



The Secret
Ingredient

International Food Products Corporation's Monthly Newsletter



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UPCOMING 2024 SHOWS



St. Louis Section
Institute of Food Technologists

St. Louis IFT Suppliers Expo
October 2nd
St. Charles Convention Center
St. Louis, MO | **Booth #5S**



St. Louis Section
Institute of Food Technologists

St. Louis IFT Golf Outing
October 3rd
St. Clair Country Club | 100 S.
78th Street, Belleville, IL 62223



October 30th-31st
Mandalay Bay
Las Vegas, NV
Booth #2180



Chicago Section
Institute of Food Technologists

November 7th
Donald E. Stephens Convention
Center | Rosemont, IL
Booth #732-734



HAPPY NATIONAL WHOLE GRAIN MONTH!



September is National Whole Grain Month, and as an ingredient supplier, we're proud to support the power of whole grains in food formulations. Whole grains provide a boost of fiber, vitamins, and minerals, making them a key ingredient for healthier, nutrient-rich products. Whether you're crafting breads, snacks, or cereals, incorporating whole grains not only enhances nutrition but also meets the growing demand for better-for-you products.

Let us know how we can support your innovations! Speak with an account manager today. [Contact us today to speak with an account manager.](#)



Cheers to Fifty-Years!

This past weekend, IFPC and our sister companies gathered at the iconic Grant’s Farm in St. Louis to celebrate an incredible milestone—50 years in business! The day was filled with joy as colleagues, family members, and friends strolled through the picturesque farm, enjoying the beautiful scenery and the animals that call the park home.

Our CEO, Clayton Brown, gave an inspiring and heartfelt speech, reflecting on how far IFPC has come from its early days as a humble sugar distributor to becoming a trusted national leader in custom ingredient systems. From sugar to full-scale ingredient innovations, it’s been an amazing journey built on relationships, trust, and a commitment to quality. The event truly captured the essence of IFPC: not just about ingredients, but about the people and the lasting connections that have been formed over five decades.

It was a day full of laughter, memories, and celebration, making it clear that the heart of IFPC lies in its close-knit, family-driven culture, where everyone—from employees to customers—is treated like part of the family. **Here’s to the next 50 years of success and innovation! What a way to celebrate our legacy!**

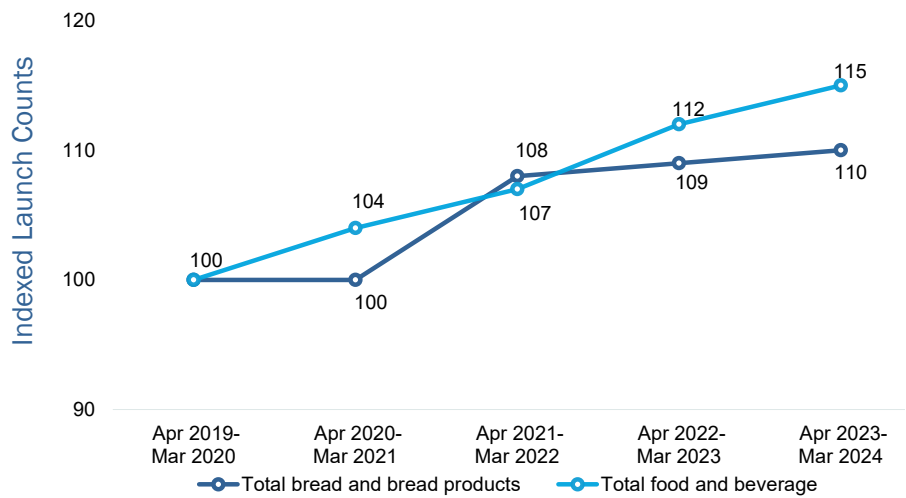


Bakery Trends on the Rise in 2024

Bread innovation is heating up, and as we head into the fall season, we're seeing exciting trends across the board. While ambient bread still leads the pack, its share has slightly dipped as frozen and refrigerated bread soar. Frozen bread is growing at an impressive **13% CAGR**, and refrigerated options aren't far behind with **7% growth**. Frozen bread might just be the new freezer favorite, perfect for stocking up as the weather cools down!

