

# Ready-to-Bake Pies



# Thaw-and-Sell Pies



# 4" Snack Pies



# Crumb Cakes



# Brochures



# Rise Catalog



# Fast Pan<sup>®</sup> Video



# Base-Iced Cakes Video



# Buttercreme Color Mixing



*Panera*  
BREAD®



# Bagels



# Tortillas



# Buttercreme Pouches



**Showcase  
seasonal  
buttercremes  
without  
shrink/waste**

**Pouch format  
supports  
efforts to  
Reduce. Reuse.  
Recycle.**

**77%**  
of consumers  
are willing to  
**pay more** for  
**natural**  
**ingredients**

**Clean Label**  
is especially a  
priority for  
**Gen Z**  
**Consumers**

NIQ: "Food as Medicine Summit", May 2024

**Clean Label**  
**out-performing**  
total store trends  
as growth spreads  
across the store

NIQ: What's Next in Wellness 2024

**24%**  
**of consumers**  
are proactively  
looking for  
**“no artificial  
ingredients”**

NIQ: What's Next in Wellness 2024

# Decorating Trends



**57%**

of single  
cake square  
purchases are  
**impulse**

**50%**

of ISB cookie  
purchases are  
**impulse**

**Cut**  
**approximately**  
**70% labor**  
using *Fast Pan*<sup>®</sup>  
Technology

**44%**  
of pie sales  
**occur in**  
**Q4**



**synthetic  
colors**



**artificial  
flavors**



**HFCS**



**titanium  
dioxide**

made with  
colors from  
*natural*  
*sources*

made with  
*natural*  
*flavors*

made  
*without*  
high fructose  
corn syrup

# reduce shrink

on seasonal or  
accent colors not  
used within 30 days  
of opening

ready to decorate in  
**less than**  
**1 minute**



**85%**  
**less plastic**  
than pails helps  
reduce use of  
virgin plastic

**chocolate**  
is the  
**top selling**  
**dessert cake**  
flavor

(Nielsen)

mini bundts are  
part of the  
**bite-sized bakes**  
trend, emphasizing  
visual and  
nostalgic appeal

([supermarkperimeter.com](http://supermarkperimeter.com))

**67%**

of consumers  
**prefer small portions**  
of a very indulgent  
product rather than  
a large portion of a  
less indulgent product

(Barry Callebaut Global Research 8/2023)

mini bundts grew  
penetration by

**+64%**

in the last  
12 months

(Datassentials)

# Creative PDM Applications

