

# EUROPEAN BAKER & BISCUIT

Issue 1 (2024) | Vol. 34 | 2026

● Supporting the international baking & biscuit industry

## Process

Adaptive Scoring  
Systems and Line  
Control

## Ingredients

Shelf Life  
Optimization for  
Less Food Waste

## Market

UK: Pastries On  
the Rise

Special Feature  
Key Business for 2026  
**OUTLOOKS**

visit [www.worldbakers.com](http://www.worldbakers.com)



incorporating our digital magazine

*Frozen Dough Essential*

# SEMI-DRY YEAST



## **Storage Advantage**

2-year shelf life at  $-18^{\circ}\text{C}$  – way longer than fresh yeast



## **Fresh Yeast's Strengths**

Retains fresh yeast's rich wheat flavor & strong thaw-ferment power



## **Dry Yeast's Convenience**

Direct-to-dough use – same ease as dry yeast, cuts baking operation time

---

**ANGEL YEAST CO., LTD.**



## Frozen Dough Factories (Croissants/Danish)

Thaw-and-ferment vitality equals fresh yeast, no batch inconsistency

## Commercial Bakeries (Toast/Burger Buns)

2-year shelf life reduces inventory pressure; direct addition speeds up production

📍 168 Chengdong Avenue, Yichang, Hubei, China

☎ +86-717-6369520

✉ aie@angelyeast.com

🌐 <https://en.angelyeast.com>

# BAKE BETTER BUSINESS



High-end print magazine:

**EUROPEAN BAKER & BISCUIT**

Regional supplements

North America Overview, Asia Pacific Overview and Middle East Overview

Certified digital magazine:

**WORLD BAKERS DIGITAL**

Supporting website:

**worldbakers.com**

WEEKLY NEWSLETTER

# contents

- 06 **Comment**  
2026, A Year for Discipline, Not Drama
- 08 **News**  
Highlights of Business Moves, Market Trends, New Launches, and Research
- 10 **Special Feature**  
Business Outlooks for 2026
- 28 **Expert View**  
Low Pressure Extrusion: Reshape Your Product Possibilities
- 30 **Technology**  
Sheeting and Lamination Systems: Controlling Gauge, Layer Stability and Yield
- 32 **Process**  
Adaptive Scoring Systems and Line Control
- 34 **Snacking Trends**  
Snacks Putting on Airs
- 38 **Ingredients**  
Shelf Life Optimization for Less Food Waste
- 40 **Market**  
UK: Pastries On the Rise
- 42 **Trade Shows**  
An Exciting Year Ahead



## 34

**SNACKING TRENDS**  
Snacks Putting on Airs



# 2026, A Year for Discipline, Not Drama



Whether discussing EU food safety requirements, ESG reporting, trade tariffs or labelling frameworks, executives call for clarity and consistency. Businesses are willing to invest, but they need the rules to be predictable.

*Georgiana Ilie*

At the beginning of each year, we reach out to the most important players in our industry to ask how they envision the future and how they prepare for it. Manufacturers, technology and ingredient makers, professional associations - all share insightful takes on how the industry looks from their perspective.

Across Europe and North America, leaders describe a sector that has been battling unexpected tariffs, unpredictable cocoa and egg prices, labor shortages and regulatory shifts. Yes, bakery continues to be a staple category, but growth in 2026 is not expected to come from volume alone. It will be earned through reformulation, operational efficiency and smarter investment.

Across the board, healthy indulgence is key to keep up with the consumer's demands. The executives we interviewed repeatedly pointed to protein and fibre enrichment, sugar reduction, clean-label solutions and gut-health positioning, alongside layered textures and premium sensory experiences. At the same time, automation was named as a strategic necessity. From industrial tunnel ovens to dough handling and sanitation systems, investment in this upgrade is driven by increased labor scarcity. Digitalisation, predictive modelling and AI are also cited as competitive differentiators.

Yet perhaps the clearest common request from industry leaders is regulatory stability. Whether discussing EU food safety requirements, ESG reporting, trade tariffs or labelling frameworks, executives call for clarity and consistency. Businesses are willing to invest, but they need the rules to be predictable.

In short, the industry leaders we interviewed say that 2026 will reward companies that combine science with sensory appeal, sustainability with cost discipline, and innovation with operational robustness. •



**TUDOR VINTILOIU**  
Editor in Chief  
email: tudor.vintiloiu@trade.media  
Tel: +40 213 159 031

**JO ILIE**  
Senior Editor  
email: georgiana.ilie@trade.media  
Tel: +40 213 159 031

**CRISTINA NAE**  
Advertising Sales Director  
email: cristina.nae@trade.media  
Tel: +32 499 73 11 14

**ADRIAN CODREANU**  
Production Manager  
email: adrian.codreanu@trade.media  
Mobile: +40 722 507 227

**ALEXANDRU NASTASE**  
Marketing & Events Manager  
email: alexandru.nastase@trade.media  
Tel: +40 21 315 90 31

**ALEXANDRU VASILE**  
Art Director  
email: alexandru.vasile@trade.media  
Tel: +40 21 315 90 31

**SIMONA ARDELEANU**  
Circulation Manager  
email: simona.ardeleanu@trade.media

**RALUCA CANESCU**  
Publisher  
email: raluca.canescu@trade.media  
Tel: +40 21 315 90 31

**NICOLETA MARASESCU**  
General Manager  
email: nicoleta.marasescu@trade.media  
Tel: +40 21 315 90 31

**Contributing writers**  
Campden BRI, Markets & Markets, Euromonitor International, GIRA, DLG, Jonathan Thomas, Global Market Insights, AIPIA

**Editorial office:**  
Intrarea Ion Luca Caragiale no. 2, District 2, Bucharest, 020048, Romania.

www.mediatrade.ro

Like our page and join our online community:  
[www.facebook.com/worldbakers](http://www.facebook.com/worldbakers)

Follow us on Twitter: <http://twitter.com/worldbakers>  
We will update regularly on our activities, upcoming features and show attendance.

Join our group on LinkedIn search for:  
**World Bakers News**

**Copyright © Trade Media Solutions. All rights reserved.**  
No part of this publication may be used, reproduced, stored in an information retrieval system or transmitted in any manner whatsoever without the express written permission of Trade Media Solutions. The publication of the contributed articles contained herein does not necessarily imply that any opinions given are those of the publishers. The greatest care has been taken to ensure accuracy but the publishers cannot accept responsibility for omissions or errors. European Baker is published six times a year by Trade Media Solutions. **When you have finished with this magazine please RECYCLE IT!**

Annual subscription: one year £50/€60/US\$77 and two years £90/€100/US\$150.  
Subscribe online: [www.worldbakers.com/subscribe](http://www.worldbakers.com/subscribe)  
Email: [subscripmediatrade.ro](mailto:subscripmediatrade.ro) or Telephone: +40 21 315 90 31.

Visit our website: [www.worldbakers.com](http://www.worldbakers.com)

**Printed by:**  
Sothis  
ISSN: 2537 - 1932

## DLC

### DRUMLESS SPIRAL CONVEYOR

To be displayed at  
**interpack**  
PROCESSING & PACKAGING

## Video

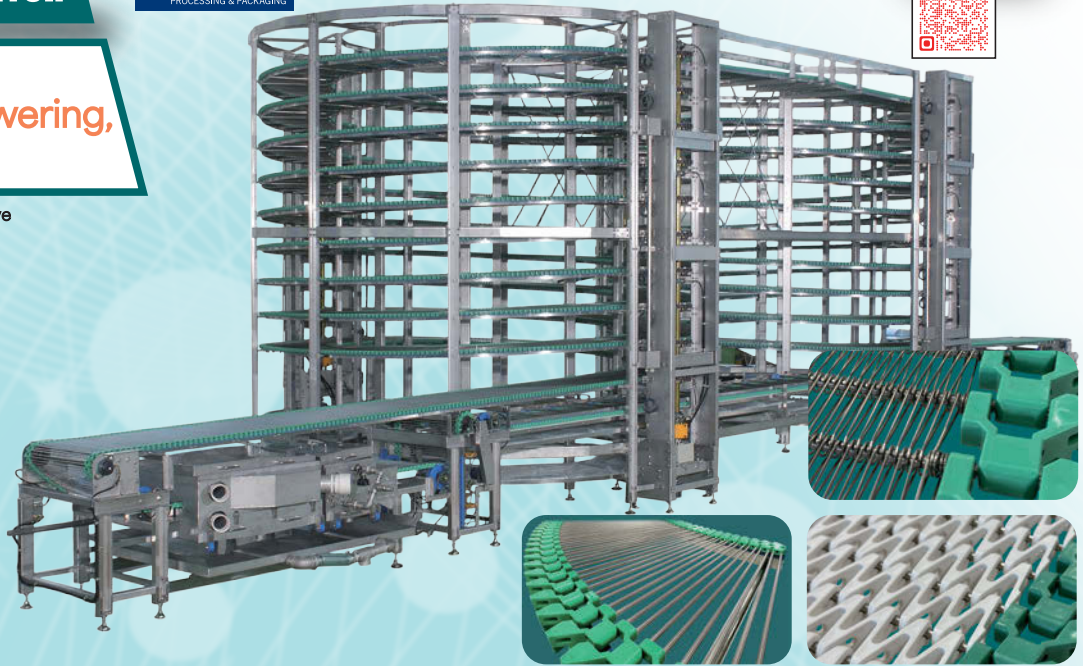


Versatile applications, including cooling, showering, freezing, and proofing.

- Engineered for quiet operation using our exclusive proprietary resin links.
- Links can be removed or replaced easily without special tools.
- Various belt types available to suit your products.
- Various layouts available, including racetrack and single tower designs with same level infeed and discharge.

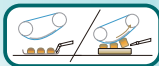
[Options]

- High-pressure nozzle belt washer and dryer unit
- Interlocked covers on drive shaft
- Metal detectable lock tabs for links
- Multiple guide options
- \*Top to bottom\* or \*bottom only\* tray configurations



## INNOVATING FOOD & LOGISTICS - MISUZU DELIVERS 110% SATISFACTION

### MANY MORE SOLUTIONS TO FIT YOUR NEEDS



#### RS-V HYBRID DEPANNER

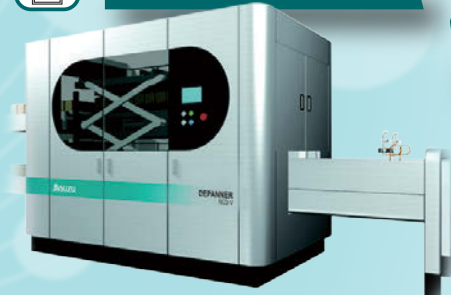
To be displayed at  
**interpack**  
PROCESSING & PACKAGING



## Video



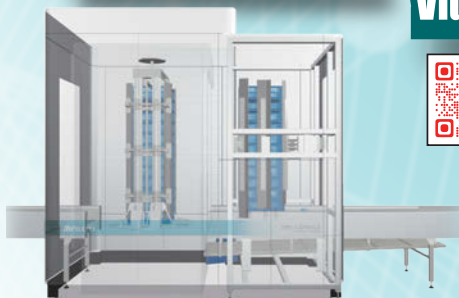
#### NCD-V DEPANNER



## Video



#### DRY CAPSULE PLASTIC CONTAINER DRYER



## Video



#### VPS VERTICAL PROCESSING SYSTEM



## Video



## LOOKING FOR DISTRIBUTORS!

FOR MORE INFORMATION ABOUT OUR PRODUCTS OR TO CONTACT US, PLEASE SCAN THE QR CODE AND FILL OUT THE FORM.



## Ferrero Group Increased Its Turnover By 4.6% in the 2024/2025 Financial Year

Ferrero Group reports that it maintains its growth trajectory with a 4.6% increase in turnover to EUR19.3bn.

Ferrero kept its global presence, with 36 manufacturing plants, and ended the financial year with a global workforce of 48,697 employees as of August 31, 2025. Daniel Martinez Carretero, Chief Financial Officer at Ferrero Group, said: “As we mark our 80th anniversary, Ferrero continues to bring joy to people around

the world with our much-loved products and brands thanks to the commitment of all our colleagues. Our growth strategy of portfolio innovation and expansion into new categories and markets continues to deliver. The increased capital investment made in 2024/2025 and our recent acquisitions reflect our belief in the future and ability to invest for the long term. We’re further building capacity to innovate and serve local markets.”



## Nexture Acquires Italy’s Sipral Padana

Nexture has signed an agreement to acquire Sipral Padana, an Italian producer of value-added food ingredients, expanding its portfolio and manufacturing capabilities.



Sipral Padana is headquartered in Bagnolo Cremasco, Italy, employs more than 130 people and is expected to generate revenues of over EUR80m in 2025. The company supplies customers in more than 20 countries with a range of products including fat-based creams and fillings, nut-based ingredients, bakery mixes, gelato ingredients and ready-to-use breakfast solutions.

The acquisition is intended to strengthen Nexture’s position in semi-finished, value-added ingredients, particularly in fat-based and nut-based applications, and to broaden its offering to bakery, confectionery and foodservice customers.

Completion of the Sipral transaction is subject to customary conditions, including regulatory approvals, and is expected in the first half of 2026.

## IMCD Opens a Food & Nutrition Laboratory in Cologne

IMCD Group, a global leading partner for the distribution and formulation of speciality chemicals and ingredients, has comprehensively modernised its Food & Nutrition application laboratory in Germany and has now officially reopened it at its Cologne site. With the high-quality laboratory, IMCD is strengthening its technical expertise in the food and nutrition sector and offering manufacturers a practical environment in which new recipes, market-relevant concepts and joint innovation projects can be developed.

The opening marks a strategic milestone for IMCD Germany. For the first time, the company is combining three specialised laboratory areas under one roof: Food & Nutrition, Pharmaceutical, and Beauty & Personal Care. “The new Life Science Hub strengthens interdisciplinary product development and provides our food and beverage customers with a best-in-class environment for application support, technical consulting and regulatory support with the aim of developing innovative and market-ready solutions,” explains Daniel Kany, Business Unit Manager Food & Nutrition at IMCD Germany.



## Lasenor Debuts New Texturizing Pea Protein That Reduces Egg Use in Muffins

Bakery solutions specialist Lasenor has successfully crafted tasty muffins using 50-100% less egg. Introducing LASENOR VP-100, a clean, texturizing protein from peas, these hybrid baked treats were showcased at Fi Europe 2025, as part of the product’s official launch.

