

TRENDS IN ACTION

IMPROVED NUTRITION IN SWEET BAKED GOODS



44%

of consumers said they likely or definitely would buy this product¹

*Compared to 40% for the overall category**



73%

of consumers view this product as “tasty”¹

*Compared to 40% for the overall category**



51%

of consumers view this product as “healthy”¹

*Compared to 30% for the overall category**

*Sweet biscuits/cookies category, USA
SOURCE: 1) Mintel Purchase Intelligence PHOTO: Mintel GNPD



David Nichols
Category Strategy Manager
Bakery, North America

“This product combines added nutrition from protein and fiber with elements such as reduced sugar and gluten-free to create a cookie specifically for health and diet conscious consumers. This cookie shows how even an improved nutritional profile can appeal to a broad consumer base beyond just a targeted niche.”

Contact your sales representative today to learn more about partnering with Tate & Lyle.

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The applicability of label claims and the regulatory and intellectual property status of our ingredients varies by jurisdiction. You should obtain your own advice regarding all legal and regulatory aspects of our ingredients and their usage in your own products to determine suitability for your particular purposes, claims, freedom to operate, labeling or specific applications in any particular jurisdiction.