



BAKERY AND CEREALS MARKET TRENDS 2021



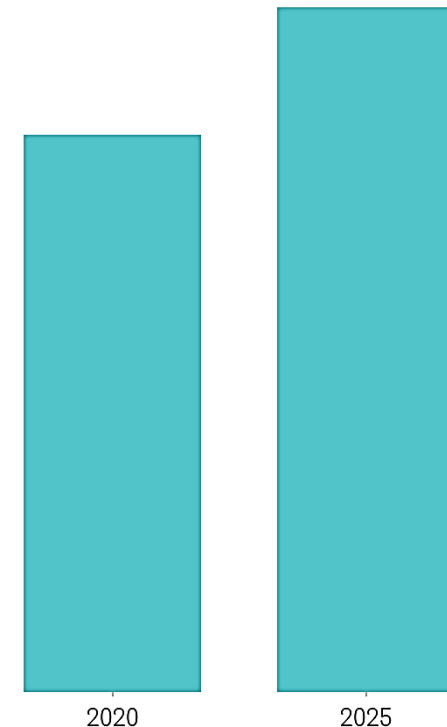
MARKET OVERVIEW

Global Bakery and Cereal Market 2020 - 2025

- The global baked food and cereal market are projected to grow at a CAGR of 4.2% during the forecast period.
- It shown a rapid growth due to the improved quality and advanced technology that has helped to improve the taste and bring in varieties
- There are continuous innovations and improvisations happening in the bakery and cereal industry.
- Increasing health-conscious consumers rising a low carb, high fibre, multigrain and fortified baked food & cereals.
- The bakery and cereal industry have satisfied the consumers' health concerns and their indulgence in the consumption of baked and packaged foods as they are produced with high-quality ingredients.
- The scope of the baked food and cereals market by product type includes:
 - Bread, Biscuits and Cookies
 - Morning Goods and Breakfast Cereals
 - Cakes and Pastries

Market Summary

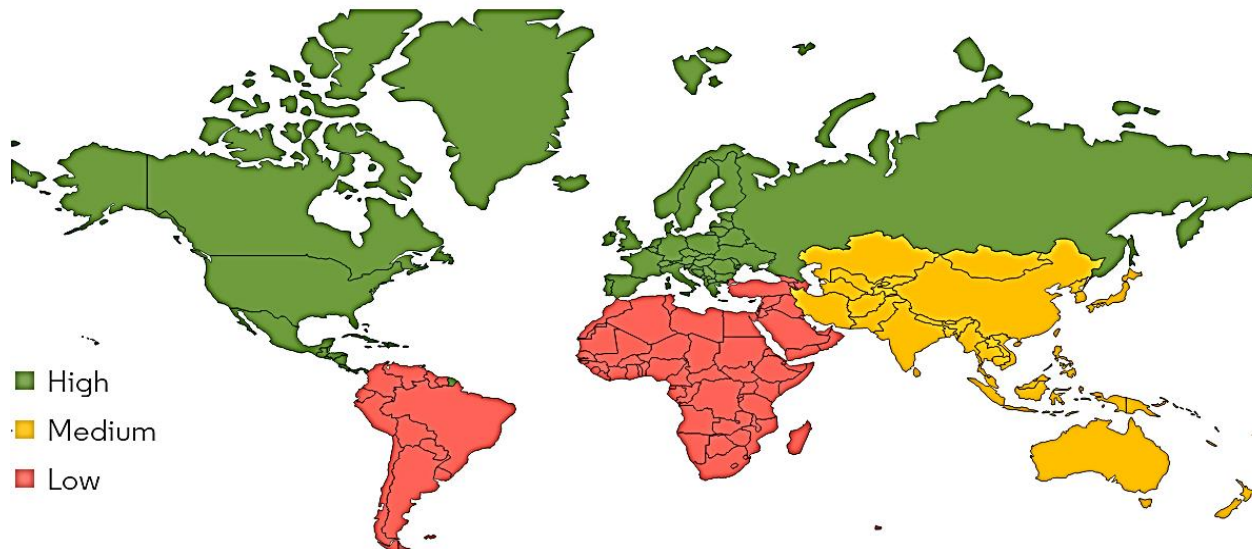
CAGR 4.2 %



Global Bakery and Cereal Market 2020 - 2025

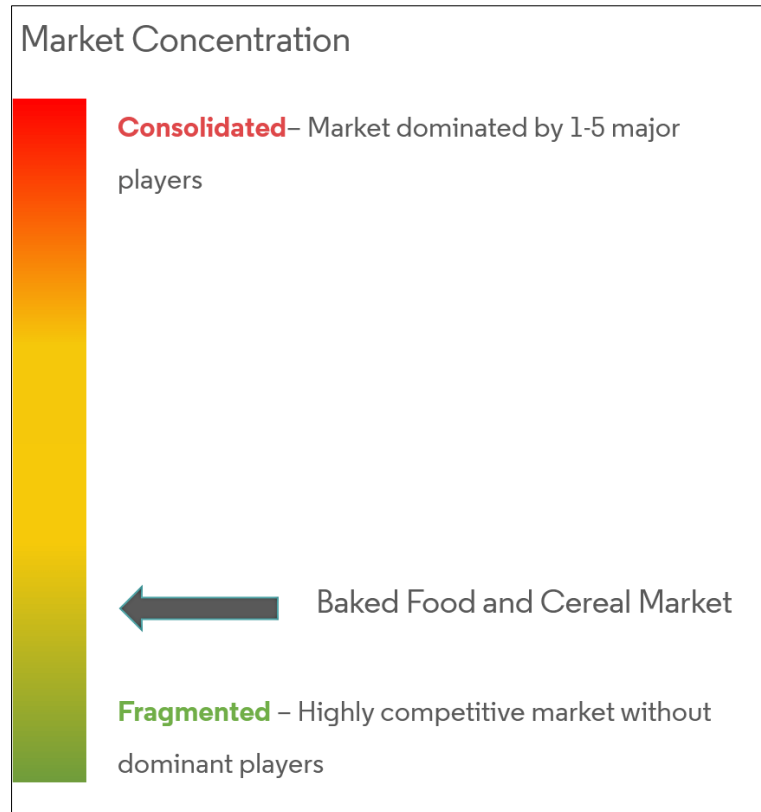
- These industry also rapidly growth in the last few decades thanks to the improved quality and advanced technology that has not just helped to better the foods, taste and bring in varieties but also to make those products be reachable to a large set of places.
- Rising disposable incomes, urbanization, and the demand for Western-style diets are supporting the growth in sales of baked goods and pastries in Asia-Pacific, especially in China and India, and are witnessing a growing demand for bakery products.

Baked Food and Cereal Market: Market Size, By Region, Global, 2019



Global Bakery and Cereal Market 2020 - 2025

- The global baked food and cereal market is fragmented with the presence of numerous players
- Major Players:
 - Grupo Bimbo
 - Aryzta
 - Barilla Group
 - Kelloggs
 - General Mills



Rice, Pasta and Noodles Market, 2020

- Demand for more sustainable food and drink will spur innovation in the pasta, rice and noodle categories.
- Rice is the dominant staple food in retail volume terms in Malaysia, with it being used in a wide range of dishes.
- Cauliflower rice and other vegetables have been challenging rice for some time.
- Pasta is a significantly smaller category than rice and noodles, but it has nonetheless seen dynamic growth in retail volume terms in 2020.
- MCO created widespread concern about potential food shortages and this resulted in consumers stockpiling products which can be easily stored for long periods, such as dried pasta.





