



2023 - Easter Trend Deck

06/02/2023



Why Easter is important to bakers

Easter is a significant holiday for bakers as it is one of the most popular occasions for baked goods. During the Easter season, bakers see an increase in demand for traditional Easter treats such as hot cross buns and Easter cakes. Additionally, Easter also provides an opportunity for bakers to showcase their creative skills and create unique Easter-themed baked goods.

Did you know...

UK spending for Easter in 2023 is expected to be higher than pre pandemic levels rising by 4.2% to £1.7bn

(Global Data Retail, 2022).



What to look forward to this Easter.

ADM Milling, as a supplier of high-quality baking ingredients, can help bakers capitalise on the Easter season by providing ingredients that “bake” all the difference for their Easter-themed creations. Furthermore, we have provided some upcoming trends that bakers can take full advantage of.



Egg-cellent Creations

Consumers are looking for **unique** and **creative** Easter-themed treats that stand out from the traditional Easter treat, this is expanded on by Cassity (2022) where they state that novelty, especially in relation to festivities is a must!

Bakers who create unique and creative Easter-themed baked goods, such as Easter-themed cupcakes, bread or Hot Cross Buns can appeal to this market.

Products such our **Bun Mix** and **Crème Cake** allow for this versatility when creating baked goods.

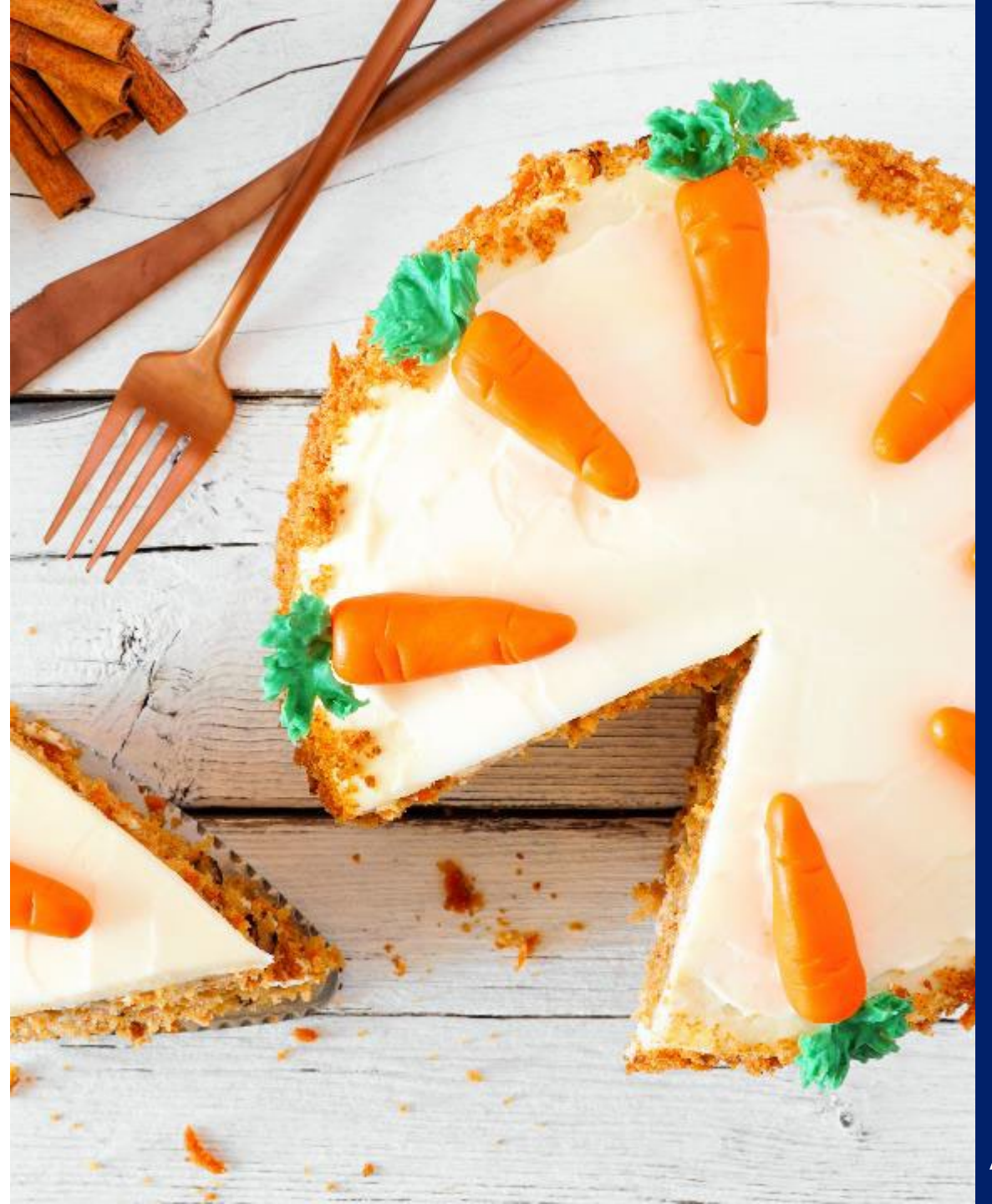


Health Conscious Hares

Consumers are becoming increasingly health-conscious with a study conducted by Deloitte (2022) indicating that **64%** of people, over the past 12 months are more interested in learning more about the influence of food has on their health.