LASENOR VP-100 is a texturizing pea protein specifically designed for commercial bakery applications. Lasenor is collaborating with ingredient technology innovator Meala FoodTech, Ltd. The single ingredient protein was developed using Meala’s proprietary texturization technology and further optimized by Lasenor for aerated batter systems

LASENOR VP-100 was designed explicitly for bakery use to enhance aeration, produce a softer crumb, and extend shelf life and freshness by slowing the staling process. The breakthrough texturizer acts as a single-ingredient functional solution within bakery applications and allows for egg reduction ranging from 50% to complete replacement, depending on the formulation.

# Syntegon Opens New Assembly Hall In Remshalden

Syntegon has opened a new assembly hall for its Food Horizontal business at the Remshalden site in Germany. The facility was inaugurated on November 26 during a festive ceremony attended by Torsten Türling, CEO of Syntegon, Bruno Oberle, Executive Vice President Food Horizontal, and representatives from project partners FP die Generalplaner and APS Bau. The new hall marks an important step in the site's modernization and reinforces Syntegon's strategy to expand capacity and strengthen its position as a technology leader and strategic lifecycle partner in the growing food packaging market.

"This project is a strong symbol of our momentum over recent years," said CEO Torsten Türling. "It shows that our strategy meets customer needs and is delivering. With this new assembly hall, we are creating the foundation to scale technological innovation, expand production for our food customers, and offer employees a modern, future-ready work environment."

## Puratos Introduces Cacao-Trace Cocoa In Canadian Products



The US Food and Drug Administration has Puratos has announced that several compound chocolate products made at its Foleys facility in Richmond, BC, will now use Cacao-Trace certified cocoa. The shift extends the reach of Puratos' long-standing global sustainability program into more of its locally produced chocolate portfolio. According to Puratos' Taste Tomorrow 2025 research, 60% of North American consumers seek foods that guarantee farmers a fair income, and 67% want visibility into where their food comes from and how it's produced. Through the Cacao-Trace program, Puratos partners directly with cocoa farmers and post-harvest centres. Farmers receive a Quality Premium for delivering superior beans, plus a Chocolate Bonus of EUR0.10 (CAD \$0.16) for every kilogram of Cacao-Trace product sold, which is paid directly to farming communities to support better income, education, healthcare, and infrastructure initiatives.

## Rademaker

*Specialists in food processing equipment*

*Effective & profitable bread production*



INNOVATIVE PRODUCTION LINES FOR

BREAD FLATBREAD LAMINATED DOUGH PASTRY CROISSANT PIZZA PIE/QUICHE

[www.rademaker.com](http://www.rademaker.com)



# Key Business **for 2026** **OUTLOOKS**

**W**e asked the most important players in the European and American baking industry about their expectations for the year ahead. They talked about opportunities, changing consumer expectations, what type of support the industry needs, but also about the drawbacks of an unstable political climate and the challenges that come with labour shortage and energy prices increasing. Read their valuable insights in the following pages and the full version of the interviews on [worldbakers.com](http://worldbakers.com). •

By Jo Ilie

**Eric Dell,**  
President and CEO, American  
Bakers Association

**Bastian Hörmann,**  
Global Marketing Director, Sweet  
Goods, Dairy & Specialized  
Nutrition, ADM

**Jorge de Saja,**  
General Secretary, ASEMAC

**Matthew Acheson,**  
CEO, Baker & Baker

**Olivier Roques,**  
CEO, BENEQ

**Anne Mertens-Hoyng,**  
Bakery Category Senior Director,  
Cargill

**Dieneke van Houwelingen,**  
Business Development Manager,  
EMEA, Corbion

**Evan Reyes,**  
Global Director of Sales Sanitation  
Divisions, Goodway Technologies

**Simon Bird,**  
Vice President of Food &  
Beverage Biosciences, IFF

**Norbert Hübler,**  
Global Sales Director, KÖNIG  
Group

**Raymond Nogael,**  
President and CEO, MECATHERM

**Marek Sagalinec,**  
Chief Commercial Officer, MINIT  
Slovakia

**Kevin Linggi,**  
Head of Sales, Baking Europe,  
Novonesis

**Onno Kuiper,**  
Sales Director, Rademaker

**Joe Poncevicius,**  
Sales Director, EMEA and APAC,  
Reading Bakery Systems

**Åsa Ericsson,**  
Marketing Manager, Sveba  
Dahlen & Glimex

KEY BUSINESS  
**OUTLOOKS**

**SAVE THE DATE**  
SEPTEMBER 15-17, 2026  
BUCHAREST, ROMANIA



# WORLD BAKERS SUMMIT

**PROOFING *the* FUTURE**



[worldbakerssummit.com](http://worldbakerssummit.com)

Come meet manufacturers, solution providers, retailers, hospitality chains, and experts to make your business future-proof!

Powered by



Supported by



Key Business

# OUTLOOKS for 2026



**Eric Dell,**  
President and CEO,  
American Bakers  
Association

## How do you foresee the global and regional bakery markets evolving, and what are your association's top priorities for 2026?

In 2026, ABA expects both global and US bakery markets to remain resilient, supported by continued consumer demand for affordable, convenient, and staple foods. Even as economic pressures and shifting consumer preferences influence purchasing decisions, bakery products continue to play an essential role in household budgets and everyday meals. In the United States, over 99% of households bought a baked good last year and bread can be found in 95% of American households, where it is used in more than half of all lunches and nearly half of all dinners across the country.

As we move into 2026, our association's top priorities will remain focused on addressing persistent workforce challenges, advocating for stable and fair trade and tariff policies, and advancing practical, science-based nutrition policy that supports consumer choice and ensures bakers can continue to innovate and meet changing market needs.

## What unexpected developments occurred in 2025, and how did they influence your association's operations or strategies?

One of the most unexpected and impactful developments in 2025 was the sharp rise in tariff-related costs for the commercial baking sector. According to ABA economic impact data, from January through July 2025, tariffs on imported baked goods totaled \$132 million, which is \$110 million more than the same period in 2024, despite roughly the same value of goods being imported. That kind of sudden increase created significant uncertainty for bakeries and reinforced the importance of consistent, predictable trade policy as a top advocacy priority. Nutrition policy has remained central to federal and state policymakers focusing on food and health issues. We've also seen more states move

forward with developing their own legislation and regulations, which has increased the need for ABA to engage earlier and more broadly to support sound, science-based policies and help avoid a patchwork of conflicting requirements. To this end, ABA has answered the call to increase our value in this space by securing top-level talent at the state-level with a nationally-recognized firm that has strong relationships with state leaders and offices across the country. This depth will enhance our effectiveness in promoting and protecting the commercial baking industry.

## From your perspective, what policy, regulatory, or market shifts would most benefit the baking sector in 2026, enabling baking businesses to thrive?

In 2026, the shifts that would most benefit the baking sector are policies that strengthen workforce availability and support long-term investment and competitiveness. Workforce remains a top concern for baking manufacturers across the country, and improvements that expand access to labor and support retention and training would help manufacturers meet demand and manage production challenges. In addition, tax reforms that encourages innovation and capital investment will be especially impactful. On July 4th, 2025, key provisions championed by ABA were included in the reconciliation tax bill signed into law by US President Trump. These hard-won policy measures are expected to deliver an estimated \$3.0 billion reduction in tax burdens for baking manufacturers, translating to more than 12,500 American jobs and \$679 million in annual wages. Beginning this year, these provisions will help drive investment through full expensing of R&D costs, 100% bonus depreciation, factory incentives, expanded 199A pass-through deduction, permanent expansion of business interest deductibility, international taxation fixes, and estate tax relief. •



## **Bastian Hörmann,**

Global Marketing  
Director, Sweet Goods,  
Dairy & Specialized  
Nutrition, ADM

### **How do you foresee the global and regional bakery markets evolving, and what are your company's top priorities for 2026?**

The global bakery market is entering a phase focused on localized and value-driven growth. Over the past few years, consumer expectations have moved decisively away from one-size-fits-all products toward regionally relevant bakery experiences that balance taste, nutrition, affordability and trust. In EMEA specifically, this evolution is characterised by stronger demand for localized formulations, culturally resonant nostalgic flavours, globally inspired explorative tastes and ingredients sourced closer to home. Bakery manufacturers are responding by tailoring formulations not only to regional palates, but also to local regulatory frameworks, nutritional norms and supply chain realities.

ADM's priorities for 2026 directly align with three shifts. First, reformulation remains central, particularly in areas like added protein and fibre content and integrating biotics into bakery formulations. These trends are especially in demand in bakery and snacking applications, where consumers are actively seeking added functionality without sacrificing sensory appeal. Second, we're focused on enabling regional customisation through our local sourcing and milling footprints in the UK, as well as Canada and the U.S., to maintain consistency and scale. We also tap our wider portfolio of raw materials and solutions for flavours, colours, proteins, biotics and carbohydrates, to provide custom support for bakery manufacturers. Finally, ADM continues to invest in advanced formulation capabilities, including sugar reduction, calorie optimisation and the transition toward colours and flavours derived from natural sources. Clean label expectations are also re-emerging as consumers look less at what is removed and more at what is positively added to formulations.

### **What are the most significant forces driving change in your business for 2026, and how is your company preparing to address them?**

Sustainability and supply chain resilience are top priorities shaping our business in 2026, with customers and consumers alike seeking transparency, local sourcing and reduced environmental impact. Our proximity to raw materials and close relationships with local farmers, combined with our regional milling and ingredient infrastructures, enable us to support localized value chains while maintaining global quality standards. This regional presence allows ADM to respond more quickly to market needs and raw material availability, helping customers manage risk in an increasingly complex operating environment.

At the same time, reformulation pressures are intensifying due to evolving consumer expectations and regulatory scrutiny. Clean-label demand in EMEA is now focused on using recognisable ingredients to support positive nutritional attributes such as fibre, protein and functional benefits, along with reducing sugar content. ADM is preparing for this by staying ahead of regulatory developments and working closely with customers to identify future-ready solutions that align with both compliance and brand positioning.

### **From your perspective, what policy, regulatory, or market shifts would most benefit the baking sector in 2026, enabling businesses like yours to thrive?**

The most substantial shift we anticipate in 2026 is a need for greater reformulation support. Bakers are under increasing pressure to reformulate for cleaner labels, sugar reduction and nutritional value, while preserving taste, texture and product performance. Clear, consistent and science-based regulatory standards around ingredient definitions, labelling and claims are critical to enable reformulation to move from incremental adjustments in baked goods and snack products, to scalable, long-term strategies. •

# OUTLOOKS for 2026



## Considering market volatility, supply chain disruptions, energy costs, and workforce challenges, how would you assess your members' performance over the past year?

2025 has been a year in which we have experienced a situation of relative calm in the raw materials market, especially considering what has happened over the last few years. After a 2024 marked by a sharp rise in the price of cocoa, the situation has returned to normal over the past year without returning to initial prices. However, the price of eggs has increased significantly over the past year due to various health events. As a sector, we are aware of our responsibility as an essential industry and therefore continue to work to contain costs, improve efficiency and minimize impact on the final price for the consumer.

## What are your expectations for 2026?

The main priorities include continued support to partners in the correct implementation of technical and quality standards, with particular emphasis on the Bread and Special Breads Quality Standard, as well as follow-up of nutrition initiatives, ultra-processed foods and mass caterers, because of their direct impact on the perception and marketing of products. At the same time, we will step up monitoring and lobbying on consumer information and labelling, including front-end and digital labelling, and accompany companies in implementing the new European packaging regulation, the prevention of food waste and initiatives linked to circular economy, drought and deforestation, always from a practical and proportionate approach. Another priority line will be the follow-up of labor, energy and competitiveness issues, as well as the implementation of the Food Chain Law, advocating a balance that guarantees the viability of enterprises and transferring, through FIAB and other forums, the industry's concern about growing absenteeism. ASEMAM will also continue to advocate for appropriate taxation, with a special focus on "high in" food initiatives at the regional, national and European levels.

## What unexpected developments occurred in 2025, and how did they influence your association's operations or strategies?

In 2025, the most significant event for ASEMAM was the application of the super-reduced 4% VAT to all categories of bread, following a ruling by our National Supreme Court. This also includes special breads and those made with gluten-free flour. This milestone has had a direct impact on the activity and strategy of the association: it provides legal certainty and a homogeneous fiscal framework for the whole market, it eliminates a distortion which affected the competitiveness of certain categories and makes it easier for companies to plan with greater certainty.

## From your perspective, what policy, regulatory, or market shifts would most benefit the baking sector in 2026, enabling baking businesses to thrive?

We consider that what would most benefit the bakery sector in 2026 is to move towards a more rational, coordinated and predictable framework, reducing regulatory pressure and avoiding over-regulation and overlapping obligations which are now increasing costs and red tape throughout the food chain. Specifically, from ASEMAM we ask to move towards a simplification and regulatory stability that avoids continuous changes and allows real planning, with reasonable adaptation deadlines and an ex-ante assessment of the impact on SMEs and on daily operations; strengthening legal certainty through homogeneous and coordinated criteria between administrations so that the interpretation and application of rules is uniform and does not create uncertainty or competitive inequalities; and ensure the proportionality and practical approach of new obligations, for example on food waste or mobility, with clear guidelines and an administrative burden adjusted to the size and reality of each company. •



**Jorge de Saja,**  
General Secretary,  
ASEMAM



## Matthew Acheson,

CEO, Baker & Baker

### How would you assess your company's performance over the past year?

2025 was another solid year for Baker & Baker, particularly considering ongoing inflation across key bakery ingredients such as cocoa and eggs, and continued macro-economic challenges which continue to impact consumer sentiment and spend. We've retained our position as a leading supplier of American Sweet Bakery products, we've deepened relationships with key customers and have continued to make real progress in the food service channel.

### How do you foresee the global and regional bakery markets evolving, and what are your company's top priorities for 2026?

We expect the consolidation of European bakery markets to continue, with larger players continuing to grow their market share. We expect strong activity in the Foodservice channel, which will likely outperform other channels in terms of growth. We are focusing on serving our customers and growing our market share in 2026, with our plans facilitated by continued investment in our manufacturing sites and a number of exciting new product launches. Finally, we have made a significant investment in rebranding our premium Black Label brand, and will be rolling this out with customers early in the new year.

### What unexpected developments occurred in 2025, and how did they influence your business operations or strategies?

Inflation was higher than we would have predicted in 2025, so tracking inflationary effects and mitigating the impact of higher costs remained a high priority through the year. Trends – by definition – often appear unexpectedly. For example, the sudden and unpredictable explosion of consumer interest in Dubai chocolate. The Dubai chocolate concept translated well to bakery, and we developed a range of products throughout 2025 including

brownies and bars that have performed well in the market.

### What are the most significant forces driving change in your business for 2026, and how is your company preparing to address them?

