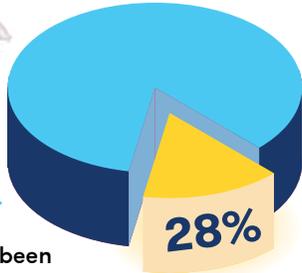


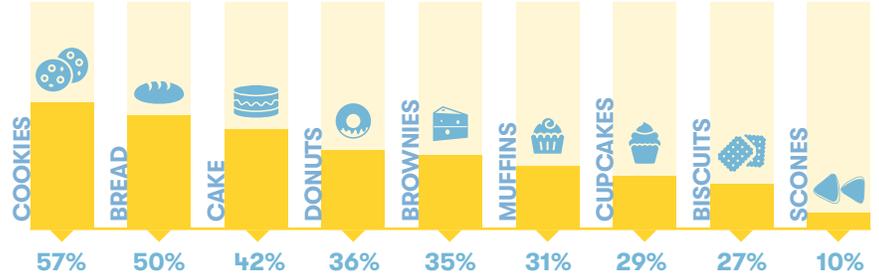
Consumers Eating More Baked Goods During Pandemic



RESEARCH SUMMARY



More than 1 in 4 Americans (28%) have been eating more baked goods than they normally would as a result of the COVID-19 pandemic over the past 6 months.



Cookies (57%), bread (50%) and cake (42%) top the list of baked goods Americans have been eating as a result of the COVID-19 pandemic over the past 6 months.

Consumers are eating more baked goods in the past six months as a result of COVID-19 because.



What's the Appetite for Baked Goods When Dining Out?

More than two thirds of Americans (68%) are more tempted to buy baked goods when dining out if they know they are baked fresh onsite than if they are prepared offsite.



77% said the smell of fresh baked items or seeing fresh items on display enticed them to purchase baked goods.



Nearly three quarters of Americans (73%) would like to be able to purchase bakery items to take home and enjoy later (e.g., an extra loaf of bread, a dozen cookies/muffins/biscuits or a family-style dessert) when dining out.



More than two thirds (67%) of Americans say that being offered a free sample of fresh baked goods has enticed them to buy baked goods.



TIPS TO BAKE UP MORE SALES

Bake up happiness. Give patrons more of what they want by menuing a variety of the top baked goods that consumers are seeking right now.

Promote items baked fresh onsite. Use social media, menu boards, signage and more to let your customers know that items are baked fresh onsite.

Showtime! Shine the spotlight on bakery items; display baked goods near the cash register and offer free, bite-size samples, if possible.

Smell sells: Keep a batch of cinnamon rolls baking to create an enticing aroma.

Add 'Now and Later' specials or takeaway items: Offer consumers opportunities to purchase an extra loaf of bread or a dozen of cookies, muffins or cinnamon rolls to take home and enjoy later or share with others.

