A checklist for a better bakery

	YES	NO
Is bread fresh and desirable looking?		
Is there packaged sliced bread available for the consumer?		
Are bread rolls fresh and desirable looking?		
Have bread and soft rolls been properly wrapped after cooling to 350 C?		
Is there an adequate range of confectionery on offer and is product desirable looking?		
Are confectionery cabinets and trays clean?		
Are chrome or wooden display trolleys clean?		
Are baked products packed in the appropriate packaging?		
Are all products correctly merchandised?		
Are all products clearly labelled with the correct description?		
Are all products clearly labelled with the correct price?		
Do merchandised products have an expiry date?		
Is point of sale being used?		
Is there cross merchandising? (dough, garlic breads etc.)		
Is manufactured stock being rotated?		
Is the turnover of lines in the cabinet steady i.e. no slow movers or *cabinet fillers?		
Does the bakery use a waste control book?		
Is the waste less than 5% of the product produced?		
Are there enough savoury lines on offer? (besides pies i.e. pizza, vetkoek etc.)		
Are there any products on display that cater for the following: vegetarians, diabetics and coeliac sufferers?		
Is pie warmer temperature correct? (700 C)		
Is pie warmer free of crumbs?		
Is bread slicer clean and free of crumbs?		
Are bakery sales staff able to communicate to customers what ingredients a product is made of?		
Are bakery sales staff able to tell customers what a product tastes like?		
Are there sufficient wet demos available or enough promotional activity?		
Do the sale staff make use of an order book?		
Are sales staff correctly dressed?		
Do sales staff have name badges?		
Do sales staff communicate with production staff and management?		
TOTALS		

Confectionery

- New products are including reduction in sugar and some vegetarian options, and more “bite-size” products emerge.
- Brands with high market share appear to be dominating the category
- Signs are emerging for sustainability and Fairtrade in the development of new line items
- In Asia, limited edition launches are very successful

Ready meals

- The major trends for new items include flavourful, healthier and vegetarian options
- Most new options are available in North America, Europe and Asia
- New private label product development dominates the growth of this segment
- High in/source of protein products are starting to get traction
- Traditional flavours are now joined by ethnic and vegetarian options

Savoury snacks

- Diversification and the launch of premium products are two of the main trends, while experimentation into different flavours is also taking place
- Ethical packaging and health claims are also trending
- Various options of salt and other condiments are included in the new trends

Soft drinks

- Innovation is led by products with less sugar, premium positioning, which also includes craft products
- Multinational suppliers dominate this market
- Clean labels prevail – no additives, no preservatives, organic and GMO-free
- ‘No added sugar’ is fast becoming a common term

Source: Food Ingredients magazine, December 2018

Why do people snack and when?
The market can be split into three major categories:

- **Wellness** – those who look for healthy alternatives, including GMO-free or gluten-free products
- **Permissible indulgence** – eating some snacks consciously, even though the ingredients may not be as healthy as the wellness ones
- **True treats** – here it covers 'loaded' products such as donuts and confectionery

Snackers snack the most during the middle of the day (67%), followed by late afternoon (58%) and less so in the morning (23%).

SA trends in snacking
In our country, traditional items are at the forefront of snacking, namely, corn chips (12,9% increase in value) to chips (13%) to salty extruders (8,1%). The rest of the market still snacks on chocolates (5,1% growth), yoghurt (3,2%), sweet biscuits (4,3%) and sugar-based confectionery (5,1%).

The main driver to increase this category appears to be innovation, such as the Bakers Good Morning range, as well as snack packs (nuts and dried fruit combinations) and some yoghurts (kiddies line extensions).

However, the healthy lifestyle snacking is the area that requires focus by retailers.

The banting eating trend is growing apace and one example of its influence on healthy eating is full cream yoghurt, which has doubled the brands on display as compared to five years ago.

Another trend to consider is convenience. Customers are looking for combo packs (biltong and nuts), some beverages (milk modifiers, smoothies, etc…) as well as portability and the ability to seal the packaging for later use. There is also a pronounced trend away from CSD's (carbonated soft drinks) to bottled water. In 2017 CSD's grew by 5,1%, while bottled water grew by 33%.

How do manufacturers cash in on these trends?
IRI recommend several options to be considered when developing new products and/or line extensions.

- **Wellness** – is a well-established trend to follow
- **Innovation** – clever options that are not 'me too' products should be developed
- **Millennial generation** – these young people are savvy and are looking for new lifestyle options
- **Niche segments** – some categories are very small now, but have the potential of growing the market exponentially
- **Unique channel strategies** – the supermarket channel must be developed to compete more with the pharmacy/health food channel
- **Packaging** – innovative and informative packaging should be considered
- **Social media voices** – listen to what is being said on the ether and develop products accordingly

Macro snacking is not an area to be neglected at store level. Retailers should analyse their displays and create snacking opportunities throughout the store. SR

For further information on this research go to www.iriworldwide.com

Soups & sauces

- The major trends are premium products, vegan and reduced sugar options
- Latin America and Asia have launched the most new products in this category
- Ethnic recipes such as Moroccan Harissa, American mustard and Spanish tomato sauces are prevalent
- 'Low' and 'Light' options are increasingly popular

Yoghurts & desserts

- High protein and the re-introduction of culture options are trending globally
- Digestive health (probiotics and specific bacteria) is going through a revival
- Low fat, low or no added sugar continue to be the most popular health claims
- Fruit flavours continue to dominate the launch of new products

Source: Food Ingredients magazine, December 2018 edition