From a product perspective, we are seeing growth and customer interest in different cookie formats, particularly at the premium end of the category. We are looking carefully at where we believe the strongest growth segments are. We expect that customers and consumers will continue to demand an increasing diversity of product and packaging formats in order to serve different consumption occasions; therefore we continue to work on developing and broadening our portfolio. Operationally, we are looking at a number of emission reduction projects on our journey to achieve our near-term SBTi targets. In 2025, we installed a significant solar panel array at our Santo Tirso site in Portugal, and we have a number of other projects in the pipeline for 2026 and beyond as we transition to becoming a more sustainable bakery business.

### From your perspective, what policy, regulatory, or market shifts would most benefit the baking sector in 2026, enabling businesses like yours to thrive?

Our number one ask would be for clarity and consistency. There was a significant degree of uncertainty across policy and regulatory decision-making, within both the UK and EU, throughout 2025. This includes the tax burden and other measures that have weakened business confidence within the UK, and multiple changes to EU ESG regulation such as the CSRD and EUDR.

Businesses require consistency to be able to make sound and pragmatic investment decisions, and we hope politicians heed these messages from the business community. Regulatory frameworks must not hinder growth generation or business confidence, which was a hallmark of 2025. •

## Key Business

# OUTLOOKS for 2026



**Olivier Roques,**  
CEO of BENE0

**How do you foresee the global and regional bakery markets evolving, and what are your company's top priorities for 2026?**

This year, we expect interest in weight management to continue impacting the entire food industry. With GLP-1 weight loss drugs still making news headlines, nutrient dense food products that can support consumers during or after medication, or those on a natural weight loss journey, will continue to grow in popularity.

In this context, consumer demand for improved nutritional profiles in their baked goods requires bakery producers to deliver these expected properties. In line with this growing interest, we focus on supporting bakery manufacturers in reformulation with higher protein, prebiotic fibre content and less sugar. These remain key strategies to win in 2026 for BENE0.

**As competition in the baking industry intensifies, what strategies are you employing to strengthen your market position?**

Consumers continue to have a prevention-oriented mindset when it comes to their health, so leveraging our core expertise of combining scientifically substantiated health and nutrition claims with tasty food and drink products will remain our way forward. While doing so, we also grow in offering manufacturers complete solutions, and not only individual ingredients.

We constantly track consumer trends and market developments, so that we can support bakery customers in growing their business. Consumers want manufacturers to offer products that meet their modern-day dietary preferences. For example, baked goods which are high in protein or fibre, but also authentic and convenient products that allow for a personalized approach.

**What unexpected developments occurred in 2025, and how did they influence your business operations or strategies?**

Working in a global market, no one is immune to the ripple effect resulting from disturbances on the world stage. Like every other business, BENE0 had

to manage supply chain issues, caused by the US tariffs policies and its multiple consequences across the globe. Our contingency plans allow us to make our supply chains robust and resilient. BENE0 is recognized as a reliable partner for ingredient supply. We are not unaccustomed to receiving calls to cover other functional ingredient producer's supply issues at short notice. While this makes us proud as it demonstrates our reliability, it also requires a flexible approach.

**Looking ahead to the next five years, what is your vision for the industry, and how is your company positioning itself to shape and contribute to its future growth?**

Macro-developments, such as an ageing population and increasing numbers of overweight or obese people, give nutrition a core role in societies and health systems. Also, personal and planetary health will continue to be increasingly seen as inextricably linked. Consequently, healthier reformulations will only be credible to consumers if they are healthier for the planet. Sustainability will remain a key requirement for the industry. Due to the nature of BENE0's functional ingredients, and the continued efforts towards more sustainable sourcing and production methods, we are well placed to help producers from the bakery arena and beyond to meet these needs over the coming five years.

Our portfolio of plant-based functional ingredients supports a healthy lifestyle that is focused on prevention, including weight management, mental health, personalized nutrition or plant-based alternatives – through every stage of life, from early-life nutrition to healthy ageing. We complete our customers' focus on healthy foods by providing solutions that deliver great taste functionalities - a prerequisite to convince end consumers. A tasty product is the best answer to sustain a healthy diet. We will continue to leverage our unique chain of expertise, including the BENE0-Institute that provides decisive insights into nutrition science and legislation, and the BENE0-Technology Center that consults in application technology. •



**Anne Mertens-Hoyng,**  
Bakery Category Senior Director  
at Cargill

**What are your expectations for 2026, taking into account the evolving market dynamics?**

As I look toward 2026, I expect the market to continue splitting along two powerful but ultimately complementary paths: the pursuit of better health and the pursuit of great sensory experiences. Consumers want both, and they're becoming more vocal about it. Health isn't simply about sugar or fat reduction anymore - it's about holistic nutrition, gut health, clean labels, and feeling good about what they're putting into their bodies. At the same time, indulgence hasn't lost its appeal, and we see that vividly in categories like bakery, where hybrid formats, layered textures and visually striking products continue to gain traction.

Value will remain an unavoidable force shaping buying decisions. Inflation has heightened scrutiny on every pound spent, so manufacturers will need to deliver products that feel worth the price through taste, quality and nutrition, not just lower cost. Our own TrendTracker insights underline that value isn't synonymous with cheap - consumers want the right balance of affordability, enjoyment, transparency and health. Sustainability is also becoming non-negotiable. Brands are under increasing pressure to demonstrate credible action rather than make aspirational claims. That's why we're investing in solutions like NextCoa, our cocoa-free confectionery alternative developed with Voyage Foods, which gives customers a way to innovate at lower environmental impact while also navigating the complex economics of cocoa supply.

All of this means 2026 will reward agility. Companies that can reformulate quickly, apply ingredient science strategically, and meet rising expectations on health and sustainability - without compromising taste - will be the ones shaping the future of food.

**How do you foresee the global and regional bakery markets evolving, and what are your company's top priorities for 2026?**

Regionally, Europe is seeing significant momentum in frozen sweet bakery, which now accounts for roughly 20% of the market and continues to grow thanks to its convenience benefits and extended shelf life. Formats with filled centres - whether molten, fruit-forward or multi-textured - are thriving because they offer that sense of discovery consumers love. Hybrids like the cruffin remain strong because they deliver indulgence, visual appeal and convenience all at once. Our priorities for 2026 reflect these shifts. We are supporting the surge in American-style and visually shareable formats, which require specialised functional ingredients—from bake-stable fillings to multi-phase textures.

**Looking ahead to the next five years, what is your vision for the industry, and how is your company positioning itself to shape and contribute to its future growth?**

Over the next five years, I believe we're going to see food manufacturers fundamentally rethink what "good" looks like - good for people and good for the palate. Consumers are becoming far more intentional about the choices they make, and that will accelerate demand for products that deliver health benefits in ways that feel joyful, accessible and affordable. Personalised nutrition will also move closer to the mainstream as data and digital tools give people deeper insight into what their bodies need at different life stages.

Indulgence, however, isn't going anywhere. If anything, it will become more sophisticated—more about textures, sensory layers, global flavour influence and storytelling. Bakery is a perfect example of where these forces converge: functional benefits woven into fun, visually striking, emotionally satisfying formats.

Ultimately, our vision is to be the partner that helps customers deliver products that consumers trust, desire and feel good about choosing. That means doubling down on science, sensory expertise and speed. By doing that well, we don't just follow the future of food—we help build it. •

# OUTLOOKS for 2026



**Dieneke van Houwelingen,**

Business Development  
Manager, EMEA, Corbion

## How do you foresee the global and regional bakery markets evolving, and what are your company's top priorities for 2026?

The bakery market remains resilient, but it is becoming more complex. While bread, buns, and sweet bakery products remain everyday staples, growth is increasingly driven by convenience-oriented formats such as ready-to-eat bakery, including chilled sandwiches, filled rolls, and desserts. These products meet consumer demand for convenience, but they also place significantly higher demands on shelf life, food safety, and consistency across extended and often unpredictable distribution chains.

In Europe, bakers are navigating cost pressure, labor constraints, and growing expectations around recognizable ingredients and sustainability. At the same time, regulatory requirements are becoming more stringent, particularly for ready-to-eat products. For Corbion, priorities for 2026 center on preservation, supporting manufacturers in managing mold, spoilage, and food safety risks across shelf life, while helping them prepare for evolving food safety requirements.

## What have been your primary growth drivers over the past year, and what is the most significant lesson you've learned?

One of the strongest growth drivers has been the industry's increased focus on shelf-life management as a business-critical function. For both conventional and ready-to-eat bakery products, shelf life now directly influences logistics flexibility, food waste, and regulatory compliance. Manufacturers are increasingly reassessing existing formulations and processes to ensure products remain safe and high-quality throughout their intended life.

The most important lesson has been that preservation challenges cannot be solved in isolation. Mold growth, pathogen control, and product quality are influenced by a combination of formulation, hygiene, processing conditions, packaging, and post-production temperature exposure. Effective solutions require a system-level approach that takes all these factors into account.

## What unexpected developments occurred in 2025, and how did they influence your strategy?

One unexpected development was the continued unpredictability of spoilage behavior, particularly mold growth under varying environmental conditions. Changes in climate, temperature fluctuations during transport, and variability between production sites all contributed to inconsistent performance, even in established product ranges.

This highlighted the limitations of relying solely on traditional preservation strategies. Manufacturers increasingly recognized the need for solutions that perform across a broader range of conditions, as well as tools that help anticipate risk rather than react to failures. As a result, interest grew in fermentation-based preservation systems and predictive approaches to mold inhibition and shelf-life validation.

## What are the most significant forces driving change in 2026, and how is your company preparing?

A major driver of change for 2026 is the new EU requirement coming into effect on 1 July, which requires ready-to-eat products with a shelf life longer than five days to demonstrate that *Listeria monocytogenes* does not grow beyond 100 cfu/g throughout shelf life. For many manufacturers, this represents a shift from assumption-based shelf life toward evidence-based validation. This requirement may also affect certain bakery products, particularly those with fillings or components that fall under ready-to-eat classifications.

Preparing for this change requires more than adjusting formulations. Manufacturers need to understand how product composition, processing, packaging, and distribution interact to influence microbial growth. Corbion supports this transition by combining natural antimicrobial solutions with scientific modeling tools that assess pathogen growth potential under specific, real-world conditions. This enables manufacturers to design safer products and validate shelf life with greater confidence. •



## **Evan Reyes,**

Global Director of Sales  
Sanitation Divisions,  
Goodway Technologies

### **How would you assess your company's performance over the past year?**

Over the past year, we've seen strong momentum driven by customer demand for more efficient, automated, lower-labor sanitation and maintenance approaches, particularly in food production environments where uptime and consistency are critical. Goodway Technologies' focus has remained on delivering industrial cleaning and maintenance solutions that reduce downtime and simplify maintenance, with continued emphasis on tools used in food and beverage production as well as other industrial markets.

Just as importantly, 2025 reinforced what has defined Goodway for six decades: solving real-world maintenance challenges with innovation and strong customer support. As we celebrate our 60th anniversary in 2026, we're proud that the same "customer-first" mindset continues to guide our growth and performance.

### **What are your expectations for 2026, taking into account the evolving market dynamics?**

For 2026, we expect bakery and biscuit manufacturers to continue prioritizing solutions that help them do more with less—especially amid persistent labor constraints and increasing pressure to improve sanitation outcomes while conserving resources. We anticipate ongoing interest in assisted or hands-free cleaning, particularly where it can reduce time-intensive manual work and deliver more repeatable results.

### **How do you foresee the global and regional bakery markets evolving, and what are your company's top priorities for 2026?**

Bakeries are continuing to optimize for efficiency, sustainability and food safety, while navigating cost and workforce availability. Sanitation is increasingly viewed as a necessity to maintain consistency and for risk reduction. Our priorities are to help customers reduce sanitation time through automation and repeatable processes, such as conveyor and production line applications. We will continue to design

solutions that make maintenance faster, safer and more effective—backed with strong support from our team.

### **As competition in the baking industry intensifies, what strategies are you employing to strengthen your market position? How do you balance operational investments with innovation and R&D?**

As competition increases, bakeries are looking for partners who can help them win on uptime, efficiency, and compliance confidence. Goodway's strategy is to keep innovating around those needs—especially with tools designed for food environments, including dry steam sanitation and automated conveyor belt cleaning systems that reduce labor and improve repeatability.

We are focused on helping our customers in the baking industry to reduce downtime and labor costs, while improving quality and food safety. We focus on research and development that equates into customer value and satisfaction, as well as consistent sanitation performance. Every dollar saved goes straight to the bottom line, and we are focused on showing how the ROI from our innovative sanitation equipment will provide an immediate and sustained competitive advantage. Innovation and R&D is paramount to our future success so we are investing responsibly in our long term success while also balancing short term needs.

### **What are the most significant forces driving change in your business for 2026, and how is your company preparing to address them?**

The biggest impacts we anticipate for the baking industry in 2026 continue to be increased price pressure which can force reductions within sanitation teams. We are committed to finding solutions that help our customers overcome these challenges and continue to maintain high standards when it comes to food safety.

We continually engage with our customers to gain feedback and listen to their challenges to help guide us in future product development. •

## Key Business

# OUTLOOKS for 2026



**Simon Bird,**  
vice president of Food & Beverage Biosciences, IFF

**What are your expectations for 2026, taking into account the evolving market dynamics?**

The bakery industry never stands still. Once seen as a traditional comfort category, it now gives space to innovation. Consumers now expect label-friendly\*, ethically sourced, and minimally processed products that support both physical and emotional well-being. At the same time, value is being redefined through a balance of affordability and accessibility, while playful formats and indulgence features continue to drive excitement.

**How do you foresee the global and regional bakery markets evolving, and what are your company's top priorities for 2026?**

Around the world, consumers are more value driven and selective, which is pushing manufacturers to balance affordability with quality and consistency. At the same time, rising ingredient volatility, stricter sustainability expectations, and ongoing supply chain challenges are accelerating interest in technologies that deliver efficiency, waste reduction, and reliable performance. Within this landscape, our priorities for 2026 are centered around supporting bakery manufacturers with solutions that deliver tangible, application-level value.

**What have been your primary growth drivers over the past year, and what is the most significant lesson you've learned in managing your operations?**

Our momentum this past year has largely been driven by the industry's demand for performance-led, value-generating enzyme solutions. Fresh-keeping technologies have played a major role. Customers continue to seek ways to keep products softer for longer, especially in regions where packaged bakery and extended distribution chains dominate, like the innovation behind POWERFRESH ACE in the U.S. Meanwhile, dough-strengthening solutions like ENOVERATM remain essential as manufacturers push for greater line efficiency, improved dough tolerance, and more uniform product quality across different – sometimes challenging – flour types and processing variations. The most significant lesson this year has been the importance of agility and cross functional alignment.