BREAD LAUNCHES GREW AT +2% CAGR, JUST BELOW TOTAL FOOD AND BEVERAGE AT +3%

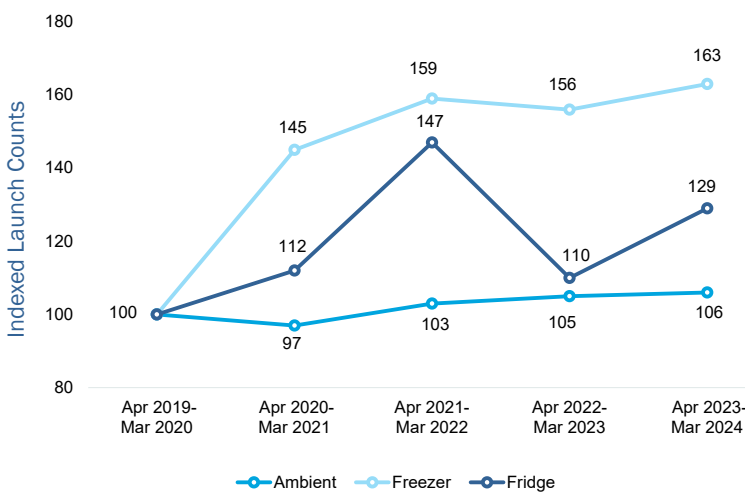
Figure 1: Bread and bread products and total food and beverage: Indexed launch counts (Global, April 2023 -March 2024)



Source: Innova Database

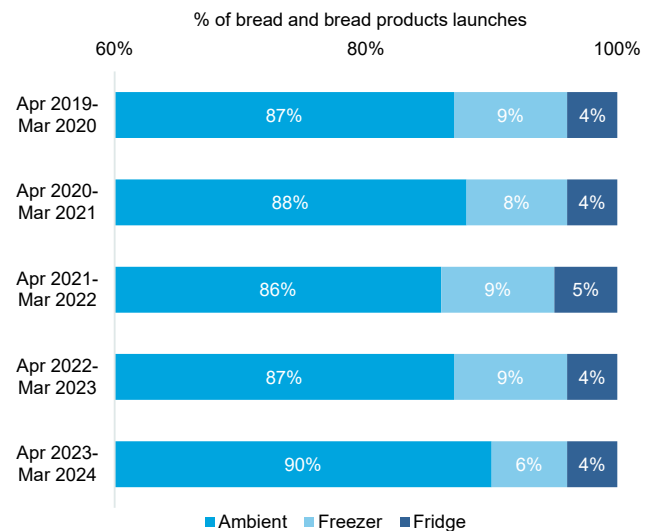
ALTHOUGH STILL DOMINANT, AMBIENT BREAD'S SHARE OF LAUNCHES HAS DECLINED SLIGHTLY DUE TO BIG INCREASES FOR REFRIGERATED AND FROZEN BREAD

Figure 2: Bread and bread products by shelving type: Indexed launch counts (Global, April 2019 -March 2024)



Source: Innova Database

Figure 3: Bread and bread products: % of launch counts by shelving type (Global, April 2019-March 2024)

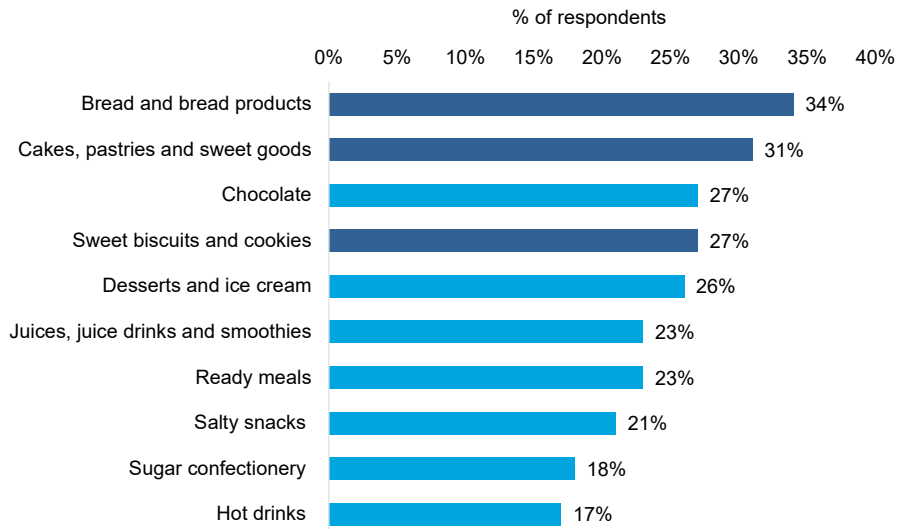


Consumers are on the hunt for healthier choices, with **34% actively looking for better-for-you bread options** and **31% interested in healthier cakes and pastries**. Health-conscious trends are shaping the future of bakery products. It’s never been easier to indulge in comfort foods without the guilt—healthier pastries and breads are taking over the shelves!