KEY MARKET TRENDS



Naturally Functional

Fragmentation

Weight Wellness

Snackification

Carbs – Fewer, Better, Comfort

**TOP KEY TRENDS IN
BAKERY & CEREALS**

Alternative Protein

**Digestive Wellness
Diversifies**

**Plants Made
Convenient**

**Immunity Get A
Boost**

Mega Trend: Naturally Functional

- Consumers are now looking for foods that contain all-natural and wholesome ingredients.
- Bakery products was produced using natural ingredients while ensuring that these ingredients are recognized and perceived as wholesome by consumers.
- Thus, the growing popularity of clean-label and artisan bakery products is expected to fuel the growth of the bakery products market.
- Due to health-conscious consumer, organic baked goods are growing in popularity although it is more expensive than conventional goods.



Mega Trend: Fragmentation

- Consumers come with specific health goals and philosophies which has been facilitated by the search-and-connect capability of internet.
- Today, consumers are inspired by forces as diverse as social media influencers and just-released medical research, and communities of belief develop accordingly.
- The market for pastries is highly fragmented, due to the presence of a large number of regional and international suppliers.
- New healthier varieties, with less fat, are being introduced by vendors to attract the health conscious population.



Mega Trend: Weight Wellness

- Eating well, nutritional awareness and weight loss are leading motivations in the weight wellness.
- It is also due to increasing demand for nutritional and fortifying food additives and growing issues with obesity cases.
- Consumers want to reduce their sugar intake, but still desire a great-tasting sweet baked treat.
- Maltodextrin, chicory root fibre or erythritol can be sub in small amounts combination to substitute sugar.
- It can deliver on both flavour and functionality in their product development while chicory root fibre can offers good textural replacement.
- Prebiotic fibres like inulin and oligofructose help reduce sugar content by delivering a mild, sweet taste with half the calories.
- At the same time, they provide soluble fibre content which helps maintain taste and texture.



Mega Trend: Snackification

- Consumers demand for convenient, fresh, fast, individually wrapped snacks at home, as well as those 'on the go' products.
- A nutrient-rich snacks that taste great also driven the market growth.
- Indulgence treats or healthy snacks are produced in bakery product including use of real fruit pieces, oats that are full of fibre, added protein, whilst keeping calories low.
- Combination of real fruit pieces with a new range of flavours such as raspberry, apple, cranberry, orange and other tasty ingredients such as chia seeds, coconut, raisins, cinnamon, chocolate and coffee giving a tasteful snacks.



Carbs – Fewer, Better, Comfort

- Carbohydrates give bad influence on metabolism, their excess implies obesity, diabetes and tooth decay.
- However, bakery products with the low-carb profile that meet consumers' flavour expectations is quite challenging to bakers.
- Employing alternative natural sweeteners, such as stevia, oligofructose, and isomaltulose, is now gain popularity with their advantage of providing some healthy benefits.
- Low-calorie sweeteners and oligofructose can be incorporated in biscuits to give a high nutritional and sensorial quality while reduce the risk of diabetes and obesity.



Alternative Protein

- The protein market is set to become more diverse and product developers will be faced with an ever-increasing array of alternative protein choices.
- Alternative proteins will fragment and create a wealth of niches for new proteins to get a foothold such as lentil proteins, chickpea, hemp, chickpeas, and mycoproteins.
- Strategies in alternative protein:
 - ✓ Make the most of plants powerful health halo
 - ✓ Meat substitutes
 - ✓ Emerging alternatives (consumers open to a variety of protein sources if taste good)



Digestive Wellness Diversifies

- Consumer looking for foods perceived as good for digestive health.
- Implementation of whole grains and fibre can improve digestive health in bakery products.
- ProBiotein is a unique blend of cooked and fermented whole grains that show great promise as a nutritional and digestive positive that contains dietary fibre, amino acids, prebiotics and proteins.
- It is a multi-prebiotic fibre source (for baking or direct ingestion), made from organic wheat, oats, flax, barley malt, flax meal and nutritional yeast.
- Prebiotic fibres like inulin and oligofructose provide soluble fibre content while contribute to a lower blood sugar level and promote digestive health.



Plants Made Convenient

- Rising demand for clean label trends and desire for a healthy lifestyle promote the plant-based ingredients market growth.
- Global wheat-based ingredients market size is likely to witness significant raise at over 6.5% by 2025 due adoption of healthy, nutrition rich and whole grain diet by consumers.
- Canola-based ingredients market demand from bakery applications as it produce lighter baked goods and provide vitamin E which act as an antioxidant that protects the human body's fats and proteins from free radical damage.
- 100% plant-based pasta or noodle now is made up with semolina durum wheat mixed with protein from lentils, chickpeas and peas (Schroeder, 2020).



Immunity Get A boost

- Ingredients that give an immunity boost are in vogue nowadays.
- The pandemic has put immune health back on the radar for many consumers to reminded vulnerability and the importance of healthy eating.
- Bakery products incorporated with probiotics and prebiotics not only enhance health properties but also give a good volume, spread ratio, and sensory properties such as flavour and aroma.
- A combination of half white flour, half whole meal flour into a bakery products provide healthy immune system by adding vitamins and minerals, including:
 - ✓ Thiamine B1,
 - ✓ Vitamin D,
 - ✓ Vitamin B6,
 - ✓ Calcium,
 - ✓ Iron,
 - ✓ Niacin and Folic Acid





MARKET EXAMPLES

Naturally Functional

Roberts Medium White Bread

- Our much-loved loaf, low in fat, source of protein, sustainable soya and palm, freezes brilliantly, contains no artificial colours, flavours or hydrogenated fat, vegetarian and vegan friendly.

Ingredients: Wheat Flour (with added **Calcium**, **Iron**, **Niacin** and **Thiamine**), Water, Yeast, Salt, Sustainable Soya Flour, Emulsifiers: E472e, E471 (from Sunflower and Sustainable Palm), Preservative: **Calcium Propionate** (to inhibit mould growth), Rapeseed Oil, Flour Treatment Agent: **Ascorbic Acid (Vitamin C)**.



Naturally Functional

L'antica Macina Panettoncino

- L'antica Macina Panettoncino is organic bakery goods and we use only ingredients coming 100% from organic farming.
- Offer our customers 100% organic products, made exclusively of ingredients obtained from manures and **natural** cultivations.

Ingredients: Wheat (Or Rye, Or Spelt Or Kamut) Flour, Corn Syrup, Eggs, Non-hydrogenated Vegetable Oil, Raisins, Raising Agent (Potassium Tartrate), Salt, Flavour. Produced in a facility that processes also nuts and dairy products.



Naturally Functional

Glean Sweet Potato Goodness Flour & Powder

- **Sweet Potato Goodness** is a nutritious super-food that serves as an excellent flour alternative and powder. It is delicious for both sweet and savory meals.
- Made from **100% sweet potatoes**, this product is naturally gluten-free and vegan and paleo-friendly!

Ingredients: Sweet Potatoes.



Naturally Functional

Mewah Natural Noodle Set

- Mewah Natural Noodle Set is made up with all natural that give you natural benefits for family!
- No added artificial or synthetic ingredients or food additives
- No added preservatives
- No added MSG

Ingredients: Wheat Flour, Broccoli, Rocksalt, Starch And Water.



Naturally Functional

Quaker® Simply Granola Oats, Honey, Raisins & Almonds With Natural Flavours

- Quaker® Oats & Honey Simply Granola could get any better. One word – raisins.
- Raisins are the perfect chewy counterpoint to the unbeatable crunchy deliciousness of our Oats & Honey Granola. Oats, Honey & Raisins – improving on perfection. No Artificial Flavours or Added Colours.