With the market changing quickly, whether due to regulatory developments, cost fluctuations, or shifting consumer preferences, collaboration between technical teams, commercial teams, and operations has been essential.

**As competition in the baking industry intensifies, what strategies are you employing to strengthen your market position? How do you balance operational investments with innovation and R&D?**

Competition is intensifying across the bakery sector as regulations tighten, ingredient costs fluctuate, and customer expectations continue to rise. To stay ahead, we focus on solutions that address long term, universal needs and strengthen our ability to support bakeries through market volatility.

**What are the most significant forces driving change in your business for 2026, and how is your company preparing to address them?**

With the strategic review of IFF's Food Ingredients business underway, we are sharpening our strategic focus to innovation in the areas that remain core to IFF – including our food enzymes portfolio as part of the health and biosciences industry – which continue to be essential to performance, shelf life, and label-friendly innovation for bakery manufacturers worldwide.

**From your perspective, what policy, regulatory, or market shifts would most benefit the baking sector in 2026, enabling businesses like yours to thrive?**

The clean label movement, with its focus on shorter, more familiar ingredient lists and the removal of artificial additives like emulsifiers, has shifted from preference to expectation.

At IFF, we're well-positioned to support this demand with an extensive portfolio of label-friendly bakery enzymes. As bakeries look to reduce or replace emulsifiers, enzymes offer a highly effective, naturally inspired alternative that maintains product quality without compromising transparency. While "clean label" can vary by category, we define label friendly in line with the common expectation of reducing or eliminating E-numbers and chemical additives like emulsifiers. •



**Norbert Hübler,**  
Global Sales Director,  
KÖNIG Group

**How would you assess your company's performance over the past year?**

The year 2025 was once again shaped by challenges in global supply chains and ongoing geopolitical developments. Despite these external factors, the year developed in a stable and resilient manner, confirming the right direction of our strategic positioning. In the industrial segment, we observed a rather cautious investment climate and longer project planning cycles. At the same time, demand in the artisan and commercial baking sector was exceptionally strong, clearly reflecting a growing desire for more efficient and increasingly automated solutions.

**What are your expectations for 2026, taking into account the evolving market dynamics?**

Demand in the artisan and commercial bakery sector is expected to remain strong worldwide, driven by rising labor costs, skills shortages, and the need for greater efficiency and automation. Against this backdrop, our focus for 2026 is on strengthening customer proximity and offering future-oriented solutions that combine efficiency, automation, and long-term reliability. This positions us well to respond flexibly to evolving market dynamics and to support our customers in a sustainable way.

**How do you foresee the global and regional bakery markets evolving, and what are your company's top priorities for 2026?**

Our key priorities for 2026 include the continued expansion of our sales and service network. This involves strengthening our own regional organizations as well as working closely with experienced and capable local partners to ensure close customer proximity, fast response times, and sustainable long-term market development. In 2026, we will also celebrate our company's 60th anniversary. Since its founding in 1966, the company has been guided by Helmut König's vision of supporting bakeries worldwide through innovative technology. Our goal has always been to develop solutions that strengthen and support the baking craft. This philosophy has remained unchanged for six decades and will continue to form the cornerstone of our strategic focus in the years ahead.

**What have been your primary growth drivers over the past year?**

One of our primary growth drivers over the past year has been the strong demand for dough sheeting lines that are capable of reliably processing artisan doughs while offering a high degree of product variety. With our Artisan SFM EC and Artisan SFE EC lines, we provide powerful solutions that significantly ease our customers' daily production and offer a high level of flexibility. At the same time, we continue to see very strong interest in commercial bread roll lines, which remain one of our core and most important product segments.

**What unexpected developments occurred in 2025, and how did they influence your business operations or strategies?**

Ongoing geopolitical instability and the resulting economic and trade policy uncertainties had a noticeable impact on our business in 2025. Volatile currency developments and changing macroeconomic conditions affected price structures and international competitiveness, making market environments more challenging overall.

**What are the most significant forces driving change in your business for 2026, and how is your company preparing to address them?**

They include intensifying global competition, increasing regulatory and sustainability requirements, and continued volatility in energy prices and supply chains. Our response focuses on strengthening operational resilience, expanding our product portfolio with efficient and robust solutions, and selectively investing in innovation where it delivers clear customer value.

**From your perspective, what policy, regulatory, or market shifts would most benefit the baking sector in 2026, enabling businesses like yours to thrive?**

The baking sector would benefit most from stable and predictable regulatory frameworks, particularly in the areas of energy policy, sustainability, and international trade. Clear, long-term regulations would enable companies to plan investments more reliably and accelerate the adoption of energy-efficient and sustainable technologies. •

Key Business

# OUTLOOKS for 2026



**Raymond Nogaël,**  
President and CEO,  
MECATHERM

**How would you assess MECATHERM's performance over the past year?**

Over the past year, MECATHERM delivered a solid and resilient performance, with a strong focus on our customers. We prioritized reliability, performance, and long-term partnerships.

Despite a challenging market, we supported our customers in securing production, improving line performance, and adapting to new constraints related to energy, labor, and product quality.

We also strengthened our project execution and expanded our service capabilities, all while continuing to invest in advanced baking technologies, modular solutions, and connected equipment that improve consistency, productivity, and total cost of ownership.

**What are your expectations for 2026, taking into account the evolving market dynamics?**

In 2026, market demand will continue to move toward greater automation, efficiency, and sustainability.

Whether for premium breads or delicate savory products, our priority is to help customers produce better products more consistently and sustainably at industrial scale through solutions that are easier to operate, more energy-efficient, and increasingly data-driven.

We will further strengthen our service, digital, and retrofit offerings. We also plan to reinforce local support and focus on pragmatic innovation and execution to deliver measurable results and long-term value.

**What are the most significant forces driving change in your business for 2026, and how are you preparing to address them?**

Key forces include pressure surrounding operational efficiency and labor availability, rising expectations for energy efficiency and sustainability, and accelerating digitalization.

We are responding with highly automated, robust, and flexible solutions, enhanced training and support, energy-optimized technologies, and connected systems that improve visibility, diagnostics, and maintenance.

Our goal is to help customers turn these challenges into competitive advantages.

**Looking ahead to the next five years, what is your vision for the industry?**

Over the next five years, the baking industry will evolve toward high-performance industrial systems, where reliability, digital tools, and sustainability are standard requirements.

As consumers continue to seek new flavors, formats, and experiences, we expect a steady rise in demand for healthier, more sustainable options, along with an increasing need for diversified products.

MECATHERM is positioning itself as a long-term partner by combining our industrial robustness, process expertise, and practical digital solutions.

Our goal is clear: to address complex industry challenges with reliable and scalable solutions that create real value and help our customers flourish in a competitive and rapidly changing environment. •



## Marek Sagalínek,

Chief Commercial  
Officer, MINIT Slovakia

### How would you assess your company's performance over the past year?

Despite changing economic conditions, we have strengthened our position as a market leader in the bakery industry in Slovakia. We currently export to 16 European countries, with exports representing a significant share of our total production. Manufacturing takes place in three modern plants operating ten automated, high-capacity production lines with an annual capacity of 35,000 tonnes. In addition to our supply partnerships within the retail segment, our franchise network has expanded to more than 500 outlets across Slovakia and the Czech Republic.

### What are your expectations for 2026, taking into account the evolving market dynamics?

Our outlook is focused on further expanding our portfolio with bakery products that are accessible to everyone, while also meeting the expectations of more demanding customers. We view 2026 as a year of new opportunities for strong partnerships. Our ambition is to grow alongside our business partners, share both success and responsibility, and build a stable, trustworthy and forward-looking cooperation model that remains resilient in changing market conditions. We also plan deeper integration with digital platforms and the use of AI to optimise our production processes.

### How do you foresee the global and regional bakery markets evolving, and what are your company's top priorities for 2026?

Globally, the bakery segment is shifting from quantity towards clean-label products, while at a regional level there is growing demand for local and fresh solutions available "just around the corner". Our priorities for 2026 are therefore clearly defined around the quality of ingredients and innovation. We are focusing on implementing recipes with a higher fibre content, the inclusion of superfoods, and the elimination of unnecessary additives. Regional markets are facing labour shortages. In 2024, we responded by innovating and opening a new fully automated frozen products warehouse. At

MINIT, we strive to do things differently. We provide comprehensive training for staff through the MINIT Academy, with a strong emphasis on customer experience and service excellence.

### As competition in the baking industry intensifies, what strategies are you employing to strengthen your market position? How do you balance operational investments with innovation and R&D?

Competition motivates us to deliver higher performance; however, our strategy is not built on price comparison, but on creating added value. We actively listen to our partners and respond flexibly to special or exclusive requirements. Our ambition is to offer solutions that help our partners stand out from the competition not through price, but through the uniqueness of the products we deliver.

We are shaping Minit into a love brand that forms part of our customers' everyday rituals, guided by the vision "Minit for every family." We continue to expand into new channels through strategic partnerships with retail chains, both domestically and across international markets. How do we balance operations with innovation? We see this balance as an investment in future profitability rather than a cost. We are continuously developing innovations in new ingredients, freezing technologies and storage solutions, because our goal is not only to produce bakery products, but to define modern snacking that is fast, fresh and relevant to today's consumers.

### What are the most significant forces driving change in your business for 2026, and how is your company preparing to address them?

Today's customer is no longer looking merely for a "quick fix for hunger". The driving force shaping demand is the growing preference for bakery products with added value, such as high protein content, a low glycaemic index, clean label recipes and favourable Nutri-Score ratings. We do not respond to these trends defensively; instead, we see them as an opportunity to innovate. This includes baking in a stone oven and using blast-freezing technology, which helps preserve both the freshness and nutritional value of our products. •

# OUTLOOKS for 2026



**Kevin Linggi,**  
Head of Sales, Baking  
Europe, Novonesis

## What are your expectations for 2026, taking into account the evolving market dynamics?

2026 will be an opportunity-rich year for the baking industry, though companies must navigate a dynamic landscape. Europe will continue to premiumize, while emerging markets expand industrial capacity and ingredient sophistication. Although key input costs are stabilizing, volatility in energy, and other raw materials means performance, reliability, and cost-efficiency will stay high on the agenda.

At the same time, consumer expectations are shifting rapidly. People increasingly seek new sensory experiences, placing high value on texture, softness, freshness cues, aroma, and overall indulgence. This demand for elevated sensory quality is now as important as simpler labels and affordability. Against this backdrop, we expect strong demand for high-performance biosolutions that help formulators and the industry manage cost, deliver consistent quality, and create differentiated sensory experiences.

## How do you foresee the global and regional bakery markets evolving, and what are your company's top priorities for 2026?

Globally, the baking industry continues to grow, driven by convenience, nutrition minded reformulation, and a steady shift toward simpler labels. Europe remains highly innovative, while emerging markets are investing heavily in industrial capacity.

For 2026, we're focused on helping the baking industry perform while adapting to changing conditions. One key focus is affordability - helping them manage cost pressure by improving yield, tolerance, and waste reduction. Equally important is reliability. This means strengthening local application support and supply stability across our expanded Novonesis network. Our solutions also support in reducing waste and improving process efficiency. And at the same time, we're investing in solutions that elevate eating quality, softness, bite, aroma, and overall indulgence, because consumer expectations for sensory novelty keep rising.

## What have been your primary growth drivers over the past year, and what is the most significant lesson you've learned in managing your operations?

Our strongest growth drivers were innovation through next generation solutions, local and global market expansion and a focus on affordability. Customers are prioritizing solutions that raise quality, reduce returns and waste, simplify formulations, and deliver better sensory performance.

We also learned how central sensory performance has become. Sensory excellence is no longer a "nice to have"; it is a strategic imperative.

The biggest operational lesson has been the importance of a dual-track investment model: continue pushing scientific innovation, while strengthening supply resilience and reliability. Customers value breakthrough technology, but they also need absolute consistency in service and delivery, especially in volatile markets.

## What are the most significant forces driving change in your business for 2026, and how is your company preparing to address them?

We expect 2026 to be shaped by five forces.

First, heightened sensory expectations — consumers seek more novelty, more indulgence, and differentiated sensory signatures.

Second, affordability pressure, even as premiumization and focus on quality continue.

Third, a simpler label reformulation acceleration across Europe.

Fourth, nutrition-forward innovation, especially fiber enrichment, protein, and sugar reduction. And fifth, sustainability and supply chain resilience, with rising expectations around Scope 3.

Novonesis is preparing by expanding our next-generation biosolutions, strengthening regional supply and application capabilities, and driving sensory-centered innovation. Our goal is to help the baking industry deliver products that are cost-effective, reliable, and truly outstanding in sensory experience, because that is where consumer preference is increasingly won. •



## **Onno Kuiper,**

Sales Director,  
Rademaker

### **What are your expectations for 2026, taking into account the evolving market dynamics?**

While geopolitical uncertainties continue to make precise forecasting challenging, we expect several clear trends to shape 2026. Labor shortages are likely to persist, driving continued investment in automated production lines, an area where Rademaker holds a strong market-leading position. In addition, ongoing consolidation in the bakery market creates opportunities to further improve production efficiency and scalability.

At the same time, bakers remain highly creative and continuously seek ways to differentiate their products. Supporting this need for flexibility and product uniqueness is another area where Rademaker delivers clear added value. Taking these dynamics into account, we are confident that Rademaker will continue to strengthen its role as a trusted value partner for the bakery industry.

### **As competition in the baking industry intensifies, what strategies are you employing to strengthen your market position? How do you balance operational investments with innovation and R&D?**

Innovation in the bakery industry increasingly relies on the combined expertise of (dough) ingredients, recipes, and production processes, together with electrical and mechanical engineering and data-driven analysis. As digitalization and smart technologies continue to grow in the market, Rademaker has established a strategic partnership with Sensure. Sensure is an Italian designer and developer of online and offline vision inspection systems with artificial intelligence that work through self-learning. This collaboration enables Rademaker to accelerate the development of digital products and services.

To meet market demand for unique and distinctive products, Rademaker has acquired Form & Frys. This acquisition allows our customers to create iconic products on an industrial scale. When customer requirements call for the development of new, specialized equipment, we are fully equipped to support them with our R&D department and our Technology Center.

In response to opportunities created by consolidation in the bakery market, we have launched our Radini production lines, along with a dedicated testing facility. The Radini lines provide efficient production solutions with starting capacities of 250 kg of dough per hour.

Also, we have established a new division called the Installed Base Team. This team supports customers in keeping their existing production lines operating efficiently by upgrading individual components or sections where needed. In this way, customers can modernize their installations at minimal cost. In addition to supporting our customers, this approach also contributes to achieving our sustainability goals.