Bakers who use **natural** and **healthy** ingredients, such as whole wheat flour, and non-GMO ingredients, can appeal to this growing market and increase their sales.

One such ingredient is our **Bredsoy EA Soya Flour**, this is a **non-GMO** that can added to increase shelf life and water adsorption, meaning it **adds value** in all aspects.



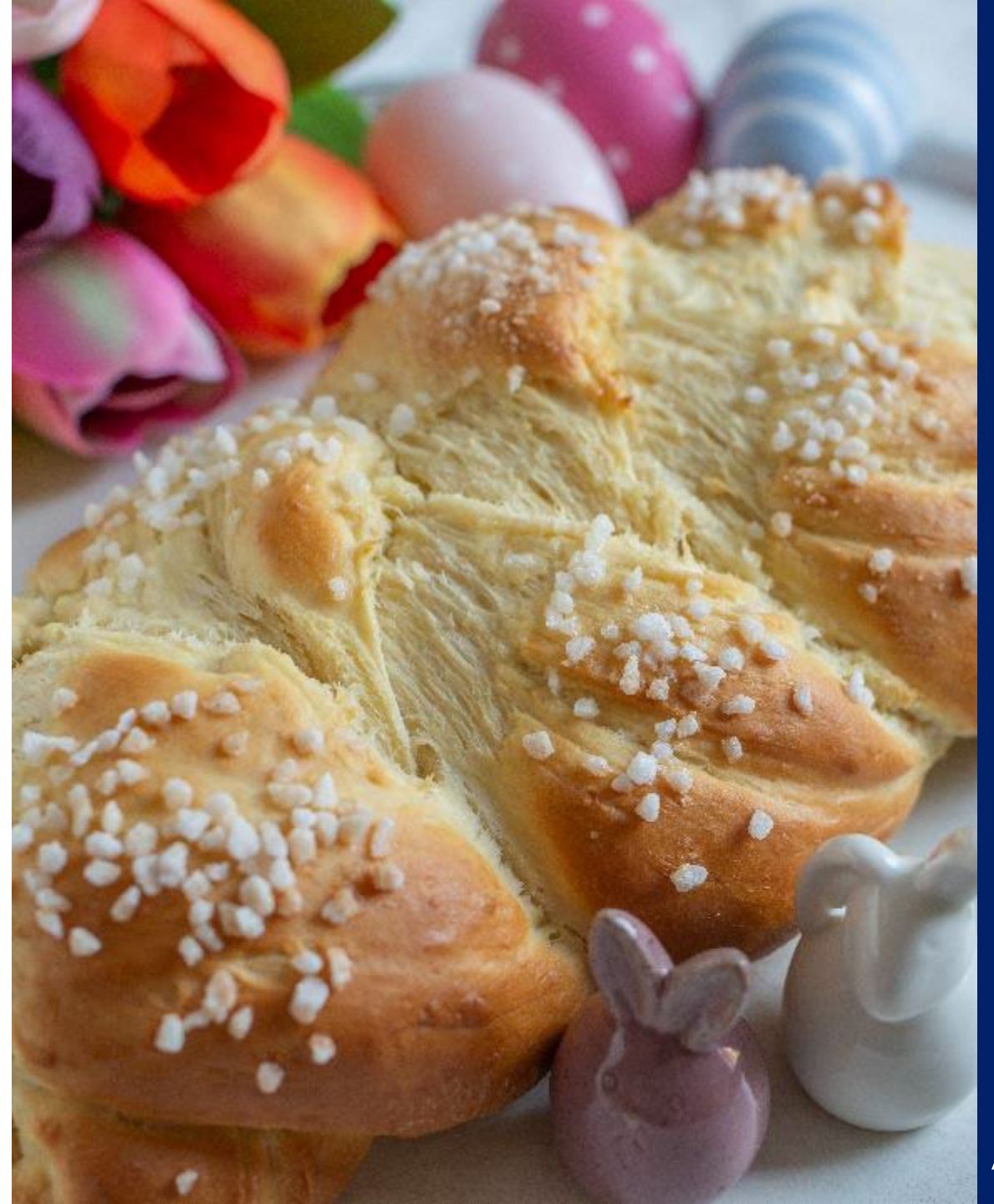
Mature Flavours for Big Bunnies

The use of sophisticated flavours for mature consumers.

A recent report by Cassity (2022) has suggested that the use of nostalgic tastes with mature twists is set to be one of the key drivers in food trends for this year.

For relevancy:

Children and those in adolescence are more inclined to go for the **sweetest options**, such as traditional hot cross buns and chocolate treats, but the **adulthood** of flavours within these treats may lead to expanded sales.



No need to hunt for your Easter solutions find them all at ADM!

ADM Milling not only has the products that will place bakers in position to take advantage of these trends but also the added value seen below.

Our **Technical Team** have created some **EGG-CELLENT Recipes** that illustrate the trends to their fullest, for the **health conscious** to the **mature** we have provided **great tasting** recipes for bakers to take inspiration from:

- *Easter Biscuits (suitable for Vegans)*
- *Cinnamon Fruit Plait*
- *Easter Nest Cakes*
- *Carrot Cake*
- *Hot Cross Buns*
- *And so much more available to download here*



Additionally to this ADM Milling's **wide range** of products will make your Easter shopping trip “a **one stop shop**” with products from **Bun Mix** and **Carrot Cake Mix** ready to go at a **click** of a button or a **ring** on the phone.



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a full list of our pantry

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