Bakery Market Report

Maplehurst the bakery specialists

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TREND WATCH 2013

Hot Products for Today's Competitive ISB

Today's consumers revel in choices. Though shoppers still enjoy perennial bakery favorites, they also crave new products and flavors that align with what's trending.

It's important to create an array of offerings that satisfy the ever-present desire for novelty, while also adding to the ISB's profitability. Rolling out tantalizing new selections at just the right times helps both the ISB and the overall retail brand stand apart from the competition.

Read on to discover the trends Maplehurst Bakeries is seeing on the horizon.

Uncovering the Next Hot Trend

To find out what will be a big hit in 2013, look beyond the bakery. Many applicable trend concepts emerge from the kitchens of QSR chains, but also from high-end restaurant pastry kitchens. And social media sites can help inspire decorating, packaging and merchandising ideas. Online bookmarking and collaging tools, like Pinterest, are where your shoppers spend hours "pinning" their favorite food ideas.

Introducing trending items into the ISB doesn't have to be risky. An example? Consumers love pumpkin spice-flavored Starbucks lattes, so introduce this flavor profile in donuts, cakes or cupcakes.

Trusted manufacturers are the perfect allies in the search for trends. Suppliers devote considerable resources to exploring emerging concepts and developing new items. Challenge your partners to bring your team trend items that are currently available and in development, then carefully evaluate each idea.

Building Buzz: How Trends Take Off

Once you choose in which trends to invest, setting up your ISB for success is critical. Here are some key trend implementation strategies:

- Roll out trendy items slowly, not only to reduce risk but also to build interest. A consistent trickle of trendy products will allow your team to showcase them effectively and evaluate them individually.
- Consider devoting a regular space to "hot new products" in your ISB where consumers can discover (and even sample) trendy items.
- Earmark advertising resources to spread the word to consumers about trendy items. Print vehicles are trusted options sure to reach shoppers, but consider exclusive promotions through social media that make shoppers feel "in the know."

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1. Global Flavor Profiles

Consumers everywhere are becoming more adventurous and are showing a growing desire for ethnic flavors and concepts—especially traditional Latin flavors such as chili, tres leches, and tropical fruits.[1] And the growing power of the Hispanic buyer is here to stay. This demographic shops the ISB in greater numbers than overall consumers.[2] Build on this trend by offering globally inspired flavors through familiar products such as caramel-filled (dulce de leche) donuts, cupcakes decorated with brightly colored icing, or Danish with guava filling.

2. Upscale & Innovative Donuts

Retailers are still riding the donut trend, thanks to a big boost from boutique, gourmet donuts.[3] Consumers are drawn to more adult-focused flavors such as bacon, lavender or rhubarb—and some restaurateurs are experimenting with foie gras jelly donuts and other cutting-edge ideas.[4] Build out your donut offerings by expanding your range of fillings (including hot ethnic flavors and presentations), or even providing donut wedding cakes (which are booming on Pinterest).

3. Be Allergen-Aware

Nearly 15 million Americans have food allergies—up 18.5% over the past decade.[3] Schools, daycare centers and restaurants are adapting food policies to safeguard allergy sufferers. ISBs need to respond to this epidemic with clear, consistent labeling of all food allergens (soy, wheat, milk, nuts, etc.). Win the loyalty of this community by consistently offering a number of allergen-free products or consider establishing an allergen-free solution center within your ISB that showcases your selection of "safe" baked goods.

4. Better Buns for Foodie Folks

Across the restaurant industry, operators are experimenting with fancier buns and rolls for sandwiches and burgers. Fast-food operator, Wendy's, now features a cheddar-topped jalapeño bun, while other chains have pretzel rolls on the menu. Particularly during grilling season, your ISB can offer on-trend buns and rolls, including gluten-free options. Inspire shoppers by suggesting recipe combinations such as sloppy joes on onion rolls or pulled-pork sliders on cheddar buns.

At Maplehurst Bakeries, we are committed to working closely with our customers to determine the right trend items that meet consumer needs. Let us help you develop next year's hot product today. Contact your Maplehurst Bakeries representative or visit **www.maplehurstbakeries.com**.

1 *Modern Baking*, Oct. 2012
2 Mintel, Sept. 2011
3 IDDBA, *What's in Store 2013*
4 Baum + Whiteman, *17 Hottest Food and Dining Trends for Restaurants and Hotels*, 2013

Your success is the core of our business.®

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