Rademaker continuously listens to its customers and closely monitors market developments to identify opportunities to strengthen its market position and deliver added value to its customers.

### **Looking ahead to the next five years, what is your vision for the industry, and how is your company positioning itself to shape and contribute to its future growth?**

Looking ahead to the next five years, we see the bakery industry evolving toward a more automated, sustainable, and data-driven environment. Increasing labor shortages, higher efficiency demands, and sustainability expectations will continue to push bakeries toward advanced, flexible production solutions.

Rademaker is positioning itself as a long-term partner in shaping this future by continuously reducing the total cost of ownership for our customers through optimized equipment performance and efficiency-enhancing services. Our focus areas include sustainability improvements such as reduced dough waste, higher productivity, improved product quality, and precise weight accuracy. These innovations are combined with our well-known robustness, ensuring high uptime, low maintenance requirements, and a long equipment lifespan. In this way, Rademaker actively supports bakeries worldwide in building future-proof operations and achieving sustainable growth. •

## Key Business

# OUTLOOKS for 2026



**Joe Pocевичius,**

Sales Director, EMEA and APAC,  
Reading Bakery Systems

**How would you assess your company's performance over the past year?**

Despite ongoing tariff uncertainty, we saw steady growth in sales over the past year, driven by both continued investment from existing customers and significant growth with new customers around the world. At the same time, we made significant investments in expanding and strengthening our customer care organization. That focus has helped us better support our customers, improve responsiveness, and reinforce long-term partnerships.

**What are your expectations for 2026, taking into account the evolving market dynamics?**

We've started to see the market settle, and activity and excitement have picked up over the past few months. Customers seem more comfortable and ready to move forward with capital investments. Continued engagement with our customers, along with strong interest in new products, automation, and efficiency positions us well as we look ahead to 2026.

**How do you foresee the global and regional bakery markets evolving, and what are your top priorities for 2026?**

Globally, we expect continued demand for automation and flexible systems that can adapt to changing industry trends and tastes. Customers are increasingly focused on workforce training and aftermarket support. Our top priorities for 2026 include expanding automation capabilities, strengthening training and continuing to enhance service and aftermarket solutions that help customers maximize uptime and performance.

That growing need for workforce development is directly shaping how we support our customers. One example is our first pretzel training seminar, hosted this February at our Science & Innovation Center. Based on the strong response from our customers, we are already planning additional seminars in 2026.

**What have been your primary growth drivers over the past year, and what is the most significant lesson learned?**

Our primary growth drivers have been customers looking for new product innovation, customer support services, and our ability to respond quickly to production issues. A key lesson has been the importance of proactive communication — both internally and with customers and suppliers. Close collaboration and transparency have been critical in helping us move quickly, solve problems, and better support our customers.

**As competition intensifies, what strategies are you using to strengthen your market position?**

We believe differentiation increasingly comes from the overall customer experience. We continue to invest in R&D focused on automation, energy efficiency, and sustainability, while also strengthening customer care, service responsiveness, and long-term support. As other suppliers have been acquired by larger organizations, and going through staff turnover, we have continued to expand and invest in our Customer Care Team. Our team works directly with customers to understand parts and service needs, plan upgrades, and develop retrofit strategies that meet their goals. We have invested in the education of our team, and they are fully capable of servicing not only RBS technology, but equipment built by other suppliers as well. Creating a single trusted source for all of our clients' service and equipment needs is a huge benefit to our clients and tremendous strength to our business in the market.

**Looking ahead five years, what is your vision for the industry and your company's role?**

Over the next five years, we see an industry that is increasingly automated, data-driven, and focused on sustainable production. Our vision is to be more than an equipment supplier — to be a long-term partner that helps customers innovate, adapt, and grow. By combining global capabilities, advanced technology, and a strong customer-care culture, we aim to help shape the future of snack and bakery production worldwide. •



## Åsa Ericsson,

Marketing Manager,  
Sveba Dahlen & Glimek

### What are your expectations for 2026, taking into account the evolving market dynamics?

For 2026, we expect continued volatility in energy prices, raw materials, and global supply chains, but also sustained demand for automation, efficiency, and premium baking solutions.

We anticipate that bakeries and pizzerias will increasingly prioritize total cost of ownership, energy efficiency, and digitalization. This plays directly to our strengths as a premium manufacturer with a strong focus on lifecycle performance and sustainability.

Despite ongoing cost pressures, we have chosen not to increase prices for 2026, underlining our commitment to long-term partnerships and predictable, high-value investments.

### How do you foresee the global and regional bakery markets evolving, and what are your company's top priorities for 2026?

Regionally, Europe remains focused on sustainability and energy efficiency, while North America and the Middle East continue to prioritize automation and high-capacity production solutions.

In 2026, our priorities are to further strengthen our premium positioning, expand smart baking solutions, support customers with sustainable and energy-efficient technologies, and grow selectively in key international markets.

### What have been your primary growth drivers over the past year, and what is the most significant lesson you've learned in managing your operations?

Over the past year, our primary growth drivers have been strong demand for premium products, labour-saving technologies, energy-efficient equipment, and close distributor and customer partnerships.

Labour-saving technologies have also been a significant driver. User-friendly machines make it easier and faster to train new staff, and modern dough handling equipment reduces the need for manual labour on site, helping bakeries address ongoing skills and labour shortages.

Energy-efficient ovens and machines continue to be a key differentiator, as customers increasingly focus on operational costs and sustainability. In addition, strong

distributor and customer partnerships have been crucial in supporting growth and understanding local market needs.

### What unexpected developments occurred in 2025, and how did they influence your business operations or strategies?

2025 was characterized by continued geopolitical uncertainty and supply chain volatility, which have increasingly become part of the global manufacturing landscape. Rather than reacting short-term, these conditions have reinforced our focus on long-term product innovation and future-proof bakery technology. We are working in a highly focused way on new product developments with strong lifecycle value, energy efficiency, and digital capabilities, ensuring we can support our customers in an increasingly complex and uncertain environment.

### What are the most significant forces driving change in your business for 2026, and how is your company preparing to address them?

One of the most significant forces driving change in our business is the increasing demand for industrial tunnel ovens, with a strong order book extending into 2026 and 2027 and beyond, across both electric and gas-powered solutions. To address this, we have reorganised our production setup to support higher volumes while maintaining premium quality standards. This trend reinforces our long-term focus on industrial baking solutions, automation, and sustainable technology.

### From your perspective, what policy, regulatory, or market shifts would most benefit the baking sector in 2026, enabling businesses like yours to thrive?

From our perspective, a more stable global environment would be the single most beneficial shift for the industry. Ongoing geopolitical tensions, tariffs, and trade barriers add complexity and uncertainty for manufacturers and customers alike.

Bakers around the world deserve the opportunity to bake with the best ovens and bakery equipment available—without trade obstacles in the way. A more open and predictable global market would certainly make life easier for everyone in the baking industry. •

# Low Pressure Extrusion: Reshape Your Product Possibilities

Keep up with global snack trends with a flexible low pressure extrusion system from RBS.

When the Low Pressure (LP) Extruder was introduced by Reading Bakery Systems in the early 1950s, the technology literally reshaped the snack food industry, as it allowed efficient mass production of pretzels and other bread snack products. Today, recent innovations, like easily are making snack production and development more efficient and flexible than ever.

By Reading Bakery Systems

**T**he latest LP Extruder design allows snack makers to produce a range of products – hard pretzels, bread snacks, filled sticks and nuggets, braided sticks, and fried potato snacks to name just a few – all on one machine. Snack makers looking to create or test new product ideas, expand product lines, and increase throughput can now do so more reliably and consistently than ever before.

Flexibility to keep pace with global snack trends  
One of the most important advantages of today's LP Extruder is its ability to help snack manufacturers respond quickly to evolving consumer trends. Around the world, two of the strongest drivers of new snack development are filled products and bold seasonings tailored to regional tastes. LP extrusion provides the flexibility needed to address both. Low Pressure Extruders are ideally suited for bread- and pretzel-style snacks, but their true strength lies in versatility. With easily interchangeable die and compression head assemblies, manufacturers can run multiple products on the same machine with minimal downtime. In one shift, a producer may run

a traditional pretzel shape; in the next, a braided stick designed to capture more seasoning; and in another, a filled nugget or stick with a savory or sweet filling — all on the same machine.

This flexibility opens the door to rapid innovation. Snack makers can develop custom dies to create new shapes that enhance seasoning adhesion or improve eating experience. Braided and multi-rope products, for example, naturally create crevices that hold more surface flavor, making them ideal for bold or regionally inspired seasonings. At the same time, coextrusion capabilities allow manufacturers to experiment with filled products, combining a dough shell with cheese, chocolate, nut butters, or other fillings to create entirely new flavor profiles. The evolution of filled and seasoned snacks has also pushed extruder technology forward. Maintaining consistent dough flow, accurate piece weight, and uniform filling distribution is critical, particularly as products become more complex. Whether coextruding filled nuggets or producing braided products designed for maximum seasoning pickup, today's LP Extruders are engineered to deliver the control and repeatability needed to





scale innovative concepts from development to full production. As snack portfolios continue to diversify across regions and eating occasions, the flexibility of LP extrusion gives manufacturers a practical way to innovate faster, test new ideas with less risk, and adapt products to local preferences — without investing in dedicated forming equipment for every new concept.

### QUICK, EASY, LOW-COST PRODUCT CHANGEOVERS

What really differentiates today's Low Pressure Extruders is the interchangeable forming dies that allow quick, easy product changeovers. To switch between products, operators swap one compression head and die for another with a different shape. The process only takes minutes but enables countless product possibilities.

Depending on the specific product, key Extruder design variations also support smooth product transitions. For filled stick products, the machine is outfitted with an additional pump to combine the dough and filling into a single rope. The extruder pushes dough into a compression head, forcing it to flow around a filling nozzle. The additional pump pushes soft fillings such as cheese, peanut butter, or chocolate through the extruder compression head and die to fill the dough stick. A guillotine cutter then cuts the filled product rope into sticks or nuggets.

### PRECISE CUTS AND PIECE WEIGHTS

Low Pressure Extruders also feature high-performance, automatically controlled bandcutter blades that support product consistency and throughput.

As dough is extruded through the interchangeable forming dies mounted on each compression head, beveled bandcutter blades slice it off at speeds up to 275 cuts per minute.

Production rates, product thickness and piece weights are regulated by the auger and bandcutter speeds, which are managed by the control system. LP Extruders with multiple die units can process up to 3,000 pounds (1500 kilograms) of dough per hour.

### UNIFORM DOUGH FORMING AND FLOW

Featuring intuitive operator controls and food-grade plastics, today's self-contained machines optimize dough forming and

flow consistency while supporting easy sanitation.

Dough hoppers can be fed manually or with an automated feeding system. For low cohesion dough, optional pre-feed rollers force the dough into extrusion augers to eliminate air pockets. The lightweight, seamless plastic hoppers also eliminate dough harborage areas and make cleaning easier. Depending on the operation and product line, LP Extruders can be outfitted with between one to six die forming units. Each forming unit features twin augers that meter a controlled flow of dough from the hopper to the compression head and on through the forming die. The twin auger design improves product flow and reduces crystallization in the dough. Operators can control auger speeds and dough flow at a control, and dough pressure and temperature in the compression head can be monitored to help ensure dough consistency.

### R&D AT THE RBS SCIENCE & INNOVATION CENTER

Snack product research and development is directly linked to forming die development. These shapes and products can then be tested at the RBS Science & Innovation Center. Our 30,000 square-foot Innovation Center is a licensed food processing R&D facility with complete processing lines, including an LP Extruder. Customers can run different doughs, fillings, and seasonings under production conditions to assess dough flow, shape definition, filling integrity, and piece consistency. Just as importantly, trials at the Innovation Center allow RBS engineers and customers to collaborate in real time. This hands-on approach helps reduce development risk, shortens time to market, and gives project teams confidence that new products can be scaled successfully to full production.

Want to explore the LPE system and products?

Today's LP Extruders offer an extremely flexible and cost-effective alternative to conventional dough-forming and sheeting systems. RBS has partnered with leading snack producers for generations to help them develop, refine, and scale successful products. If you are looking to expand your baked snack product offering, and keep pace with evolving consumer trends, contact RBS today!

For more information, visit [www.readingbakery.com](http://www.readingbakery.com) or call RBS at (01) 610-693-5816. •



# Sheeting And Lamination Systems: **Controlling Gauge, Layer Stability And Yield**

Industrial dough sheet formation is governed by controlled compression across sequential reduction stages, where roll gap calibration determines final gauge and internal stress alignment. Uneven feeding at the primary nip produces lateral thickness variation that propagates downstream, affecting cutter engagement, bake uniformity and stack height consistency. Because reduction stages redistribute mechanical stress rather than eliminate it, early instability cannot be fully corrected later in the line without introducing additional deformation.

By Tudor Vintiloiu

Lamination introduces a second structural variable: layer architecture. While sheeting governs dimensional accuracy and surface integrity, lamination governs the build-up of alternating dough and fat layers that define lift, flake separation and weight distribution. The homogeneity of the initial dough sheet and the stability of fat layers during folding determine whether the final product maintains uniform geometry and reproducible weight. Sheeting and lamination therefore operate as distinct mechanical systems whose outputs must remain aligned to prevent downstream variability.

## **SHEETING ARCHITECTURE AND PROCESS CONTROL**

Reading Bakery Systems structures its sheeting platforms around specific product families and performance demands. “RBS sheeting technology is primarily designed around crackers and hard sweet dough biscuits, with the flexibility to produce a wide range of related baked snack crackers and crisps products.” Within this scope, line configuration reflects the structural requirements of laminated crackers

and low-moisture biscuits. “Traditional sheeting lines are most commonly used for laminated cracker varieties such as Saltine and Ritz style products, along with other primarily wheat-based crackers. These products require sheeting and lamination to develop the characteristic light, flaky texture and layered structure.” In hard sweet dough systems, the emphasis shifts toward sheet integrity and cutting precision: “These doughs, often used for products such as Marie-style biscuits and other low-moisture sweet biscuits, require consistent sheet formation and gentle handling to maintain dough structure and achieve clean cutting and uniform bake.”

Gauge control begins at the feed point of the primary reduction stage. “Quality sheeting starts at feeding point of the primary sheeter, whether it is a 2, 3 or 4 roll sheeter. Failure to feed the nip point of these rolls evenly across the width can result in sheet thickness variation from the start.” Once a stable sheet is established, compression must be calibrated across the reduction train: “From there, crackdown ratios (typically between 2:1 – 3:1) are then gauged to yield an even reduction of the sheet through its final sheet thickness.”