CONSUMERS WANT HEALTHIER VERSIONS OF BAKERY PRODUCTS, ESPECIALLY BREAD

Figure 4: For which of the following categories are you looking for healthier versions? Select all that apply (Top 10 categories) (Global, 2024)

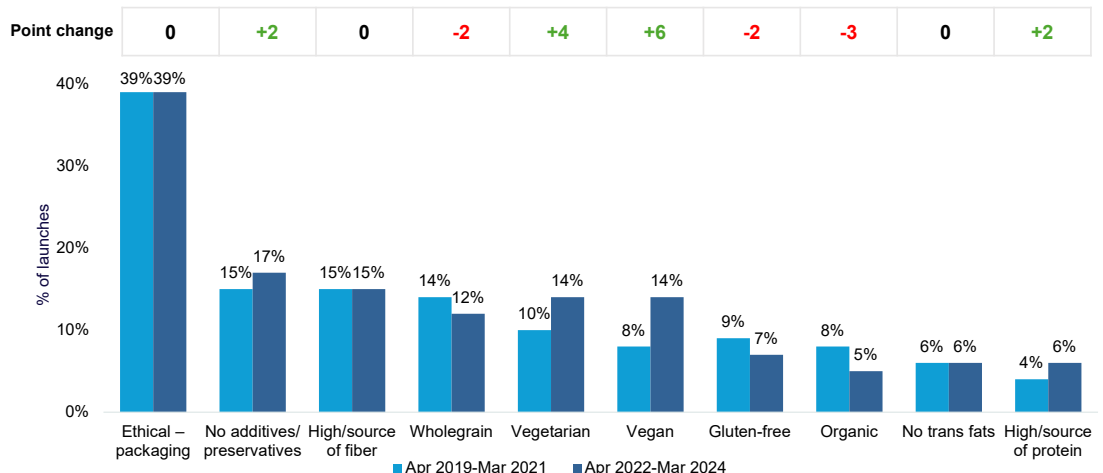
Source: Innova Database, Innova Trends Survey 2024 (Average: 11 countries)



Indicated in the chart below, there was moderate growth in “no additives/preservatives” and “high/source of protein” claims, reflecting consumer demand for cleaner labels and protein-enriched foods. While not as significant as vegan and vegetarian claims, these trends indicate a shift towards healthier and more transparent product options.

VEGAN AND VEGETARIAN CLAIMS POSTED LARGE GAINS IN % OF LAUNCHES, WHILE NO ADDITIVES/PRESERVATIVES AND HIGH/SOURCE OF PROTEIN SHOWED SMALLER GAINS

Figure 5: Bread and bread products: % of launches by positioning claims (Global, April 2019-March 2021 and April 2022-March 2024)



VEGAN AND VEGETARIAN CLAIMS POSTED LARGE GAINS IN % OF LAUNCHES, WHILE NO ADDITIVES/PRESERVATIVES AND HIGH/SOURCE OF PROTEIN SHOWED SMALLER GAINS *CONTINUED*