Ingredients: Whole Grain Oats, Whole Grain Wheat, Brown Sugar, Raisins (Raisins, Glycerin), Canola Oil, **Whey Powder**, **Inulin**, Almonds, Nonfat Dry Milk, **Whey Protein Concentrate**, Honey, Natural Flavour (Contains Coconut Ingredients), Sunflower Oil, **Tocopherols (To Preserve Freshness)**.



Fragmentation

Picard - Mocca Coffee Eclairs

- Four pieces of classic French pastries that melt in your mouth, with a wonderfully good mocha cream with hints of coffee.

Ingredients: Cream Mixture (Sugar, Modified Potato Starch, Rehydrated Whole Milk, **Whey Powder (Milk)**, Thickener: **Xanthan Gum**), Semi-skimmed Milk, Water, Fresh Eggs (Liquid, Pasteurized), Glaze [Sugar, Whole Milk, Buttermilk, Butter Powder, Soy Lecithin, Natural Vanilla Flavour], Wheat Flour (Gluten), Rehydrated Foam Milk, Liquid Cream [Cream (Milk), Stabilizer: Carrageenan], Concentrated Butter (Milk), Invert Sugar Syrup, Soluble Coffee 0.7%, **Inulin**, Sugar 0, 2%, Salt, Gellifier: Pectin.



Fragmentation

Katz Blueberry Loaf

- Blueberry Loaf puts together, 2 of our favorite things, Blueberries, and cake, where could we go wrong with that?

Ingredients: Gluten Free Flour (Brown Rice, Tapioca, Millet), Eggs, **Blueberries**, Brown Sugar, Sugar, Canola Oil, Water, Baking Powder (Sodium Acid Pyrophosphate, Potato Starch, Monocalcium Phosphate), **Pure Vanilla Extract**, Natural Blueberry Flavour, **Xanthan Gum**, Salt.



Fragmentation

Morrisons Free From Pecan Tart

- Gluten, wheat and milk free shortcrust pastry made with rice flour, tapioca starch and ground almonds, filled with a syrupy pecan filling topped with pecan pieces.

Ingredients: Pecan Nuts (17%), **Rice Flour**, Vegetable Oils (Palm, Rapeseed), Brown Sugar, Golden Syrup (9%), Tapioca Starch, Pasteurised Liquid Whole Egg, **Oligofructose**, Brown Rice Flour, Sugar, Ground Almonds, Flavouring, Thickener (**Xanthan Gum**), Salt, Acidity Regulator (**Ascorbic Acid**), Colour (Plain Caramel), Emulsifier (Mono- and Diglycerides of Fatty Acids), Preservative (Potassium Sorbate).



Fragmentation

Schar Croissants

- Schar has determined this product is safe for individuals with celiac disease, but not for those with wheat allergies. Amazing taste and texture
- Certified gluten free and is absolutely safe for our celiac customer
- Free of preservatives

Ingredients: Gluten Free Wheat Starch, Water, Vegetable Margarine [Vegetable Fats And Oils (Palm, Palm Kernel, Coconut, Canola), Water, Salt, **Mono- And Diglycerides**, Butter Flavour], Eggs, Yeast, **Chicory Fibre**, **Dextrose**, **Fructose**, Glucono Delta-lactone, Baking Soda, Egg Albumin, Skimmed Milk Powder, Sugar, Salt, Mono- And Diglycerides, **Xathan Gum**, **Butter Flavour**.



Fragmentation

Glutino Gluten Free Oven Baked Bar, Strawberry, Naturally Flavoured

- Glutino Oven Baked Bars are packed with delicious strawberry filling, topped with oats, and baked to perfection for a home baked taste you are sure to love.
- With just 2g of fat and 140 calories per serving, you can feel good about enjoying a delicious Glutino gluten free oven baked bar!

Ingredients: Strawberry Filling (Sugar, Apple Powder [Calcium Stearate], White Grape Juice Concentrate, Glycerin, Strawberries, Corn Starch, Water, Canola Oil, **Citric Acid**, Sodium Alginate, Malic Acid, Sodium Hexametaphosphate, Dicalcium Phosphate, Dried Citrus Pulp, Sodium Citrate, Natural Flavour, Carrot and Black Currant Juice), **Chick Pea Flour**, Potato Starch, Fructose, Pear Juice Concentrate, Raisin Paste, **Inulin**, Canola Oil, Tapioca Starch, **Rice Flour**, Water, Sodium Bicarbonate.



Fragmentation

Bakery on Main Fibre Power Granola Cinnamon Raisin

- Bakery on Main Fibre Power Granola Cinnamon Raisin combines the subtle nutty taste of quinoa with the delicious taste of oats, as part of a breakfast everyone will enjoy!

Ingredients: Whole Grain Gluten Free Oats, Honey, Rice Syrup, **Inulin**, Raisins, Water, Expeller Pressed Canola Oil, Flax Meal, Cinnamon, Sesame Seed, Natural Flavours, Sea Salt.



Fragmentation

Vermeiren Integral Full-Wheat Biscuits

- Traditional speculoos Cookies
- Made from wheat flour and delicious taste!

Ingredients: Wheat Flour 38.5%, Cane Sugar, Vegetable Oils And Fats (Palm, Rapeseed, Coconut), Wheat Bran 4.3%, Honey 3.4%, **Soy Flour, Fructo-oligosaccharides**, Wheat Fibre, Leavening Agent (Sodium Hydrogen Carbonate), Cinnamon, Nutmeg.



Weight Wellness

CarbRite Diet - Sugar-Free Brownie Mix with Chocolate Chips

- CarbRite Diet Extra Rich & Fudgy Brownie Mix is the most delicious sugar-free brownie mix available for those individuals looking to lose weight and add more protein to their diets.
- Best of all, these brownies have 0 sugar, 3 grams of fibre, and 5 grams of protein per serving. Each box makes 12 brownies, so your whole family can enjoy them and maintain a healthy lifestyle, while simultaneously enjoying a sinful palate-pleasing treat.

Ingredients: Chocolate Chip (Maltitol, Unsweetened Chocolate, Cocoa Butter, **Soy Lecithin**, **Vanillin**, Whole Milk Powder), Maltitol, Sorbitol, **Inulin (Chicory Root)**, Cocoa, Whole Wheat Flour, Whey Protein (Milk), **Vital Wheat Gluten (VWG)**, Artificial Vanilla Flavour, Salt.



Weight Wellness

Tesco Free From Breakfast Biscuits Chocolate Chip

- Gluten, Wheat & Milk Free Oat Breakfast Biscuits with Dark Chocolate Chips is a really yummy vegan breakfast biscuit full chocolatey with lots of chips.
- Our biscuits using Oligofructose that help to reduce sugar level in your food!

Ingredients: Gluten Free Oat Flour, Gluten Free Oats, Palm Oil, Sugar, Dark Chocolate Chips (10%) [Sugar, Cocoa Mass, Cocoa Butter, Emulsifier (Soya Lecithins), Flavouring], Tapioca Flour, **Oligofructose**, **Rice Flour**, Sunflower Oil, Cocoa Powder, Partially Inverted Sugar Syrup, Glucose Syrup, Flavouring, Raising Agent (**Sodium Bicarbonate**).



Weight Wellness

Gullon Sugar Free Fibre Biscuits

- Wholegrain Fibre, sugar-free biscuits that are high in fibre and contain high-oleic sunflower oil to help you achieve optimum body goals whenever you are! It is made up with inulin and oligofructose, a well known sugar replacer.