Mechanical control alone cannot compensate for upstream variability. As the company states, “what you put in is what comes out, so dough consistency is of paramount importance.” Mixing regime and dough age directly influence reduction response. “Continuous mixing offers an advantage over batch mixing as the dough entering the sheeter is always the same age. In the case of batch mixing, the life of the dough may be up to 30 minutes so dough rheology at 0 minutes will be different than the same dough setting for 30 minutes.” Where formulation shifts toward alternative ingredients, sensitivity increases: “Today’s more flexible sheeting systems have expanded these capabilities further, allowing manufacturers to produce ‘better-for-you’ snack crackers and baked crisps that incorporate alternative flours, starches and other unique ingredients. These products have more sensitive doughs and require additional sheeting line flexibility and enhanced mixing and dough handling to maintain product consistency.” Such products, RBS notes, “are typically packaged in VFFS pillow pouches and rely on consistent sheet formation and baking to achieve the desired texture and shelf life.”

Process stability is reinforced through control architecture and disciplined changeover. “Along with PLC system enabling recipe control, OIT’s can be added on the sheeters, gauge rolls and rotary cutter to help develop a profile for producing a wide variation of products.” Parameter alignment across equipment modules reduces ratio drift: “We also offer cascading controls so changes to one machine will also change settings upstream insuring a consistent ratio.” Mechanical accessibility further supports flexibility: “We offer quick removal dies from our rotary cutters, as well as rotary cutting stations with up to 5 different places for storing dies.” Maintenance design is also linked to uptime. “We recently did a VAVE exercise focusing on our SafeShield design concepts. We improved the process of replacing rolls but more importantly we offer a toolless belt removal that can be added to our sheeters and gauge rolls. This concept makes it possible for the sanitation team to take off the belts and clean them without needing a mechanic. The belts are endless and the design concept allows belts to be removed, replaced and cleaned in minutes.”

Where lamination is integrated into cracker lines, alignment discipline becomes critical. “Sheet lamination is typically part of traditional crackers. For customers producing these types of products, even lamination is important. What I mean by this is that the edge of the top dough sheet must match the edge of the bottom dough sheet. If this is not the case, the number of laminations will vary cyclically thereby creating slightly different cracker textures and stack heights.”

## LAMINATION ENGINEERING AND PROCESS STABILITY

Rademaker approaches lamination from a system-wide perspective. “Rademaker equipment is based on the dough-sheeting principle, which perfectly aligns with

various market trends and developments. However, this also brings up several challenges that we, as machine builders, need to address. We’ve learned to broaden our focus, no longer limiting ourselves to just the dough-sheeting aspect. Instead, we now often take a holistic view of the entire process so our customers can produce the desired end products.” This broader scope extends from raw material behavior to final product geometry.

Capacity configuration is structured according to operational scale. “Rademaker is known for full automated lines that handle high capacities, but this isn’t necessary for all customers. That’s why we’ve developed a semi-automatic concept that can process lower production capacities.” In these systems, the balance between manual handling and automation allows flexibility without committing to fully automated throughput.

Recent laminator development has been research-driven. “At the root of this was a 3-year study, which we have started in 2022, with the goal to further increase the quality of the laminated dough sheet.” The focus has been on structural homogeneity: “The stability of the fat layers and the homogeneity of the dough sheet have been significantly improved, bringing it in line with the latest product trends.” These structural refinements are coupled with operational improvements, as “Ease of operation, reduced contamination, and quick startup after product changes are mentioned as major improvements as well.” End-product stability is directly linked to sheet quality. “The key to a stable end product in terms of weight and shape largely depends on the quality of the delivered dough sheet. Higher stability of the dough sheet and improved homogeneity of the fat layer thickness contribute significantly to this stability.” Customer expectations extend beyond structural performance to economic efficiency, including “better weight control (lower giveaway), and reduced waste (higher production yield).”

Dough diversity introduces additional engineering variables. “One of the trends that we see is the diversity of water usage on the dough. We see this ranging between TA135 up to TA190, with each type of dough requiring a specific approach.” Process layout may therefore require adaptation. “This can be solved by extending the length of the production system, or by adding an inline climate-controlled solution.” Operator availability also influences system design, leading to control strategies where “The number of adjustable parameters is reduced by optimizing parameter management and embedding more operational knowledge into the software.”

Sheeting governs thickness and dimensional repeatability; lamination governs structural layering and weight distribution. When reduction mechanics, dough homogeneity and layer stability are engineered within disciplined control frameworks, industrial bakeries achieve reproducible product geometry, reduced giveaway and stable high-volume output. •

# Adaptive Scoring Systems And Line Control

Scoring equipment directly affects oven spring control, dimensional consistency, reject rates, and line synchronization. In industrial bakeries running continuous high-capacity lines, uncontrolled or inconsistent incisions lead to irregular expansion, surface ruptures, crumb deformation, and downstream packaging variability. Scoring is therefore not a decorative step but a process variable influencing yield stability and throughput reliability.

By Tudor Vintiloiu

**A**t industrial scale, scoring introduces a defined rupture point in a proofed dough piece immediately prior to baking. The incision governs expansion vectors during the rapid thermal transition of oven spring. Variations in depth or angle alter gas release dynamics and crust fracture behavior, creating measurable variability in product geometry. Automation introduces repeatability but also imposes constraints. Proofed dough is mechanically fragile; excessive compression or drag during incision can degas the structure prematurely. Tool trajectory, dwell time, and contact force must therefore be controlled with high positional accuracy and minimal disturbance to dough structure. Industrial scoring systems are designed to resolve three primary technical challenges: incision accuracy across variable products, adaptation to positional inconsistency on conveyors, and hygienic integration within food production environments.

## TOOL TECHNOLOGIES AND MECHANICAL CONSTRAINTS

The dominant scoring technologies in commercial systems include plunge blades, drag blades, ultrasonic blades, and water-jet cutting. Each method interacts differently with dough rheology.

Conventional blades require precise depth control and consistent dough positioning. Blade wear influences incision sharpness and therefore surface tearing behavior. Ultrasonic tools oscillate at high frequency, reducing drag forces and potentially improving incision quality on stiffer doughs or products containing inclusions. Water-jet systems eliminate metal contact and mechanical compression, relying instead on pressurized fluid to create the cut.

Tool selection influences maintenance cycles, sanitation

procedures, and energy usage. Blade systems require routine inspection and replacement; water-jet systems introduce pump maintenance and fluid filtration considerations. Ultrasonic systems add transducer and generator servicing requirements. The decision is therefore not aesthetic but operational, affecting downtime scheduling and spare-parts inventory.

## VISION INTEGRATION AND ADAPTIVE CONTROL

Dough positioning variability is a persistent industrial constraint. Free-form loaves, artisan-style products, and products with irregular proofing behavior do not arrive at the scoring station in perfectly indexed positions. Without adaptive detection, scoring misalignment results in inconsistent expansion and surface defects.

Modern systems incorporate 3D vision or camera-based mapping to detect product orientation and contour in real time. These systems adjust incision path, depth, and pattern dynamically to compensate for variation. Adaptive control reduces the need for mechanical product guides, which can introduce friction and additional sanitation surfaces.

The integration of scoring modules with line PLCs enables synchronized speed adjustments and recipe management. Scoring becomes part of an interconnected control architecture rather than a standalone mechanical unit.

## ABI KATANA II: ROBOTIC SCORING WITH MULTI-TOOL INTEGRATION

ABI's KATANA II robotic scoring system illustrates the integration of adaptive control, tool flexibility, and simplified operator interface. According to ABI's documentation, the system features "a brand-new, proprietary software with an intuitive in-house interface, designed to make operation easy for operators". The manufacturer further states that KATANA II combines "three End-of-Arm Tools and a 3D vision system" to ensure



ABI's KATANA II robotic scoring system

“precise scoring across a wide variety of dough types, from classic to complex patterns”. The three tool options include a waterjet, an ultrasonic drag blade, and a plunge blade, each optimized for specific dough characteristics. Dynamic Depth Control (DDC) and Dynamic Shape Control (DSC), as described by the company, use the 3D vision system to adjust to product contours and size in real time. R&D Manager Shawn Jamalzadeh is quoted in a press release stating: “These custom-built features we developed in our KATANA II software allow to scale the scoring pattern in real time, adapting to each individual product as it comes through”. Operationally, the significance lies in changeover flexibility. ABI states that automated tool changeovers occur in under 60 seconds. In a production environment with multiple SKUs, rapid changeover reduces idle time and supports shorter production runs without disproportionate downtime penalties. The system is also described as “connected-ready” and compatible with the MyMecatherm digital platform, indicating integration with performance monitoring and digital oversight systems. This suggests that scoring performance data can be incorporated into broader line analytics, supporting traceability and predictive maintenance strategies.

### KÖNIG ISCORE: ADAPTIVE CUTTING WITH VISION GUIDANCE

König offers the iSCORE bread scoring unit as part of its industrial bread line portfolio. According to König's product specifications, the iSCORE integrates vision detection to identify product position and shape prior to incision. The system supports multiple cutting technologies, including rotational blades, ultrasonic cutting, and water-jet options, depending on configuration.

König emphasizes automatic adjustment of scoring depth and position based on real-time product recognition. The objective is to compensate for positional deviation and size variation without requiring mechanical re-alignment upstream. From an operational standpoint, this reduces dependency on tight conveyor tolerances and mechanical guides, lowering wear and sanitation complexity.

The iSCORE has also received award recognition at the

### König's iSCORE bread scoring unit



IBA exhibition, citing its adaptive control capabilities. While performance metrics are not publicly quantified in product descriptions, the recurring emphasis is on combining robotic flexibility with intuitive control architecture. Such attribution reflects industry acknowledgement rather than measured performance data.

### THROUGHPUT ALIGNMENT AND LINE STABILITY

Scoring systems must operate within narrow temporal windows between final proofing and oven loading. Delays at the scoring station risk over-proofing; overspeed operation without sufficient adaptation risks incision misplacement. Robotic scoring cells introduce flexibility but require synchronization with conveyor velocities and oven loading sequences. High-speed servo drives and coordinated PLC integration are necessary to maintain throughput without inducing mechanical vibration or cut distortion.

In high-capacity plants, scoring is rarely the highest energy consumer; however, its reliability affects the utilization of ovens, which represent the primary energy load. A scoring-related stoppage cascades into idle oven time, reducing energy efficiency per unit of output.

### HYGIENE, MAINTENANCE, AND COMPLIANCE

Hygienic design influences scoring equipment selection as much as mechanical precision. Open-frame structures, stainless construction, and accessible vision components reduce sanitation time. ABI's KATANA II is described as offering “full accessibility, simplifying cleaning and maintenance”, with transparent doors and elevated vision housing to ease cleaning. Water-jet systems introduce water management and drainage considerations, while blade systems require safe access for inspection and replacement. Ultrasonic systems require electrical isolation and periodic calibration. Compliance audits increasingly require documented cleaning procedures and traceable maintenance logs. Systems integrated with digital monitoring platforms facilitate documentation of operational parameters, supporting audit readiness.

### ANALYTICAL ASSESSMENT

Industrial scoring equipment operates at the intersection of product physics and line engineering. Its influence extends beyond surface appearance to yield stability, oven efficiency, labor allocation, and sanitation scheduling. Robotic systems such as ABI's KATANA II and adaptive units like König's iSCORE demonstrate a shift toward integrated sensing, multi-tool capability, and digital connectivity. The operational value is not limited to precision cutting; it lies in the reduction of variability that otherwise propagates through baking, cooling, and packaging stages.

For decision-makers evaluating scoring investments, the critical variables are integration complexity, maintenance overhead, changeover flexibility, and the system's ability to maintain incision consistency under real production variability. The choice of technology directly affects reject rates, line uptime, and process control robustness — measurable parameters that determine industrial baking performance. •

# Snacks Putting on Airs



Technological innovations continue to shape the market for extruded snacks. Latest research indicates that snacking remains as popular as ever throughout the world as mealtimes become steadily less formal, thereby offering plenty of opportunities for manufacturers of snack foods.

By Jonathan Thomas

## CURRENT SNACKING TRENDS

Key trends at present include the replacement of formal meals with snacking occasions, as well as the increased tendency of consumers to turn to snack foods whenever they are seeking comfort or indulgence. Dietary concerns have also influenced purchasing behavior on some occasions, having contributed to the emergence of more snack foods offering some form of health benefit.

According to the 2024 State of Snacking report by Mondelez International (which surveyed the opinions of 3,785 adults across 12 countries), 91% of respondents claimed to eat at least one snack per day. This figure declined to 63% for those eating at least two snacks per day and 31% eating at least three. Furthermore, 62% of overall respondents expressed a preference for eating a range of small meals during a typical day, rather than a few large ones. At 71%, this figure was higher for younger consumers, i.e. millennials and those belonging to Generation Z.

Other findings further illustrate the importance of snacks to the younger age groups. While two-thirds of consumers made the rather dramatic claim that they could not imagine living without snack foods, this figure increased to 73% of millennials. In addition, 65% of millennials and Generation Z consumers claimed to be snacking more compared with previous years, which suggests this habit is becoming

more widespread. This figure declined to 53% for all consumers, falling further to 36% for baby boomers.

The report also explored many of the important motives for snacking. The desire for a treat represents a key motivation, with 87% of respondents claiming that modern life is more fun when it incorporates a bit of indulgence. In a similar vein, 80% viewed snacking as a way of rewarding themselves after an especially productive day, rising to 84% for Generation Z consumers and 85% for millennials. And while indulgence is considered important, health considerations do influence consumer behavior to an extent. The research found that 69% of respondents actively seek portion-controlled snack foods, rising to 74% of those in the younger age groups.

Similar conclusions can be drawn from the 2024 American Perceptions on Snacking spotlight research. This online survey of over 1,000 US adults was carried out by the International Food Information Council (IFIC) and found that 89% of people regularly snack between meals. The research also found that 56% of consumers frequently replaced traditional meals with smaller equivalents and/or snacks, while over 80% felt either content or happy when eating snack foods. However, the picture is rather mixed as far as health is concerned. While 51% claimed to have calorie goals when snacking, only 15% said they would opt for a particular snack food on health grounds.



Although US consumers consume a wide range of snacks, some preferred varieties emerged from the research. Sweet snacks emerged as the most popular, favoured by 59% of consumers, slightly ahead of their salty equivalents (58%). This figure declines to 48% for crunchy snacks such as biscuits and less than a quarter (24%) for spicy varieties. While a significant 43% of respondents actively seek snack foods containing grains, this figure remains below the percentage of people who favour fruit-based ingredients (58%). While 43% also wanted protein in their snack foods, just 28% expressed a preference for vegetables.

