expertise
- Application Know-how
- Insights & Sensory
- Supply Chain Reliability

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Colours from Nature from Start to Finish

Consumers' Goals

It starts with understanding our customers' goals, not just their technical needs, but target consumer and brand positioning.

Recommend Solutions

We recommend solutions from our vast portfolio of colour ingredients, blends and systems, backed by deep application and regulatory expertise.

If needed, our applications labs can fine-tune formulations and recommend solutions beyond colours.

We understand complex manufacturing process and can deliver innovative solutions to production or sourcing challenges.

Meeting the Mark

Whether you're looking to differentiate your brand, create visually delighting products, match artificial or innovate in your category, we know **colour is at the core of consumer preference** and we have your needs covered.

We can help determine if your product is meeting its mark— with market insights, consumer evaluations and sensory testing.

Deliver Solutions

After launch, **you can count on ADM to keep on delivering**, with quality of product and reliability of supply.

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Baking Trends

Colour

Rainbow & Surprise Cakes

Mug Cakes

Colourful Breads

Nostalgia & Pleasure

Unicorn Inspired

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Colours for Icings and Fondants

Differentiate between water-based and fat-based applications

Start:
Producing a liquid Colour

Apply for water based coating or filling such as Fondant

Benefit:
Better cost-in-use

Producing a powder

Producing an oil-soluble colour: a dispersion in oil

Benefit:
Best Clean label approach for fat based foods

Apply for fat based coating/filling and for Chocolate Pralines

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ADM Colours for water based Frosting

Trend-Concept

Instagrammable Food is everywhere on Social Media.
Colouring Foodstuff from Nature™ by ADM provide pretty colour shades for all kinds of bakery toppings and frostings.

Benefits

- Colouring Foodstuff for color as perfect clean label approacl
- Natural Colours
- No Carmines and no artificial colours

Side Remark

Depending on the settings of your monitor,
the colours may look slightly different than in reality.

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Suitable Flavours for Fondant / Frosting

Yellow				
Banana	31825012040000	nat. flavouring	1,0:1000	ethanol-free
Ginger	31101001900000	preparation	8,0:1000	ethanol-free
Lemon	31825003180000	WONF	2,0:1000	ethanol-free
Vanilla	31825016030000	WONF	1,0:1000	ethanol-free
Orange				
Orange	31821700300000	WONF	2,0:1000	0,1% ethanol
Peach	31825016460000	nat. flavouring	2,0:1000	ethanol-free
Mango	31825013360000	nat. flavouring	1,0:1000	ethanol-free
Rose				
Bubble Gum	39300017270000	nat. flavouring	1,5:1000	ethanol-free
Pink Grapefruit	39300015220000	WONF	1,0:1000	ethanol-free

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Suitable Flavours for Fondant / Frosting

Violet				
Acai	31820008490000	nat. flavouring	1,0:1000	64,4% ethanol
Blackberry	31825005270000	nat. flavouring	1,0:1000	12,7% ethanol
Cherry	31825021690000	nat. flavouring	2,0:1000	ethanol-free
Grape	31825004710000	nat. flavouring	2,0:1000	ethanol-free
Pomegrate	31825009120000	nat. flavouring	2,0:1000	ethanol-free

Green				
Lime	31820000870000	WONF	0,5:1000	ethanol-free
Mint	31825008650000	nat. flavouring	0,8:1000	ethanol-free
Kiwi	31825018410000	nat. flavouring	1,5:1000	14,6% ethanol

Blue				
Blueberry	31825002880000	WONF	1,5:1000	1,9% ethanol
Blue Raspberry	39300021770000	nat. flavouring	1,0:1000	ethanol-free

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Oil-soluble Colouring Foods

Trend-Concept

Colouring Foodstuff from Nature™ solutions for oily and fat based foods. Colouring foods in powder form are rendered oil-soluble via milling with sunflower-oil.

Benefits

Replacements for

- Paprika extract
- Curcuma extract
- Spinach & nettle extract
- Carmine
- Colouring Foodstuff for color as perfect clean label approach

Featured WFSI Ingredients

Colouring Foodstuff

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Flavour Capabilities

Global Flavour Team, Extraordinary Portfolio

Natural in-house raw materials are the foundation for authentic natural flavours

Encompassing and international flavour library adapted to regional preferences:

- Citrus
- Tropical Fruits
- Berries, stone & pip fruits
- Vanilla, brown notes
- Mint
- Herbs & Spices
- Culinary

Large selection of varietal flavours driven by excellence in our extract, FTNF program

Flavor modification solutions e.g. for masking of off-notes

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Global Flavour Team, Local Services

Encompassing services to offer the right flavour for your needs

- International flavour footprint : 15 flavour centers worldwide
- Sensory services help understanding consumer preferences
- Analytical departments service all creation teams
- Flavours available in liquid, powder and encapsulated form
- Halal and kosher certification in place
- Vegan flavours available
- Products supporting organic applications

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In-House Flavor Ingredients

ADM‘s natural fruit heritage translates into authentic natural collections

Use of in-house developed and produced natural flavor raw materials:

- FTNF flavors and extracts
- FTNS flavors and extracts
- Vertically-integrated vanilla and citrus platform
- Mint oils and distillates
- Other flavor substances
- Provide competitive edge as ingredients in flavor creation

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Full Taste From Nature

30 years of experience combining raw materials, technology and know-how

Raw Materials:

- Global purchasing of selected quantities of fruits
- Fruits rich in flavoring substances
- Selected origins and specific varieties
- Fresh or deep-frozen fruits, purees or selected water-phases

Technology:

- Gentle extraction and distillation processes designed for the flavor extracts
- Cold process maximizes recovery of delicate volatiles
- Membrane technology applied to yield highly concentrated extracts

Know-How

- 100% Natural, clear, authentic true to fruit taste
- Only contains flavouring substances from the named fruit (FTNF)
- Can be used as recovery/add back extracts
- High sensorial and microbiological quality
- High degree of concentration
- Wide range including Ethanol-free products
- Standardized quality from crop to crop, season to season

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The Natural Mint Solution

Sustainable Management as Corporate Sustainability

Important accomplishments and benefits through the „Plant Science Program“:

- Optimize farming practices and disease resistant plants
- Minimize the usage of water, waste and farm chemicals
- Provide research results for farmers
- Integrated pest management program
- Recycling of mint biomass

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Thank You