



# Better-for-you bakery

**Protein-packed, gluten-free and label-friendly items on the rise**

Many Americans are focused on their health, but that doesn't mean they are bypassing bread, cookies, cakes and crackers. These shoppers are looking for label-friendly baked goods that align with their nutritional goals.

## Protein-packed baked goods

Health-conscious consumers are increasingly looking to boost their protein intake.<sup>1</sup> While traditional high-protein snacks and shakes are one source of the muscle-building and energy-boosting nutrient, other protein sources, such as protein-rich baked goods, are also in demand.

Adding protein to product formulas can present challenges, however. Proteins tend to increase the density of baked goods and may also inhibit dough development. Some proteins also have unique flavors, which can be a challenge to mask.

Cargill experts have the experience to manage these issues. We've done extensive testing with protein types and blends, and can help manufacturers develop formulas with consumer-pleasing texture, taste and nutritional profiles.

Cargill experts have created blends of pea protein and soy flour in just the right ratios to provide a more complete profile of amino acids, enabling formulators to develop protein-rich baked goods.

For example, Cargill developed a formula for a bread using plant-based proteins and other protein-containing ingredients. This bread delivers 5 grams of complete protein per serving, within 9 grams of total protein per serving.

## Gluten-free baked goods

The global gluten-free market is growing and is expected to reach \$33 billion (U.S.) by 2025.<sup>2</sup> Cargill food scientists have spent years studying gluten alternatives, including ancient grains, rice and corn.

Baking gluten-free bread, cakes and muffins with a desirable taste, volume and crumb is often a challenge. Cargill experts have developed specific blends which consist of gluten-free grains and label-friendly starches and produce consumer-pleasing, fine-textured baked goods.

Many of these ingredient solutions offer additional benefits. Cargill has helped customers develop flavorful corn bran-based baked goods which contain as much as 6 grams of fiber per serving.

## PROTEIN CLAIMS

To make a protein content claim, the amount of protein must be calculated on the basis of its quality of protein content. This is important because many plant proteins are lacking in one or more of the essential amino acids needed for growth and development, and are therefore considered "incomplete." Formulators must often blend complementary proteins to create a complete protein source which contains the needed essential amino acids.

## Label-friendly baked goods

We're quickly becoming a nation of label readers. Nearly two-thirds of U.S. consumers usually or always read a food product's ingredient list.<sup>3</sup> According to the 2017 International Food Information Council Foundation Food and Health Survey,<sup>4</sup> fiber, whole grains, vitamin D and plant-based proteins top consumers' list of the most healthful attributes.

This same report indicates that 73 percent of consumers seek non-GMO labels because they perceive these foods as healthier, safer or better for the environment.

Cargill experts can help manufacturers develop formulas to meet today's label-conscious consumer. Cargill has the industry's broadest non-GMO ingredient portfolio, and also offers ingredient solutions to help meet specific requirements, such as reduced sugar or increased fiber.



Cargill can also help formulators shorten their ingredient lists, such as removing DATEM, monoglycerides and other dough conditioners in baked goods. Experts have spent years testing and validating solutions that result in a simpler, more consumer-pleasing label.

<sup>1</sup> International Food Information Council. 2016 Food and Health Survey.

<sup>2</sup> Grand View Research. Gluten-Free Products Market Analysis, May 2017.

<sup>3</sup> Healthfocus International, 2015.

<sup>4</sup> International Food Information Council. 2017 Food and Health Survey.

**Claims:** *The labeling, substantiation and decision making of all claims for your products is your responsibility. We recommend you consult regulatory and legal advisors familiar with all applicable laws, rules and regulations prior to making labeling and claims decisions*

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