### EXTRUSION PROCESSES & TECHNOLOGIES

According to Coherent Market Insights, the global market for food extrusion technology was worth over USD94bn in 2025. This figure is forecast to increase by an annual average of almost 7% over the period leading up to 2032, reaching a value of USD148.5bn. Much of this growth is expected to be led by the rising consumer demand for convenience and processed foods in many parts of the world, as well as the continued popularity of products such as savoury snacks and ready-to-eat (RTE) cereals. The snack foods sector accounts for over half of global market value, with recent demand having been boosted by the emergence of more products positioned on a health platform incorporating whole grains, proteins and fibre.

Extrusion technology is one of the most established and widely used techniques within the global food processing industry. It is widely regarded as a suitable method for high volume food production, which involves ingredients being forced through an opening in a holed die or plate, after which they are cut to a pre-determined size. Compared with more traditional forms of food manufacturing, extrusion technology offers numerous advantages. These include versatility (in that it permits the creation of a wider range of products), its cost-effectiveness (because it uses fewer resources and thus creates less waste), its energy efficiency, greater food safety (because it helps to eliminate microorganisms during the production process) and its capability to nutritionally enhance finished products.

The global market for food extrusion technology largely comprises single, twin or triple-screw machinery. Although the single-screw sector accounts for almost two-thirds of global market value, recent growth has been higher for twin-screw extruding machinery. This can be attributed to the higher output capabilities offered

by twin-screw extruders, as well as their superior mixing qualities. Furthermore, twin-screw extruders can process a wide range of materials and allow for the setting of multiple heating zones and adjustable screw speeds, therefore providing greater flexibility for operators.

In recent years, the market has been significantly influenced by the emergence of new technological innovations, many of which have enabled food manufacturers to develop more creative shapes, textures and flavors. Looking ahead, the wider adoption of AI-enabled sensors is likely to facilitate more precise manufacturing and improve efficiency levels.

### EXTRUDED & EXPANDED BAKERY SNACKS

According to Mordor Intelligence, the global market for extruded snacks was worth over USD65bn in 2025 and is forecast to exceed USD82bn by 2030, with annual growth averaging almost 5%. Traditionally, the most popular types of extruded snacks have included puffed varieties, examples of which include cheese puffs and corn curls. A common characteristic of extruded snacks as the market has developed is their light, airy and crispy textures.

Extruded snacks are manufactured using a continuous mechanical process called direct expanded extrusion, which permits the creation of products with varying shapes and formats. These can then be either eaten by themselves or, alternatively, incorporated into other foods such as breakfast cereals or confectionery. Extrusion technology is appreciated within the snack foods industry for its ability to create products with distinctive and appealing textures (e.g. a crispy bite or a crunchy finish), which can enhance mouthfeel and therefore add the overall snacking experience. Additionally, extrusion can also add to the visual appeal of many types of snack foods.

Manufacturers of snack foods have also adopted extrusion technology to improve the health credentials of their ranges and therefore address consumer concerns over high levels of saturated fats, salt, calories, etc. Extrusion technology has been shown to reduce oil content within snack foods – the application of twin-screw extruders provides better control over moisture content during the production process, thereby lowering the rates of oil absorption.

Flatbreads (or crispbread as they are sometimes termed) represent one of the most popular and

widely eaten of extruded bakery snack. Usually square or rectangular, they come in a range of sizes and formats to suit most occasions. Although traditionally made from rye, the market has expanded in recent years to incorporate wholegrain, high-fibre, organic and gluten-free crispbreads. The leading Wasa brand, for example, includes crispbread made from sourdough, while flavored varieties have also been developed. Examples include sesame, cracked black pepper, sweet onion, sea salt and rosemary.

Crispbread is usually eaten as a snack or breakfast or lunchtime option in many western markets. Popular toppings for crispbread include cheese, eggs, tomatoes, hummus, cucumber, sour cream, smoked salmon, smashed avocado, various cold meats (e.g. ham) and peanut butter. Not only does this create an interesting and flavorful eating occasion, but toppings can assist in give crispbreads immediate visual appeal, with images of them frequently posted on social media websites.

Sales of crispbread are notably high in Europe, especially in countries such as Sweden and Germany. An estimated 92% of Swedish households regularly purchase crispbread, a figure which decreases to 53% in Germany and just 17% in France. Nonetheless, demand continues to grow throughout the region. Health continues to represent one of the main market drivers, as many crispbread varieties have a high fibre content, which can increase the feeling of satiety. Furthermore, many varieties contain numerous essential vitamins and minerals.

The Wasa brand is the world's leading brand of crispbread snack. Since 1999, it has been part of Barilla Group and is produced at manufacturing facilities in Sweden and Germany. A promotional campaign carried out for the Wasa brand in 2025 focused upon the sound of the product's crunch, via the creation of a sonic identity in partnership with Epidemic Sound. The result was the Wasa Sonic Playbook, which is rooted in six curated groups of music and sound effects and aims to attract younger consumers to the category.

Also present in the European market is the Ryvita brand, which is manufactured in the UK and exported to over 70 countries worldwide. Ryvita is frequently positioned as a healthy snack, with each crispbread containing only 32 calories. As is the case with Wasa, the brand appears to be making efforts to boost consumption within the younger age groups. To achieve this, it is placing more of a promotional focus upon social media platforms such as TikTok.

Breadsticks represent another bakery snack produced using extrusion technology, the essential ingredients for

which are wheat flour, palm oil and yeast. Breadsticks are believed to have originated in Italy's Piedmont region in the 17th century, with the name grissini derived from ghërsa, a Piedmontese bread with an elongated shape. Breadsticks are more easily digestible than ordinary bread and pair well with a range of dishes (e.g. soups, salads and pasta) and are suitable for eating with dips such as hummus, guacamole and cheese sauce.

Europe dominates the global market for breadsticks, mostly due to the culinary heritage of countries such as Italy, France and Spain. In recent years, North America has also witnessed a strong growth in demand, due in part to the rising popularity of Mediterranean foods. Another factor in this part of the world has been the success of the Olive Garden chain of Italian American restaurants, which has around 900 outlets throughout the US. Breadsticks represent one of its house specialities.

Much of the recent NPD activity within the sector has focused upon the development of healthier breadsticks. Typical examples have included varieties suitable for gluten-free diets, made from rice, corn or other flours. Manufacturers have also been experimenting with new flavor profiles, using seasonal spices and/or savoury herbs – examples from the UK market have included chive and onion, olive oil, sea salt and sesame, black olive and pizza. Consumers are also demanding alternative formats such as mini breadsticks, as well as thicker varieties which offer a more satisfying crunch.

Other notable extruded bakery snacks include pretzels and churros. Most thin and hard pretzels are manufactured using extrusion technology, whereby dough is forced through a die to produce shapes and formats such as twists, wheels, etc. These are different from traditional baked hand-twisted pretzels. Also worthy of mention are Puffzels, which were launched by Unique Snacks in the US market during 2023. These also use extrusion technology in their manufacture and were developed to address the growing consumer demand for puffed snacks.

Churros are fried, extruded dough pastries associated with Hispanic consumers throughout Latin America, although their origins lie in Spain and Portugal. They are made from deep-fried choux pastry, whereby the dough is extruded from a metal tube with a star-shaped nozzle, producing their distinctive ridged appearance. The use of choux pastry gives churros a light and airy texture, due to the steam formed within their interior during the cooking process. Across much of Europe and North America, demand for churros has increased due to their versatile and portable nature, their adoption by leading retailers and foodservice operators and their strong links with the burgeoning street foods market. •



# Shelf Life Optimization for Less Food Waste

New ingredients promise to extend shelf life and cut food waste in one of the most consumed and thrown away products in households, restaurants and retail: bread and all its varieties.

By Jo Ilie

**B**read remains the world's most widely consumed flour-based product and one of the oldest processed foods, according to academic research published over the past two decades. As global populations rise, overall bread consumption continues to grow – but so does waste.

Food waste more broadly has moved sharply up the political and industry agenda. The United Nations Environment Programme's Food Waste Index Report 2021 estimates that 931 million tonnes of food were wasted globally in 2019, equivalent to around 17% of total food available to consumers.


Because bread is a staple in many countries and has a relatively short shelf life, it features prominently in those figures. In the UK, bread is the second most wasted food category, with around 292,000 tonnes discarded each year, according to research. The UK's Waste and Resources Action Programme (WRAP) has previously estimated that bread accounts for roughly 10% of all food waste in the country, while campaigners have suggested that as many as 20 million slices are thrown away daily.

Similar patterns are reported elsewhere. Studies indicate that bakery products make up more than a quarter of household food waste in Norway, around 14% in Canada, and nearly a quarter of

avoidable mixed food waste in Polish homes. Sweden records more than 80,000 tonnes of bread waste annually. While there is extensive research into repurposing surplus bread – from animal feed to energy recovery – industry guidance, including from Food Innovation Australia Limited (FIAL), stresses that prevention remains the top priority in the food waste hierarchy. And one of the best ways to prevent food waste is to ensure a longer shelf life for bread.

Chemical solutions aim at producing longer-lasting bread with consistent quality, whether purchased fresh or stored for later use. One recently launched product is LEVAIR ESL from Innophos, which addresses two critical challenges faced by bakeries: controlling microbial growth to prevent spoilage and maintaining the freshness and texture of bread over extended periods.

By slowing spoilage and maintaining softness, the solution allows bread to stay fresher for longer, without compromising taste or texture. This enables manufacturers to centralize inventory, streamline production, and expand distribution reach, ultimately boosting profitability and reducing operational complexity. Retailers stand to benefit as well. Fresh bread on shelves means fewer expired products, enhanced customer satisfaction, and stronger brand loyalty. For consumers, LEVAIR ESL translates into longer-lasting



bread with consistent quality, whether purchased fresh or stored for later use. IFF has also introduced a next-generation enzyme solution aimed at extending the freshness of bread in the U.S. market. The innovation is designed to help industrial bakeries deliver loaves with improved softness, resilience and cohesiveness across shelf life, while also supporting operational efficiency. The launch comes at a time when rising ingredient costs and consumer expectations for long-lasting freshness are placing new pressures on the baking sector, says the company. According to recent consumer research, 60% of U.S. shoppers say they would choose bread marketed as “fresher for longer,” with more than half expecting at least four days of freshness at the time of purchase. IFF’s trials with the new enzyme showed notable results in both white and whole-wheat bread applications. Loaves retained resilience, structure and visual appeal, while also maintaining a soft, easy-to-butter texture for several days after purchase. Performance was achieved even at lower dosage levels compared to existing solutions, reducing complexity for bakers and helping cut waste.

For the European market, functional baking ingredients specialist DeutscheBack has introduced TopBake Mixed Bread Fresh, a new low-dosage freshness improver designed to extend softness and shelf life in mixed wheat and rye breads.

The solution offers an alternative to conventional enzyme-heavy freshness systems, achieving equal or superior results at just 0.1 kg per 100 kg of flour. According

to the company, this represents a significant cost advantage, requiring far less product than traditional solutions, often by a factor of 2 to 10. The formulation combines specific enzymes with ascorbic acid to improve dough handling and retain moisture in the crumb, resulting in bread that stays softer for longer. DeutscheBack estimates that bakeries processing 150 tonnes of flour can save five figures annually by switching to the product, due to the lower volume required.

A different approach comes from Argentina-based BioBlends, which makes gas-based bio-preservatives that it claims can enable bakers to clean up labels and extend shelf life.

The volatile organic compounds (VOCs), which are produced by bacteria, are highly effective against mold and can be transported in liquid form, says the company, which identifies VOCs that are effective against specific fungal contaminants and naturally-occurring microbes that produce them.

The firm, which has started piloting its tech in the bakery sector with a leading industrial producer, says early results show improved microbiological performance versus current preservation methods, easy integration into existing processes without capex or operational changes, and no impact on the flavor, aroma, or texture of the food products in question.

As more research is focused on this important aspect of bakery production, the chemical causes of food waste will be eliminated in time. What remains to be solved is behaviors that lead to food waste: overproduction and overconsumption. •

# UK Market: Pastries On the Rise

The UK baked goods market is facing the same challenges and opportunities as most European markets: increased prices, decreased volumes, but also an increased appetite for indulgence and convenience. Market analysts at Euromonitor International explain.

By Jo Ilie

**UK** baked goods are expected to see retail value sales rise again in 2025, but the growth story isn't quite as upbeat as it looks at first glance. Most of the increase is coming from higher prices rather than shoppers putting more items in their baskets. Consumers are paying more at the till, but they're not necessarily buying more. While wheat prices have started to settle down – offering some breathing space for staple products like bread – cost pressures haven't disappeared. The wider bakery sector is still dealing with elevated input costs. Sweet baked goods have felt this particularly strongly, with the global cocoa shortage pushing up prices for cakes, pies and tarts. As a result, value sales are climbing even as volumes slip back. In this environment, the real momentum is in premium, indulgent and convenience-led products. Even when budgets are tight, shoppers

are still willing to spend a little extra on something that feels special, high quality or ready to enjoy with minimal effort.

Analysts at Euromonitor International drew a detailed picture of what happened in the UK market in 2025.

## Baked Goods in the United Kingdom Country Report | Dec 2025

### KEY DATA FINDINGS

- Retail value sales increase by 3% in current terms in 2025 to GBP10.0bn;
- Pastries is the best performing category in 2025, with retail value sales growing by 6% in current terms to GBP1.2bn;
- Retail sales are set to rise at a current value CAGR of 3% (2025 constant value CAGR of 1%) over the forecast period to GBP11.5bn.

