

Inspirational Bites

Bread

Bread comes in all different shapes, sizes, loaves, and flavors. We're seeing more playfulness in the types and flavors of bread consumers crave.

At McCormick Flavor Solutions, we strive to think beyond the slice, and work to create show-stopping flavors that help you to defy the status quo. We are here to inspire you with flavorful twists for your bread innovation, check out some ideas to get you started...

14%

increase of brioche on U.S. menus over past 4 years.

Datassential



TOP 5 BREAD & BREAD PRODUCT FLAVOR LAUNCHES

- Garlic
- Raisin
- Cinnamon
- Cheese
- Blueberry

POPULAR BREAD & BREAD PRODUCT FLAVOR LAUNCHES

- Walnut
- Cheddar Cheese
- Jalapeno Chili
- Pumpkin Spice
- Kalamata Olive

Innova: North America, Apr '22-Mar '23

BOLD FLAVOR

- Herb de Provence
- Sesame & Garlic
- Pepperoni
- Southwest
- Everything Bagel Seasoning
- Potato & Caramelized Onion
- Salted Honey Focaccia



BUTTERED MISO + SESAME MILK BREAD
from www.thevinsomebaker.com



Bold flavored bread is especially popular on social media as consumers get excited about all of the unique ingredients they can incorporate into their favorite loaves. (Pinterest!)

GUT HEALTHY

- Jalapeno Cheddar Sourdough
- Honey Nut Probiotic Bagel
- Roasted Garlic & Cheddar Sourdough
- Tomato & Garlic Whole Wheat Sourdough

+140%

increase of Google searches for Cheddar Jalapeno Sourdough in the last 12 months

Google Trends



Panera's new sourdough melts (Jan 2024)

48% of U.S. adults want to eat **more fiber** which has the added benefit of providing gut health claims. (Mintel)

Sourdough has a **healthy halo** effect for being "gut healthy"

HINTS OF SPICY

- Spicy Cheese
- Asiago Hot Honey
- Bacon, Cheddar, & Jalapeno
- Herb & Calabrian Chili
- Jalapeno Honey
- Spicy Tomato
- Fiery Hot Garlic



Kalama Jalapeno & Cheddar Sourdough Bread.

(Innova, US, Apr '24)