Ingredients: Whole Wheat Flour, Sweetener (**Maltitol**), Vegetable Oil (High Oleic Sunflower), **Pea Fibre**, **Inulin**, **Oligofructose**, Raising Agents (Sodium And Ammonium Hydrogen Carbonate), Emulsifier (**Soya Lecithin**), Salt, Flavours.



Weight Wellness

FibrePasta Gramigna

- FibrePasta is a dietetic pasta having the same pleasant taste as traditional Italian pasta, despite containing 15% of fibre, that means more than twice the amount of fibre of dark whole-wheat pasta.
- FibrePasta has a low glycemic index (GI 23) which help to control your body weight.

Ingredients: Durum Wheat Semolina. Wheat Fibre 12%,
Inulin 2%.



Weight Wellness

SuperFat, Keto Cookie Bites, Chocolate Chip

- Super Cookies! Can cookies really be guilt free & delicious? We think so! SuperFat cookies are made with almond and coconut flour, grass-fed butter, and grass-fed collagen.
- No added sugar and no grains, fillers, or palm oil.

Ingredients for Chocolate Chip: Almonds, **Erythritol**, Butter (Pasteurized Sweet Cream), Chocolate Chips (Unsweetened Chocolate, **Erythritol**, Cocoa Butter, Stevia Extract, Sunflower Lecithin), Almond Flour, Coconut Flour, Coconut Oil, Water, Arrowroot Flour, Eggs, Acacia Gum, **Collagen**, Baking Soda, Vanilla Extract, Psyllium Husk Powder, **Salt Steviol Glycosides (Stevia)**.



Varieties: Peanut Butter, Snickerdoodle

Weight Wellness

Natural Ovens Bread, Better White Bread

- This bread has no artificial additives, preservatives, or dough conditioners in this loaf.
- Just fresh, homemade taste of a classic white bread.

Ingredients: Enriched Wheat Flour (Wheat Flour, Malted Barley Flour, **Niacin, Iron, Thiamine Mononitrate, Riboflavin, Folic Acid**), Filtered Water, Whole Wheat Flour, Organic Sugar. Contains 2% Or Less Of The Following: Brown Sugar, Soybean Oil, Yeast, Cultured Wheat Starch, Vinegar, Salt, Barley Malt Powder, **Soy Lecithin, Vital Wheat Gluten**, Enzyme Blend (Wheat Flour, Dextrose, Natural Enzymes).



Snackification

Weetabix Breakfast Biscuits Fruit and Fibre

- These low-sugar biscuit's are made with whole grains for a heart-healthy meal or snack. They are also loaded with fibre and protein for a healthy snack any time of day!

Ingredients: Wheat Flours (Plain, Wholegrain (12%)), Wholegrain Oat Flour (24%), Sugar, Vegetable Oil, Raisins (8%), Weetabix (6%), (Wholegrain Wheat, Malted Barley Extract, Sugar, Salt, **Niacin, Iron, Riboflavin (B2), Thiamin (B1), Folic Acid**), **Oligofructose**, Syrup, Tapioca Starch, Raising Agent: Ammonium Bicarbonate, Salt, Flavourings, **Calcium, Skimmed Milk Powder, Niacin, Iron, Riboflavin (B2), Thiamin (B1), Folic Acid**.



Snackification

McVitie's Digestives Cookie Crunch Slices

- Snack size, Individually wrapped, With crushed cookies, crunchy biscuit pieces and milk chocolate, No hydrogenated vegetable oil, No artificial colours or flavours
- Suitable for vegetarians.

Ingredients: Flour (Wheat Flour, **Calcium, Iron, Niacin, Thiamin**), Milk Chocolate (17%) [Sugar, Cocoa Butter, Cocoa Mass, Dried Skimmed Milk, Dried Whey (Milk), Butter Oil (Milk), Vegetable Fats (Shea, Palm), Emulsifiers (**Soya Lecithin**, E476), Natural Flavouring], Vegetable Oils (Palm, Rapeseed), Golden Syrup (Partially Inverted Sugar Syrup), Glucose-Fructose Syrup, Partially Inverted Sugar Syrup, Sugar, Emulsifiers (E471, E472e, **Soya Lecithin**), **Fat Reduced Cocoa Powder**, Wholemeal Wheat Flour, Calcium Carbonate, **Maltodextrin**, Natural Flavourings, Raising Agents (Sodium Bicarbonate, Ammonium Bicarbonate, Tartaric Acid), Salt.



Snackification

Katz Blueberry Muffin Snacks

- Take a bite of our Blueberry Muffin Snacks and you'll taste the difference!
- Yummy bite-sized muffins made with premium gluten-free flour and real blueberries - they are ready to eat for a perfect anytime treat!

Ingredients: Gluten Free Flour (**Tapioca Starch**, **Brown Rice Flour**), Eggs, Sugar, Canola Oil, Brown Sugar, Water, **Blueberries**, Baking Powder (Sodium Acid Pyrophosphate, Potato Starch, Monocalcium Phosphate), **Lecithin**, Natural Flavour, **Xanthan Gum**, Salt, Sunflower Oil.



Snackification

Geefree Everything Stuffed Bagel Puffs

- A great anytime snack, our brand new GeeFree Stuffed Bagel Puffs bring the bagel store right to your home. They are easy to make and everyone can enjoy them for a quick breakfast or snack!

Ingredients: Bagel Dough (Potato Starch, Palm Oil, Water, Millet Flour, Eggs, Sugar, Salt, Xanthan Gum, Flaxseed Blend [Flaxseed Meal And **Whey Protein Concentrate**], Guar Gum, **Inulin**, Cream Of Tarter, Baking Powder [Corn Starch, Sodium Bicarbonate, Sodium Alumium Sulfate, **Monocalcium Phosphate**], Baking Soda, Butter Flavour [Medium Chain Triglycerides, RBD Coconut Oil, Natural Flavour], Annatto), Cream Cheese, (Pasteurized Culture Milk And Cream, Salt, Stabilizers [Guar Gum And Carob Bean Gum]), Everything Seasoning (Sesame Seeds, Sea Salt, Poppy Seeds, Onion, Granulated Garlic), Expeller Pressed Canola Oil, Water.



Snackification

All Free Salted Caramel Brownie Bites

- Our Brownie Bites are school-safe and conveniently packed in twos, making them the perfect grab and go snack!
- All Free is sure to be the love of your household! Sea salt and caramel, a match made in chocolate! These delectable delights are sure to feed any chocolate lover's craving!

Ingredients: Water, Organic Cane Sugar, Potato Starch, Egg Substitute (Potato Flour, Sugar, Guar Gum, **Sunflower Lecithin**, Sunflower Oil, Enzyme), Glycerine, **Cocoa Powder**, **Rice Flour**, **Inulin**, Brown Rice, Cultured Rice Flour, Cellulose, Natural Flavours, Baking Soda, Sodium Acid Pyrophosphate, Sea Salt, **Xanthan Gum**. Toppings: Semi Sweet Chocolate Chips (Cane Sugar, Unsweetened Chocolate, Cocoa Butter), Caramel And Sea Salt (Sugar, Brown Sugar, Brown Rice Syrup, Degermed Corn Grits, Potato Starch, Palm Oil, Natural Flavour, Sea Salt, Cocoa Powder).



