

What are the Next Challenges in Bakery



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KERRY

Perceptions of Bakery

Bakery is a Healthy Halo Category in Europe

Key consumer drivers:

- Naturalness
- Transparency
- Freshness

Bakery is a restrictive Category in UK & Ireland

Key consumer drivers:

- Mindful nutrition
- Convenience
- Indulgence

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Source: Kerry Proprietary Research projects, Euromonitor© 2020



Answering the Challenges in Bakery

Areas already addressed:

- ✓ Removal of Hydrogenated fats
- ✓ Removal of Trans fats
- ✓ Removal of Potassium Bromate
- ✓ Replacement of Chlorinated flour

Areas to further address

- ✓ Salt / Sodium reduction
- ✓ Sugar reduction
- ✓ Moved to natural flavours
- ✓ Moved to natural colours
- ✓ Reduced the amount of 'E' numbers
- ✓ 'Natural replacement of Calcium Propionate
- ✓ Removal of Aluminium
- ✓ Gluten Free
- ✓ Allergen labelling in OOH
- ✓ Reduction of harmful substances

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Much has been done, but there's more to do!

Short Term:

Better For You



Sugar Reduction



Calorie Reduction



Salt Reduction

Positive Nutrition



Fibre Fortification



Wholegrains | Seeds



Natural Fermentation

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Better For You

DUNKIN'



DD SMART
Better-For-You Choices That Keep You Running



Positive Nutrition



SUBWAY



MAX

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Making it Work in Bakery

A close-up photograph of several blueberry muffins. The muffins are golden-brown on top and have a soft, porous texture. They are studded with fresh blueberries, some of which are visible on the surface and others embedded within the crumb. The background is softly blurred, showing more muffins in a white bowl.

DELIVER meaningful nutritional improvements

RESPECT the chemistry of baking

MEET consumer expectations

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The Need for Transparency

NEWSLETTER **MEDICALNEWS**TODAY

How can we reduce our exposure to potentially harmful aluminum?

SUBSCRIBE **healthline**

HEALTH NEWS ✓ Fact Checked

Trading Meat for a Plant-Based Patty Doesn't Make Fast Food Healthier

A chemical found in burned, charred, and toasted foods has been linked to cancer. Here's how worried you should be.

Aria Bendix Jun 5, 2019, 3:19 PM



Source: Euromonitor 2017; Harvard Business Review, The New Science of Customer Emotions, 2015

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Addressing the next challenges of today's consumers

Medium Term:

Evolving **CLEANER** labels



REMOVAL of E-Numbers

REDUCTION of harmful substances



Acrylamide **REDUCTION**

SUSTAINABLE diets & practices



Egg & Dairy **FREE** | Maintaining **FRESHNESS**

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Considering the Impact on “Me” and “We”

- Cleaner ingredients
- Nutritional optimisation
- Food safety



- Sourcing
- Development
- Maintaining Freshness



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Key Takeaways

Short Term

- Better for you bakery
- Positive nutrition



Medium Term

- Ever evolving cleaner label
- Exposure to harmful substances
- Sustainable diets & practices



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Thank you