BAKERY TRENDS: CRAFT AT SCALE
Tom Gumpel – MDJ Baking Inc.

BAKERY TRENDS

Millenials!

- Handmade, Hand Milled and Hand Crafted
- Minis are back in
- Clean Label Breads
- Provenance
- Story Telling
- Who, What, When and Where!

Less is more

ORGANIC

- Protein added to bread

In Store Bread Sales Lead the Way

FRESH FRUIT

AUTHENTICITY
TREND CHASING
BEYOND THE PRISON WALLS

BAKERY TRENDS: *CRAFT AT SCALE*
CRAFT AT SCALE: Peter Yuen
BAKERY TRENDS: The “TACRO”

CRAFT AT SCALE: Dominque Ansel
BAKERY TRENDS: CRAFT AT SCALE

CRAFT AT SCALE: Andy Clark, Moxie Bread

An Heirloom Wheat Bakery

All of our baked goods are made exclusively with organic heirloom wheat flour (some biodynamic and some local). Heirloom varieties of wheat seem to digest easier in our bodies and produce fewer reactions than some other modern wheat varieties.
TO PROOF OR NOT TO PROOF, THAT IS THE QUESTION!

ST. MALO: BRITTANY, FRANCE
KOUIGN-AMANN

CRAFT AT SCALE: SAVORY TYPES
CRAFT AT SCALE: GOOD BREAD IS GOOD FOR YOU

• A shared definition of what good bread is.
• Those who make bread must have a language and the knowledge to defend and move bread forward
• Whole, Ancient and Exotic Grains (Sorghum and Fonio)
• Sprouted Grains
• Loaves that support a healthy microbiome (both pre and probiotic)
• Advanced fermentation techniques for health and flavor development

CRAFT AT SCALE: PIZZAMANIA
PAY ATTENTION, PE’s ARE WATCHING!

There have been some great successes for PE teams to get excited about—$125 MM flipped for $530MM etc...

“Big boys are in a meltdown”— $3B companies reduced to mere $100’s Millions, others dropping manufacturing for distribution.

Start ups with great growth potential are perfect investment targets

Bakery is a high margin business when executed with accuracy

No monopolies where the barrier to entry is huge!

$35 million and one can be on their feet and that is peanuts for PE groups

Products like bagels are finding new successes due to compression from larger bakeries abandoning their production

Bundling bakery synergies are attractive for future sale.

Buy, Invest and Sell!
THEIR VALUE: Evolution, Fun, Learning and Profit

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