Snackification

Morrisons Swirly Chocolate Wafers

- A bar of pure pleasure to have with you at all times. You may be in the office or at the gym, midway through a shopping spree or anywhere to have it.
- Gluten, wheat free, and suitable for vegetarians
- No artificial colours or flavours

Ingredients: Milk Chocolate (88%) (Sugar, Cocoa Butter, Milk Powder, Cocoa Mass, Emulsifier (Soya Lecithins), Flavouring), **Rice Flour**, Potato Starch, Teff Flour, Soya Flour, Raising Agent (Sodium Carbonates), Emulsifier (**Soya Lecithins**), Coconut Oil, Pasteurised Liquid Free Range Egg Yolk, Salt, Chocolate Products: Milk Solids 20% Minimum, Cocoa Solids 32% Minimum.



Fewer Carbs, Better Carbs, Comfort Carbs

Body Attack Low Carb Protein Pasta

- The pastas of Body Attack not only taste delicious, but have a high protein content of 65 to 100g.
- The product is suitable for all people who pay attention to a healthy diet and take very less carbohydrates.
- People who are on a diet can easily cover the protein requirements with these pastas, as well as eat healthy and tasty food.

Ingredients: Wheat Gluten (15%), **Pea Protein (41%)**, Wheat Bran (8%).



Fewer Carbs, Better Carbs, Comfort Carbs

Natural Ovens Keto-Friendly White Bread,

- Are you asking “How do I cut net carbs but keep bread in my diet?” Look no further – Natural Ovens Keto-Friendly White Bread features 12 grams of carbs and an equal 12 grams of fibre, making it a good fit with the Keto diet as well as many other popular diet plans.

Ingredients: Zero Net Carb Blend (Modified Wheat Starch, Wheat Gluten, Oat Fibre, Wheat Protein Isolate, [Inulin](#)), Water, Soybean Oil, Yeast, Salt, Vinegar, Calcium Propionate (Preservative), Potassium Sorbate (Preservative), [Ascorbic Acid](#), Enzymes.



Fewer Carbs, Better Carbs, Comfort Carbs

Body Attack Low Carb Protein Cake

- The low-carb cake mix can be enjoyed even during a low-carb diet.
- Traditional cakes are made of a lot of sugar and flour, and thus contain a lot of carbohydrates. However, the low-carb chocolate cake mix contains only 6.5 grams of carbohydrates per 100g and is highly compatible with a low-carb diet.
- The sugar content is low: It is only 0.7g per 100g

Ingredients: Almond Flour, Wheat Protein 22.2%, Corn Flour, Almond Semolina, 10% Low-fat Cocoa Powder, Raising Agents: Sodium Phosphates And Sodium Carbonates, Flavouring, Anti-caking Agents: **Silicon Dioxide** And, **Calcium Phosphates**, Thickeners: **Guar Gum**, Carob Seed Flour And **Xanthan Gum**, Sweeteners: Acesulfame K, Sucralose And Saccharin.



Fewer Carbs, Better Carbs, Comfort Carbs

Low Carb Classic Cookie Mix

- Our low carb cookies are perfect for a fast brekkie on the go, or as a “sweet” treat with your morning coffee, you can now stick to your healthy eating plan whilst enjoying cookies!
- Made with natural low carb ingredients, no added sugar, and no hidden nasties.

Ingredients: Lupin Flour, Kibbled Sunflower, Almond Meal, **Rice Flour**, Natural Sweeteners (**Xylitol**, **Stevia (Steviol Glycosides)**), Coconut Flour, Vanilla Bean Powder, Cinnamon, Sodium Bicarbonate.



Fewer Carbs, Better Carbs, Comfort Carbs

Body Attack Low Carb Protein Bread

- Body Attack Low Carb Protein Bread is the perfect low-carb alternative to conventional whole meal bread which offers high carbohydrate and low protein levels, as one slice of Body.
- Attack Low Carb Protein Bread contains only 3.8g of carbohydrates and 11g of Protein.

Ingredients: Water, Protein Mixture (12%) (Wheat Protein, **Pea Protein**), Wholemeal Rye Flour, Brown Linseed (11%), Soy Meal (6%), Soy Flour (3%), Wheat Bran, Gold Flaxseed, Sunflower Seeds, Sesame, Oat Fibre, Salt, Yeast, Whey.



Alternative Protein

Quorn Spinach And Red Pepper Slices

- Served in a wrap with avocado, lettuce and tomatoes these delicious vegetarian savoury slices with spinach and red pepper are sure to be a lunchtime favourite.
- Proudly meat free, Satisfying simple, High in protein, Low in saturated fat, Vegetarian Society Approved

Ingredients: **Mycoprotein (60%)**, Low Fat Soft Cheese (Milk), Rehydrated Free Range Egg White, Milk Proteins, Spinach, Rapeseed Oil, Green Pesto [Basil Paste (Basil, Sunflower Oil, Salt), Sunflower Oil, Italian Style Hard Cheese (Milk), Garlic Purée], Flavourings (contains Colour: **Iron Oxide**), Wheat Flour, Dried Red Peppers, Preservatives: **Lactic Acid, Potassium Sorbate**.



Alternative Protein

Kashi - Go Spark Flakes & Clusters

- Kashi Go Spark Maple Brown Sugar Flakes & Clusters Cereal comprises non-GMO, plant protein flakes and clusters with maple brown sugar, pumpkin seeds, quinoa and a hint of cinnamon with 10g of protein and 36g of whole grains per serving.

Ingredients: Brown Rice, Whole Grain Wheat, Cane Sugar, **Pea Protein**, Whole Grain Oats, Wheat Bran, **Rice Protein**, Brown Sugar, Maple Syrup, Salt, Lentils, Sunflower Oil, Whole Grain Oat Flour, Acacia Gum, Quinoa, Pumpkin Seeds, Cinnamon, Natural Flavours, Baking Soda, **Mixed Tocopherols (Vitamin E)** (For Freshness).



Alternative Protein

Lenny and Larry's COMPLETE CREMES COOKIE

- With the Lenny & Larry's Complete Cremes Cookie we are expanding our cookie range with one of the tastiest and most popular protein cookies from the USA.
- The Complete Cremes Cookie is not only incredibly delicious, but also contains valuable fibre in addition to a particularly high protein content.

Ingredients: Protein Mix (**Vital Wheat Gluten, Pea Protein, Rice Protein**), **Chicory Root Fibre**, Palm Oil, Powdered Sugar (Sugar, Corn Starch), Cane Sugar, Natural Flavours, Whole Wheat Flour, Sourdough (Baking Powder, **Monocalcium Phosphate**), Salt, Sunflower Lecithin.



Varieties: Chocolate, Vanilla

Alternative Protein

Uniq2go in Love Crunchy Protein Bar

- Uniq2go in Love Protein Bar with Peanut Paste is said to comprise only fruit, peanut butter and rice protein and is described as being too good to be true. The product is free from added sugar, additives and preservatives.

Ingredients: Date, Date Extract, Peanut Butter (21%), **Rice Protein Concentrate (14%)**, Peanut, Natural **Peanut Flavour**.