Cherry Bakewell  
Tart

£3.50 or 2 for £6

at flour, butter, sugar, free range eggs,  
cherry, almonds, chocolate, apricot jam,  
natural almond essence  
allergens please see ingredients in bold

Stilton, Honey  
Roasted Roots Veg  
Tart

£3.50 or 2 for £6

Carrot, parsnip, stilton cheese, beetroot, onion,  
cheddar cheese, Greek yogurt, honey, wheat flour,  
water, free range eggs, vegetable oil, yeast,  
parsley, sea salt  
For allergens please see ingredients in bold

Butt  
and

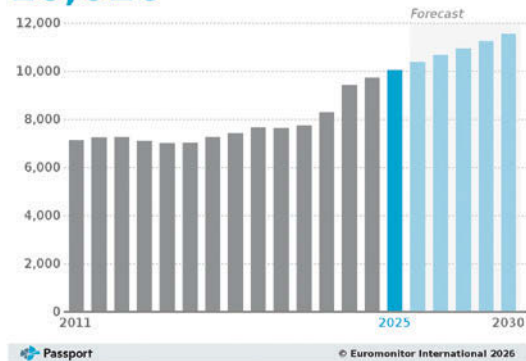
£

Butter  
Greek yogurt  
water  
parsley  
sea salt  
For allergens please see ingredients in bold

### Sales of Baked Goods in United Kingdom

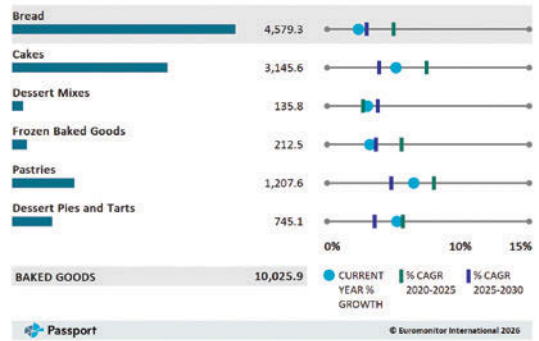
Retail Value RSP - GBP million - Current - 2011-2030

**10,026**



### Sales of Baked Goods in United Kingdom by Category

Retail Value RSP - GBP million - Current - 2025 Growth Performance



## 2025 DEVELOPMENTS

### Retail current value sales grow yet inflationary pressures continue to challenge retail volume sales

Retail current value sales of baked goods in the UK are projected to increase over 2025, although this growth can largely be attributed to price inflation, rather than a rise in consumer demand. While global wheat prices began to stabilize, offering some relief to producers of staple bakery items, such as in the major category of bread, baked goods as a whole continued to grapple with inflationary pressures. Sweet baked goods were particularly affected, as a global shortage of cocoa drove up input costs. This had a direct impact on the pricing of cakes and sweet pies and tarts, which are projected to see their retail value sales rise, despite drops in retail volume sales terms.

## INDUSTRY PERFORMANCE

### Shift to higher-quality, convenient and authentic products

The demand for artisanal and premium offerings in baked goods in the UK is on the rise, with consumers willing to pay a premium for higher-quality products. This trend is further supported by the increasing interest in international cuisines, such as Middle Eastern, Asian and Mediterranean, leading to flavour innovations

in baked goods. Retailers are expanding their premium ranges to tap into this trend. Indulgence and convenience needs are other key drivers of growth within baked goods in the UK. Players are investing in higher-quality ingredients and expanding flavour options, which are attributes local consumers are willing to pay extra for. In bread, sourdough continues to pique the interest of consumers who perceive it as both higher in quality and a healthier option.

### Pastries capitalize on indulgence and convenience trends

Pastries, driven by especially unpackaged but also packaged formats, is projected to post the highest growth in baked goods in retail current value sales over 2025. This performance is driven by a shift in consumer preferences towards artisanal, freshly-baked options that deliver both indulgence and convenience. Breakfast and brunch occasions remained key consumption drivers, with time-pressed shoppers seeking high-quality, ready-to-eat products that fit seamlessly into their daily routines. •

*Market analysis based on data provided by Euromonitor International.*



**ernut Squash Cheddar Tart**  
**£3.50 or 2 for £6**  
 squash, onion, cheddar, cheese, black pepper, garlic, wheat flour, large eggs, vegetable oil, yeast, sea salt, baking powder.  
 For allergens please see ingredients in bold

**Spinach and Tomato Quiche**  
**£3.50 or 2 for £6**  
 Spinach, tomato, feta cheese, butter, organic free range eggs, rice flour, potato, tapioca, maize, xanthan gum, milk, cream, sea salt  
 For allergens please see ingredients in bold  
 This product may contain traces of gluten

**Rustic Tart**  
**£3.50**  
 DAILY  
 wheat flour, bran, large eggs, vegetable oil, apricot jam, sea salt.  
 For allergens please see ingredients in bold



# An Exciting Year Ahead

Five major trade shows will shape the face of the baking industry in 2026. From Interpack to Bakery China, from Snackex to Pack Expo and Gulfood Manufacturing, we take a trip around the world to see what the year brings.

By Jo Ilie

## INTERPACK 2026

May 7 - 13

Messe Düsseldorf, Germany

Artificial intelligence, innovative materials, new functionalities and future skills: the major themes of transformation in the industry won't wait. At interpack 2026 in May, visitors will gain valuable insights and make important connections. Market leaders from every stage of the value chain are preparing to attend. The ticket shop is also open now.

Anticipation is growing as interpack reaches the next milestone on the way to its 2026 edition, which will take place from 7 to 13 May. Around 2,800 exhibitors from all over the world are preparing to showcase their latest innovations in Düsseldorf, setting important trends for the future of a globally connected industry.

"interpack 2026 is more important than ever," says interpack director Thomas Dohse. "Against the backdrop of profound transformation across many sectors, a wide range of topics are on the agenda, including AI, automation, new regulations, the need for future skills, and innovative materials. Now is the time to take action together."

## BAKERY CHINA 2026

May 20 - 23

National Exhibition Convention Center (NECC) Shanghai, China

Founded in 1997, Bakery China is the global largest event serving the entire value chain for the bakery and confectionery market. Annually held in Shanghai, the event enables leading global professionals, buyers, and delegates to meet and share the latest innovations and thinking in manufacturing, distribution, R&D, applications and other related services in the bakery industry. It seeks to promote the Chinese bakery industry through comprehensive development. The 28th Bakery China would be held on May 20-23, 2026 at National Exhibition and Convention Center (NECC), Shanghai, covering 330,000 sqm of show space. Over 2,200 exhibitors and 400,000 visits are expected.

## SNACKEX

June 17-18

FIL Expo Lisbon, Portugal

SNACKEX is the only 100% focused savoury snacks and snack nut international trade fair in the world which unites the savoury snack industry in a single-destination tradeshow and conference, serving

as the pre-eminent business meeting place for the industry. The trade fair provides a unique opportunity for industry professionals to buy, sell and network with top management, qualified buyers and key decision-makers. Attendees have numerous opportunities to interact with like-minded individuals at the exhibition and during the social functions that are an integral part of the event.

## PACK EXPO INTERNATIONAL 2026

October 18-21

McCormick Place Chicago, USA

The most comprehensive packaging and processing event in the Western Hemisphere brings together 40+ vertical industries and 2,600 exhibitors with the latest machinery in motion and packaging materials. Over four days, attendees will be able to explore the latest packaging and processing technologies, from automation and robotics to materials, containers, labeling and logistics solutions. The show floor is organised into themed pavilions and zones, helping visitors navigate innovations relevant to their operations and strategic priorities.

In addition to live demonstrations and product showcases, free educational sessions and networking events are scheduled across the venue, offering insights into best practices, industry trends and breakthrough technologies. Exhibitors and visitors spanning food & beverage, healthcare, household products, e-commerce and more will use the event to compare solutions, make connections and drive business decisions.

## GULFOOD MANUFACTURING 2026

November 3-5

Dubai World Trade Center, UAE

Gulfood Manufacturing 2026 aims to bring together megatrends and innovations of 2026 across 5 event sectors – Ingredients, Processing, Packaging, Supply Chain Solutions, and Control & Automation, all designed to build a sustainable, resilient, agile, and efficient future for food & beverage manufacturing.

The event will be attended by over 2,500 exhibitors from 72 countries spread across 22 dynamic halls, showcasing food manufacturing solutions and trends poised to revolutionise the food production lines of the future. The FoodTech Summit, which will be hosted during the trade show, will feature visionary insights from food futurists and global experts. And the prestigious Gulfood Manufacturing Industry Excellence Awards will recognize the most innovative solutions available at the show. •

# 2026 FEATURE PLANNING

## 1 JANUARY/FEBRUARY

Ad closing: Feb 10/Publishing: Feb 24

### TECHNOLOGY

Sheeters & Laminators / Freezing Equipment

### PROCESS

Designing & Commissioning / Production Lines / Cutting and Forming / Scoring

### SPECIAL FEATURE

Business Outlooks 2026  
*Interviews with industry leaders about their view on the coming year*

### EXPERT VIEW

Low Pressure / Extruded Snacks

### FOOD SAFETY

Hygienic Equipment Design

### INGREDIENTS & NUTRITION

Flours / Shelf-life Optimization / Botanicals / CBD

### PACKAGING

Secondary packaging

### MARKETS

UK & Ireland

### SNACKING TRENDS

Expanded / Extruded Snacks

### CRAFT BAKING

Freezers, Display Freezers & Coolers

### SUPPLY CHAIN & LOGISTICS

Storage & Warehouse Management

### PRODUCT SPOTLIGHT

Pizza / Laminated Dough-based Innovation

### TRADE SHOWS

Trade Shows Outlook 2026

## 2 MARCH/APRIL

Ad closing: April 08/Publishing: April 22

### INTERPACK SPECIAL ISSUE

#### TECHNOLOGY

Extruders / Topping / Filling / Glazing

#### PROCESS

Inspection & Monitoring / Product Diversification

#### SPECIAL FEATURE

Energy Saving & Process Optimization

#### EXPERT VIEW

Sustainable Packaging Materials

#### FOOD SAFETY

MAP Packaging

#### INGREDIENTS & NUTRITION

Oils & Fats / Flavors & Colors / Water

#### PACKAGING

Packaging Automation

#### MARKETS

Germany

#### SNACKING TRENDS

Savory vs Sweet Biscuits

#### CRAFT BAKING

Craft Bakery Packaging

#### SUPPLY CHAIN & LOGISTICS

Traceability

#### PRODUCT SPOTLIGHT

Traditional Bakery & Ethnic Sweets / Pies & Tarts

#### TRADE SHOWS

Food & Drink Expor, Sigepe World China

## 3 MAY/JUNE

Ad closing: May 14/Publishing: May 28

Published together with  
**Asia Pacific Overview**

### SNACKEX SPECIAL ISSUE

#### TECHNOLOGY

Turnkey Lines / New Oven Technologies

#### PROCESS

Vacuum Cooling / Seasoning

#### SPECIAL FEATURE

Smart Production & AI

#### EXPERT VIEW

Efficient Product Transport: Conveying Systems

#### FOOD SAFETY

Trainings and Program Implementation

#### INGREDIENTS & NUTRITION

Plant-based Bakery / Enzymes / Free-from Alternatives

#### PACKAGING

Snacks Packaging Innovation

#### MARKETS

Spain & Portugal

#### SNACKING TRENDS

Pies & Cakes

#### CRAFT BAKING

Dividers / Rounders

#### SUPPLY CHAIN & LOGISTICS

Supply Chains & NPD

#### PRODUCT SPOTLIGHT

Plant-based Bakery Products / Cookies

#### TRADE SHOWS

Thaifex Anuga, IFT First

## 4 JULY/AUGUST

Ad closing: July 16/Publishing: July 30

### TECHNOLOGY

Smart Bakery Systems / Conveyor Belts

### PROCESS

Depositing / Mixing & Hydrating Ingredients

### SPECIAL FEATURE

Sustainability: Challenges & Outcomes

### EXPERT VIEW

Oils, Fats & Dough Rheology

### FOOD SAFETY

Certifications, Regulations & Compliance

### INGREDIENTS & NUTRITION

Dough Improvers / Inclusions / Pulses / DRI & EU regulations

### PACKAGING

Sustainable Materials

### MARKETS

Scandinavia

### SNACKING TRENDS

Sandwich Breads / Flatbreads

### CRAFT BAKING

Deck and Rack Ovens

### SUPPLY CHAIN & LOGISTICS

Handling & Transport

### PRODUCT SPOTLIGHT

Donuts / Cakes

### TRADE SHOWS

Pack Expo, Anuga

## 5 SEPTEMBER/OCTOBER

Ad closing: Aug 20/Publishing: Sept 03

Published together with  
**North America Overview**

### PackEpo SPECIAL ISSUE

#### TECHNOLOGY

Software and Sensors / Proofer

#### PROCESS

Extrusion / Handling / Pick & Place

#### SPECIAL FEATURE

Product Quality Management

#### EXPERT VIEW

Plant-based Formulation & Production

#### FOOD SAFETY

IoT in Food Safety Management

#### INGREDIENTS & NUTRITION

Sweeteners / Emulsifiers / Antioxidants

#### PACKAGING

Robots / Cobots

#### MARKETS

France

#### SNACKING TRENDS

Enrobed / Filled Sweets

#### CRAFT BAKING

Packing Equipment for Craft Bakers

#### SUPPLY CHAIN & LOGISTICS

Cold Chain

#### PRODUCT SPOTLIGHT

Frozen Pastry / Sourdough Bread

#### TRADE SHOWS

SIAL

## 6 NOVEMBER/DECEMBER

Ad closing: Nov 02/Publishing: Nov 16

Published together with  
**Middle East Overview**

### Gulfood SPECIAL ISSUE

#### TECHNOLOGY

Dough Dividers/ Rounders, Mixers & Kneaders

#### PROCESS

Conveying / Hygiene & Sanitation

#### SPECIAL FEATURE

Sustainable Sourcing of Ingredients

#### EXPERT VIEW

Pans, Trays, Racks & Bakeware

#### FOOD SAFETY

Process, Product & Staff Protection

#### INGREDIENTS & NUTRITION

Yeast & Sourdough / Proteins & Fibers / Starches

#### PACKAGING

Active Packaging

#### MARKETS

France

#### SNACKING TRENDS

Italy

#### CRAFT BAKING

Wafers

#### SUPPLY CHAIN & LOGISTICS

Small Footprint Technology

#### PRODUCT SPOTLIGHT

Winter Holiday Treats / Meringues

#### TRADE SHOWS

SIRHA Lyon 2027, ISM ProSweets 2027



# YOU JUST TURN THE KEY

how to connect the production equipment



## total solutions for your industrial production line

'Turnkey solutions' sound like too good to be true. Especially in environments such as industrial bakeries, where controls and automation are getting more and more complicated, and the ultimate production facility consists of several specialized entities, machines, and stations. It requires a deep insight on the bakery technology, the process, and the technique, and at the same time the ability to see the cohesion between all the elements. Flexibility, creativity and the ability to focus on the client's requirements. This is what we do, day by day and it is what we have done for decades. We strive to be your partner in creating the production environment you consider as ideal. Your goal is our goal. We are available to manage the project and indeed guide and coordinate the construction from A-Z. Until it is your turn; you just turn the key.

Verhoeven Bakery Equipment Family has a long and successful history of tailor-made development, engineering and production for the food industry. In the bakery market the family labels have established a strong position due to innovative and creative turnkey solutions. We sell high-end production lines and state-of-the-art machines. Developed and made by a wonderful team of dedicated people. This makes us proud. We would love to show you why.

## we make to bake

VERHOEVEN BAKERY EQUIPMENT FAMILY  
[WWW.VERHOEVENFAMILY.COM](http://WWW.VERHOEVENFAMILY.COM)

