



OUR *Artisan* BREAD RISES TO THE CHALLENGE

After over 30 years of celebrated bread craftsmanship, we know artisan bread is superior to other commercial varieties. Let us share our insights with you.



WHY ARTISAN BREAD MATTERS MORE THAN EVER IN THE FOODSERVICE LANDSCAPE

ARTISAN BREADS ARE SEEN AS HEALTHIER.

Health-conscious consumers are rediscovering the benefits of bread as a nutritious option. **64%** of consumers are interested in the impact of food on their health.¹

ARTISAN BREADS ARE SEEN AS HIGH-QUALITY.

Consumers are savvier than ever about bread, what goes into it, and how it is made.

*“Attention is shifting from the protein to the carbohydrate—
80% of consumers say bread quality is very important.”²*

ARTISAN BREAD ALIGNS WITH CURRENT TRENDS.

High-quality bread drives decision making, especially for younger audiences, where integrity behind the brands they buy is key.

“Because of today’s more sophisticated culinary outlooks, consumers are recognizing...artisan breads—and even coming to expect them—on foodservice menus.”³

ARTISAN BREAD ELEVATES THE MENU.

Rustic, artisanal bread can give classic recipes an upgrade.⁴

ARTISAN BREAD IS A PREMIUM OFFERING THAT CONSUMERS DON’T MIND PAYING FOR.

47% of consumers are willing to pay a premium for breads with natural and healthy positioning.⁵



LA BREA BAKERY: A *Delicious* RETURN ON INVESTMENT

With its rustic appeal and inviting aroma, genuine artisan baking differentiates itself from the very first impression. Our bread is designed for higher check rings, maximum versatility, and profit potential down to the last crumb.

WE'VE DONE THE RESEARCH to discover what operators prioritize, rating the following “extremely important” or “very important”:⁶

89%
TASTE &
TEXTURE

80%
VALUE FOR
PRICE

69%
REQUIRING
LITTLE LABOR



52% of consumers said they would spend 10% more on a product that contained recognized and trusted ingredients.⁷

La Brea Bakery breads made without honey, cheese, or eggs are vegan and can be used in plant-based menus. In addition, all our bread is non-GMO and kosher.

IT PROVIDES VERSATILITY WHILE STREAMLINING INVENTORY.

23% of operators are using more versatile ingredients, while **30%** are looking to simplify their menus.⁸ Our bread can be used in a myriad of ways, for every daypart and every menu.

IT'S A LOW-LABOR PRODUCT. We take pride in providing the highest quality breads requiring the least amount of skilled labor. We've recently crafted our easy-to-prepare bread with an extended shelf life, too.

IT ELIMINATES WASTE WITH OUR ONE BREAD, 3 DAYS,

3 WAYS PROGRAM. We've developed innovative, built-in solutions and foodservice-friendly recipes so operators can use up every last bit of bread over the course of three days.

IT'S SIMPLY DELICIOUS. A crackly, golden crust. A tender, bubbled interior. The fragrant yeasty aroma that's indicative of a freshly baked loaf. Few things can compare to the experience.



ANYWAY YOU SLICE IT, LA BREA BAKERY IS A PART OF YOUR *Success*.

La Brea Bakery offers more than 40 varieties of authentic artisan breads, from sandwich bread to bread-basket service and everything in between.

Elevate the guest experience and rise above the competition with artisan bread from one of the most celebrated bakeries in the world.

TO LEARN MORE ABOUT OUR BREADS, BROWSE RECIPE INSPIRATION, OR PLACE AN ORDER, SCAN THE QR CODE BELOW.

You can also contact your La Brea Bakery Representative at 1-844-99ASPIRE.

Sources:

¹ www.amfbakery.com/artisan-style-bread-trends-in-2022

² www.butterballfoodservice.com/resources/its-all-about-the-bread

³ www.foodbusinessnews.net/articles/7385-artisan-bread-renaissance

⁴ www.bakemag.com/articles/13438-several-factors-drive-growth-of-artisan-breads

⁵ biosolutions.novozymes.com/en/baking/insights/consumer-trends-baking-industry

⁶ La Brea Bakery Omnibus Study

⁷ www.foodbeverageinsider.com/market-trends-analysis/75-consumers-will-pay-extra-clean-label-ingredients

⁸ Technomic Q3 2021 Quarterly Consumer and Operator Outlook Report

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