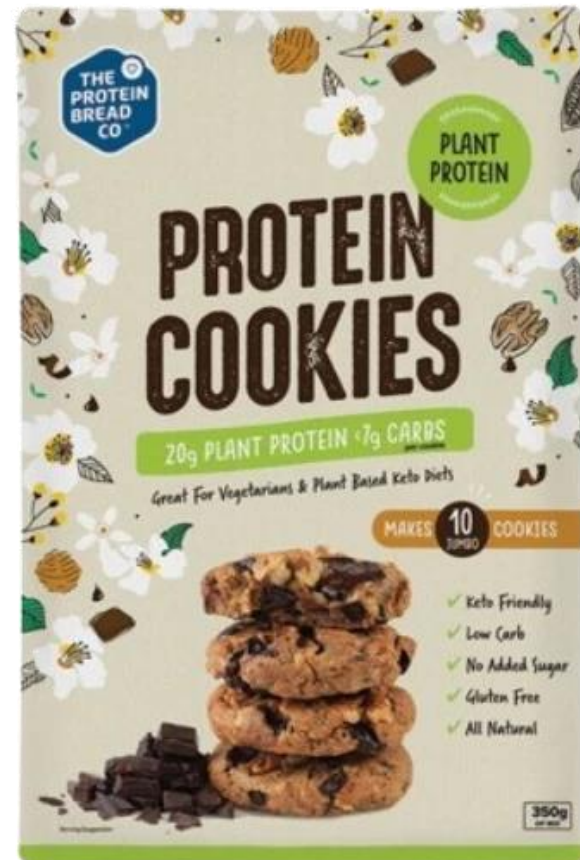


Alternative Protein

The Protein Bread Co. Protein Cookies Plant Protein

- These easy to make and delicious cookies are keto friendly and packed with plant based protein, they're perfect for vegetarians and low carb, high protein diets.

Ingredients: Lupin, **Rice Protein**, Kibbled Sunflower, Almond Meal, Coconut, Natural Flavours and Spices (Vanilla Bean Powder, Plant Extract, Cinnamon), Natural Sweeteners (**Erythritol**, **Stevia**), Baking Powder, Salt.



Alternative Protein

Mission Protein Tortilla Wraps

- Wrap up your next meal in our vegan Protein Whole Wheat Flour Tortilla Wraps.
- Loaded with 7g of plant protein and packed with fibre, these wraps are a good source of protein meaning they contain high quality protein.

Ingredients: Water, Modified Wheat Starch, **Pea Protein**, Whole Wheat Flour, **Vital Wheat Gluten**, Vegetable Shortening (Interesterified and Hydrogenated Soybean Oils), Wheat Gluten Isolate, contains 2% or less of: Salt, Sodium Acid Pyrophosphate, Baking Soda, Distilled Monoglyceride, Caramel Colour, Cellulose Gum, Distilled Monoglycerides, Sucralose, Fumaric Acid, and **Calcium Propionate** and **Sorbic Acid** (to maintain freshness). Contains: Wheat.



Digestive Wellness Diversifies

Light Penne Fibre Gourmet - High Fibre

- Light Pasta has a firm, al-dente texture. Only 2 Weight Watchers Points! (Standard pasta is 4 points)
- With 40% fewer calories than standard pasta, Fibre Gourmet's pasta taste and texture is virtually indistinguishable from standard full-calorie pasta giving benefits to your digestive system!

Ingredients: Durum Semolina Flour, Modified Wheat Starch, **Wheat Gluten, Niacin, Iron, Thiamine Mononitrate, Riboflavin, Folic Acid.**



Digestive Wellness Diversifies

Cuetara Avenacol Digestive Biscuits

- With the delicious flavour of oats and with high natural fibre content. They're suitable for the whole family.

Ingredients: Oat Flakes 39%, Wheat Flour, Sugar, Oleoequilibrio 11% (Sunflower Vegetable Oils High Oleic And Palm), Avenacol 9% (High Oat Bran In Betaglucan), **Oligofructose**, Wheat Bran, Glucose And Fructose Syrup, Gasifiers (Sodium And Ammonium Carbonates), Salt, Emulsifier (E 472E), Aroma. May Contain Milk, Soy, Sulphites, Eggs.

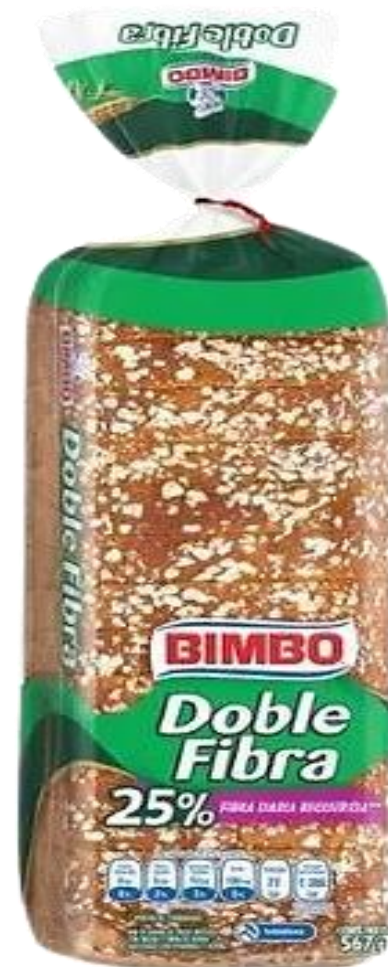


Digestive Wellness Diversifies

Bimbo Double Fibre Whole Wheat Bread

- Bimbo Double Fibre Bread is made with two types of fibre:
 - Oat fibre
 - Wheat fibre
- 2 slices of Bimbo Double Fibre Bread are equivalent to 25% of the daily fibre required.

Ingredients: Whole Wheat Flour (Gluten), High Fructose Corn Syrup, Oat Fibre (7%), Wheat Gluten, Oat Flakes, 2% **Inulin (Prebiotics)**, Vegetable Oil, Molasses, Iodized Salt, Soy Lecithin, Calcium Propionate, Monoglycerides, Diglycerides, Enzymes, Diacetyl Tartaric Acid Esters, Lactic Acid, Starch, **Vitamin B1, Vitamin B2, Vitamin B3, Iron, Folic Acid, Potassium Sorbate.**



Digestive Wellness Diversifies

Fiber One Oats and Chocolate Chewy Bar

- Fiber Chewy Bar is a whole oats and chocolate chips in a chewy bar topped with delicious chocolate flavoured drizzle.

Ingredients: **Chicory Root Extract**, Whole Grain Oats, Semisweet Chocolate (Sugar, Chocolate Liquor, Cocoa Butter, Soy Lecithin, Natural Flavour), Corn Syrup, **Rice Flour**, Whole Grain Barley Flakes, Sugar, Vegetable Glycerin, Canola Oil, Palm Kernel Oil, **Maltodextrin**, **Tricalcium Phosphate**, **Soy Lecithin**, Sugarcane Fibre, Cocoa, Salt, Fructose, Dutch Cocoa (Processed With Alkali), Barley Malt Extract, Cellulose Gum, Baking Soda, Milk Powder, Natural Flavour. **Vitamin E (Mixed Tocopherols)** Added To Retain Freshness. Contains Soy, Milk; May Contain Peanut, Almond And Wheat Ingredients.



Digestive Wellness Diversifies

Sow - Seeds Of Wellness Chia Penne Pasta

Our Chia Pasta contains a high amount of protein and omega-3. Plus, it has 6g dietary fibre, more than any other pasta, with an ideal balance between soluble and insoluble fibre that will help your digestive process. All these nutrients make this pasta low in glycemic index.

Ingredients: [Chia Powder Flour](#), [Rice Flour](#), Corn Flour.



Plants Made Convenient

Banza Chickpea Elbows Pasta

Banza is incredibly healthy, delicious, and as easy to cook, making it the perfect upgrade for traditional pasta

- High Protein, High Fibre
- Gluten Free, Grain Free, Soy Free
- Non-GMO, Vegan
- Made from Chickpeas

Ingredients: Chickpeas, Tapioca, **Pea Protein**, Xanthan Gum.



Plants Made Convenient

Chef Cristy's Cinnamon Simply Pure Rolls

- Our Pure Cinnamon Rolls are a healthy alternative to the traditional cinnamon rolls without the guilty feelings. They are handmade and unprocessed from the finest 100% organic ingredients. Some would say, better tasting than the original.