Source: Innova Database

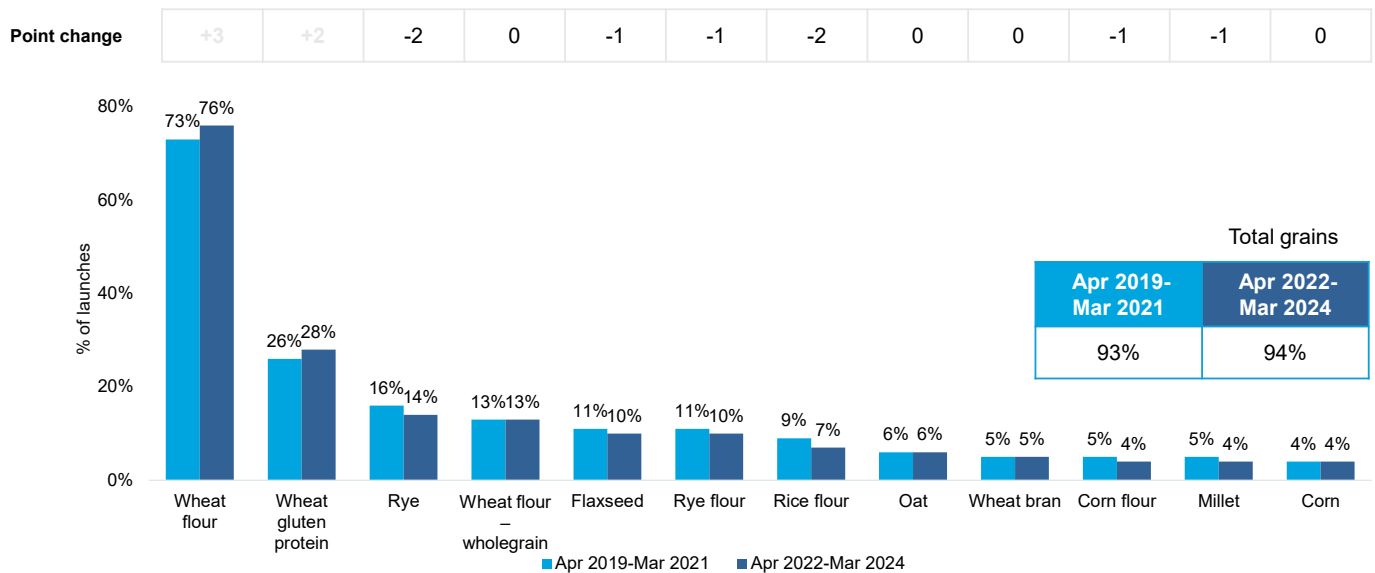
% of launches by health claims

Claim type	Apr 2019-Mar 2021	Apr 2022-Mar 2024
Any health	47%	46%
Active health	2%	2%
Passive health	47%	46%
Both	2%	2%

Wheat flour still reigns supreme as the primary ingredient in bread, but wheat gluten protein is making small but steady gains. Bread is evolving, and there’s something new for everyone to enjoy! Even the ingredients are evolving, ensuring bread stays exciting and packed with nutrition!

WHEAT FLOUR LEADS; THERE WAS LITTLE CHANGE IN LAUNCHES FOR THE KEY GRAIN INGREDIENTS, BUT WHEAT FLOUR AND WHEAT GLUTEN PROTEIN POSTED SMALL GAINS

Figure 6: Bread and bread products: % of launches by grain ingredients (Global, April 2019-March 2021 and April 2022-March 2024)



Source: Innova Database

Flavor innovation is keeping things fun! **Garlic has gained momentum, climbing 1% in launches**, while cheese remains the top choice for flavored bread products. Whether you're team garlic or team cheese, bread just got a whole lot tastier!

THE % OF LAUNCHES AND RANKING OF THE TOP 10 FLAVORS DIDN'T CHANGE MUCH; TOTAL FLAVORED PRODUCTS POSTED AN INCREASE IN % OF LAUNCHES

Figure 7: Bread and bread products: Top 10 flavors % of launches (Global, April 2019-March 2021 and April 2022-March 2024)

% of launches

Rank	April 2019-March 2021	April 2022-March 2024
1	Cheese (4%)	Cheese (4%)
2	Garlic (3%)	Garlic (4%)
3	Milk chocolate (1%)	Milk chocolate (1%)
4	Raisin (1%)	Raisin (1%)
5	Red tomato (1%)	Red tomato (1%)
6	Herbs (1%)	Herbs (1%)
7	Onion (1%)	Onion (1%)
8	Cinnamon (1%)	Cinnamon (1%)
9	Red bean (1%)	Red bean (1%)
10	Strawberry (1%)	Strawberry (1%)

Total flavored

April 2019-March 2021
24%
April 2022-March 2024
28%

- Total flavored bread and bread products posted an increase in % of global launches from April 2019 to March 2021 to April 2022 to March 2024.
- Although most of the top 10 flavors showed increased launch counts, they were not enough to change the % of launches or rankings.
 - The exception was **garlic**, which posted a 1-point gain

Featured Ingredient: Fibers

Fibers are essential components incorporated into food and beverage production to promote digestive health and overall well-being. Found naturally in fruits, vegetables, and grains, as well as added as functional ingredients, dietary fibers provide numerous health benefits, such as aiding in digestion, promoting bowel regularity, and helping to manage weight. In food and beverage formulations, fibers contribute to nutritional enrichment and are often used to create fiber-rich products, catering to the growing demand for healthier and more balanced dietary choices.

FIBER OPTIONS

- Chicory Root Inulin
- Corn Fiber
- Oat Fiber
- Pea Fiber
- Rice Fiber



Interested in samples, pricing, or documentation? [Contact us today.](#)