Ingredients: Organic Apples, Organic Cashews, Organic Pure Maple Syrup, Organic Walnuts, Organic Golden Flaxseeds, Organic Coconut Palm Sugar, Organic Vanilla, Organic Un-refined Cold Pressed Coconut Oil, Organic Saigon Cinnamon.



Plants Made Convenient

Miracle Noodle Shirataki Plant Based Noodles

- These delicious angel hair shirataki noodles are thin and airy, so they make a great starting point for many tasty Italian entrees!
- All Miracle Noodle products are delicious, 100% natural and plant-based
- Each serving of Miracle Noodle Angel Hair contains zero calories and less than 1 gram of carbs

Ingredients: Purified Water, Konnyaku Flour And Calcium Hydroxide.



Varieties: Chocolate, Vanilla

Plants Made Convenient

Goldfish Veggie Crackers

- Goldfish Crackers offering feature real vegetables carrot and tomatoes. It was made with 1/3 serving of veggies and use colours sourced from plants.

Ingredients: Enriched Wheat Flour (**Flour, Niacin, Reduced Iron, Thiamine Mononitrate, Riboflavin, Folic Acid**), Carrot Powder (Carrot Juice Concentrate, Carrot Puree), Sunflower Canola Oil, Cornstarch, Salt, Contains 2% or less of: **Monocalcium Phosphate**, Baking Soda, Canola Lecithin, Nonfat Milk, Paprika Extract (Colour), Sesame Seeds. Contains: Wheat, Milk, Sesame Seeds.



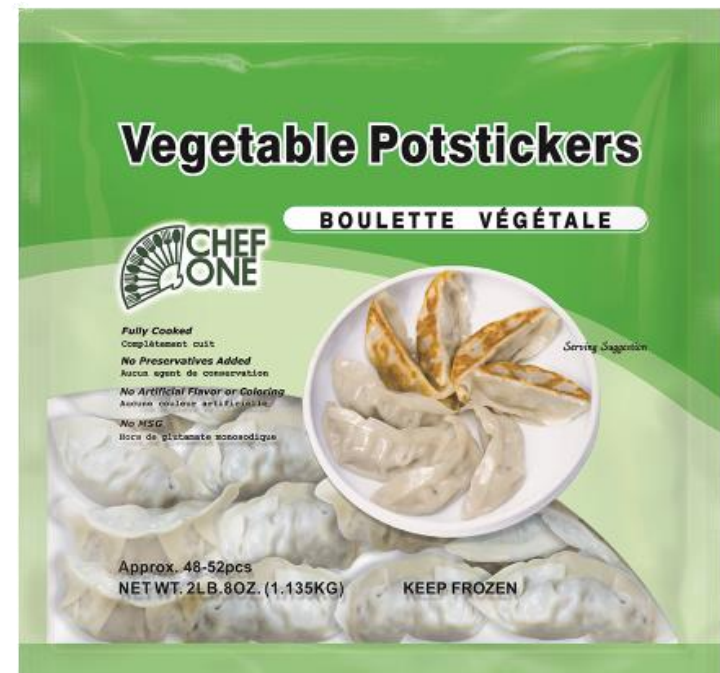
Plants Made Convenient

Goldfish Veggie Crackers

- Goldfish Crackers offering feature real vegetables carrot and tomatoes. It was made with 1/3 serving of veggies and use colours sourced from plants.

Ingredients Dough: Wheat Flour, Water, Salt, Corn Starch, Wheat Gluten.

Ingredients Filling: Cabbage, Carrot, Tofu (Water, Soybeans, Glucono Delta Lactone, Calcium Sulfate, Magnesium Chloride), Bean Sprout, Vermicelli (Green Bean, Peas, Broad Bean, Starch), Eggs, Onion, Scallion, Celery, Flour, Vegetarian Chicken Flavour [Yeast Extract, Dried Soy Sauce (100% from Soybean), Flavouring, Salt, Soybean Oil], Vegetable Oil, Sugar, Sesame Oil, Salt, Garlic Powder, Black Pepper.



Plants Made Convenient

O'doughs Gluten Free Deluxe Hamburger Buns

- Whether you simply want a great-tasting, healthier bake good, or you're intolerant to gluten, O'Dough's offers you yummy buns, breads, cakes that your whole family will enjoy!

Ingredients: Water, Potato Starch, Tapioca Flour, Soya Flour, Brown Rice Flour, Chickpea Flour, Sunflower Oil, Glycerin, Rice Syrup, Grape Juice, Potato Fibre, Natural Flavour, Sea Salt, Organic Cane Sugar, Cellulose, Yeast, Xanthan Gum, **Rice Flour**, Cultured Brown Rice, Brown Rice, White Distilled Vinegar, Sodium Acid Pyrophosphate, Sodium Bicarbonate. Topping Sesame Seeds And Poppy Seeds.



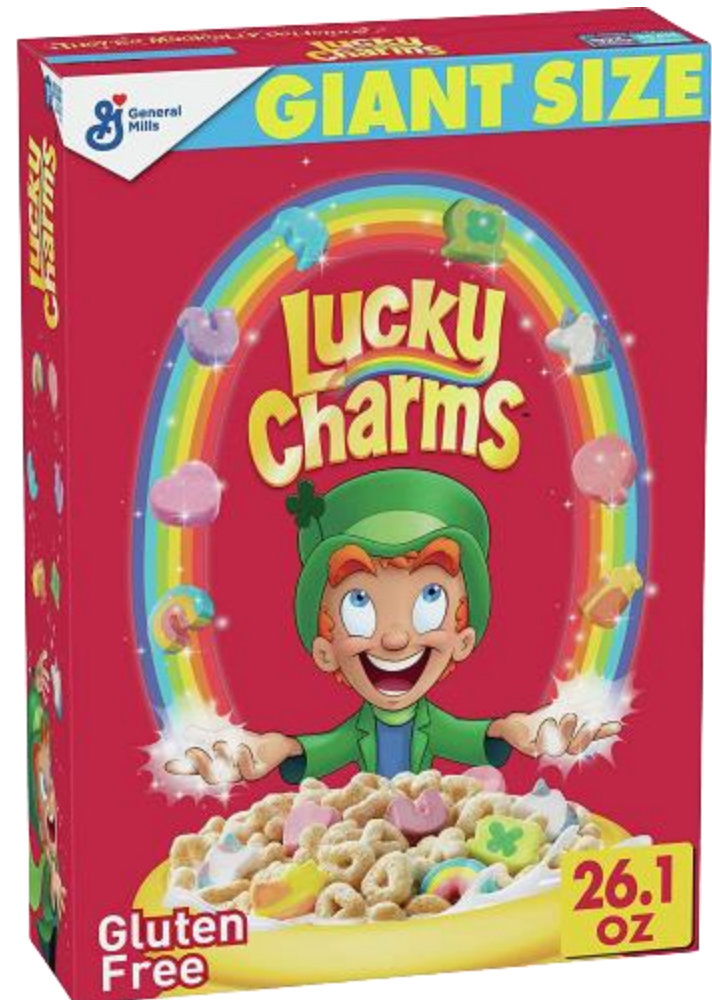
Immunity Gets A Boost

Lucky Charms, Marshmallow Cereal with Unicorns

- Magically Delicious Lucky Charms cereal features frosted oats and coloured marshmallows. Made with 11g of whole grain per serving; and it's Gluten Free.
- With Vitamin and minerals added, it will improve your health!.

Ingredients: Whole Grain Oats, Sugar, Oat Flour, Corn Syrup, Modified Corn Starch, Corn Starch, Dextrose, Salt, Gelatin, Trisodium Phosphate, Yellows 5 & 6, Red 40, Blue 1 and Other Colour Added, Natural and Artificial Flavour.

Vitamin E (Mixed Tocopherols) Added to Preserve Freshness, **Vitamins And Minerals:** **Calcium Carbonate**, **Zinc And Iron (Mineral Nutrients)**, **Vitamin C (Sodium Ascorbate)**, **B Vitamin (Niacinamide)**, **Vitamin B6 (Pyridoxine Hydrochloride)**, **Vitamin B2 (Riboflavin)**, **Vitamin B1 (Thiamin Mononitrate)**, **Vitamin A (Palmitate)**, **Vitamin (Folic Acid)**, **Vitamin B12**, **Vitamin D3**.



Immunity Gets A Boost

Great Value Buttermilk Pancakes

- They're an outstanding source of Calcium, Vitamin A, B Vitamins and Protein.
- These breakfast pancakes contain no trans fat and are low in saturated fat and cholesterol.

Ingredients: Enriched Wheat Flour (Wheat Flour, **Niacin**, **Reduced Iron**, **Thiamine Mononitrate [Vitamin B1]**, **Riboflavin [Vitamin B2]**, **Folic Acid**), Whey, Water, Sugar, Fructose, Vegetable Oil (Canola and/or Soybean Oil), Dextrose, Contains 2% or less of: Eggs, Buttermilk, Salt, Leavening (Sodium Bicarbonate, Sodium Aluminum Phosphate, Sodium Acid Pyrophosphate, Monocalcium Phosphate), **Calcium Carbonate**, Soy Lecithin (An emulsifier), **Vitamin A Palmitate**, **Niacinamide**, **Reduced Iron**, **Vitamin B12**, **Pyridoxine Hydrochloride (Vitamin B6)**, **Riboflavin (Vitamin B2)**, **Thiamine Mononitrate (Vitamin B1)**, **Folic Acid**.

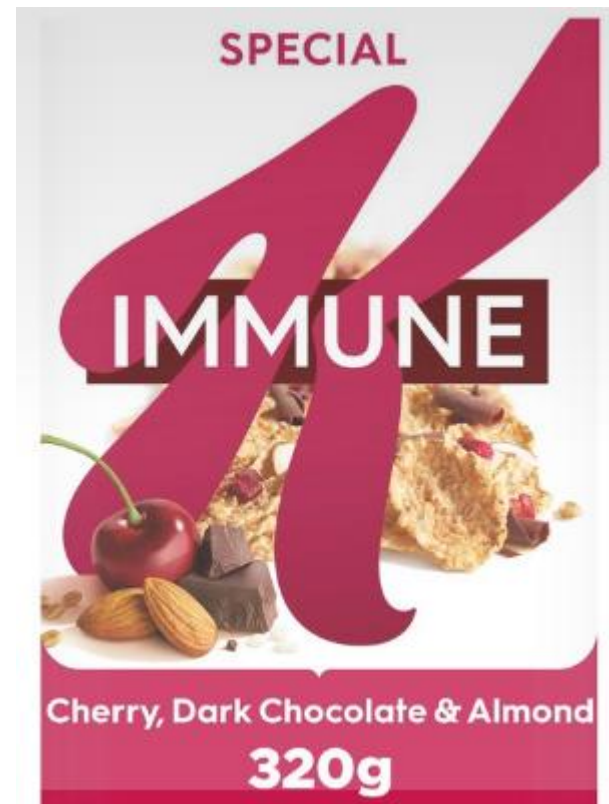


Immunity Gets A Boost

Kellogg's Immune Cherry Dark Choc Almond

- Nutrients that Matter to Power you. Special K Immune Support has been purposefully designed with three grains: wholegrain wheat, rice and barley and a tasty blend of tart cherries, sliced almonds and rich dark chocolate curls.
- Enriched with nutrients to help support normal function of the immune system.

Ingredients: Rice (44%), Wholewheat (35%), Sugar, Dark Chocolate (5%) (Sugar, Cocoa Mass, Milk Fat, Cocoa Butter, Emulsifier {Soy Lecithin}), Barley (4.5%), Malted Barley Flour (3.5%), Barley Malt Extract, Freeze Dried Cherries (2.5%), Almonds (2%), Salt, **Vitamin D, Thiamin (B1), Riboflavin (B2), Niacin (B3), Vitamin B6, Folic Acid (B9), Vitamin B12, Minerals: Iron, Zinc.**



Immunity Gets A Boost

Schar Ciabatta Parbaked Bread Rolls

- No gluten, wheat or lactose.
- Fortified with vitamins, calcium and iron
- Good source of fibre
- Low fat, cholesterol free, saturated fat free
- No preservatives

Ingredients: Water, Corn Starch, Corn Flour, **Rice Flour**, Psyllium Seed Husks (Vegetable Fibre), Dextrose, Modified Cellulose, Sunflower Oil, Soy Protein, Yeast, Salt, Apple Fibre, Tartaric Acid, **Citric Acid**, **Calcium Citrate**, **Niacin**, **Iron**, **Thiamine**, **Riboflavin**.



Immunity Gets A Boost

The Uplift Food Gut Happy Cookies®

- The Uplift Food Gut Happy Cookies® are high in dietary fibre (up to 48% of your daily requirements) and resistant starch, and bursting with 4 different prebiotic rich plant based ingredients together with 1 Billion CFU (colony forming units) of effective probiotics which are proven by science to support gut, digestive and immune health.

Ingredients: Toasted Lupin Flour*, Soluble Tapioca Fibre* (Resistant Starch), Roasted Sunflower Seed Butter*, Palm Fruit Oil*, Coconut Flour, Coconut Sugar*, Tigernut Flour*, Coconut Milk Powder*, Faba Bean Protein, Natural Flavour (Mushroom Extract), **Chia Seeds***, Sunflower Lecithin*, Sea Salt, Coconut Oil*, Cinnamon*, Water, **Inulin (Probiotic Carrier)**, Dried Kiwi*, Natural Flavour* (Vanilla), **Monk Fruit Extract**, Probiotic (Bacillus Coagulans GBI-30 6086).

*Organic ingredients

Varieties: Salted Peanut Butter with Chocolate and Coconut, Salted Almond Butter with Vanilla and Chia, Sunflower Butter with Vanilla and Chia



Immunity Gets A Boost

Barley+ Barley Clusters

- Feel positively good with the unique mix of fibres in Barley.
- Made with a super-grain developed by CSIRO, Barley+ provides the PERFECT fibre mix to give your gut a boost.
- Made with a delicious combination of whole grain barley flakes, cranberries, cashews and macadamias. Perfect topped with fruit and your choice of milk.

Ingredients: Whole Grain Rolled Oats, Barleymax™ (Whole Grain Rolled Barley Flakes) (15%), **Chicory Root Fibre**, Bran Crisps (Wheat Bran, Rice, Wheat, Oat Bran), Oat Flour, Cranberries (6%) (Cranberries, Sugar, Sunflower Oil), Brown Rice Syrup, Raw Sugar, Nuts (Cashews (3%), Macadamias (1.5%)), Canola Oil, Psyllium Husk, Skim Milk Powder, Soy Protein Crisps, Natural Flavour, Modified Starch (Tapioca Dextrin), Salt, **Antioxidant (Vitamin E)**, **Emulsifier (Soy Lecithin)**.



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THANK YOU