



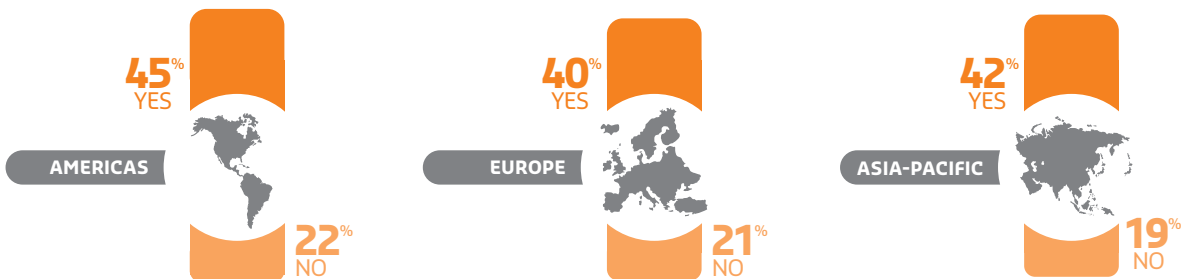
LOST in TRANSLATION

Consumers are being bombarded by all kinds of messages – sometimes contradictory – from media and so-called experts about what is good for them. This makes them uncertain about who and what to believe. It gives rise to food myths and leads to consumer beliefs that are built on perception instead of facts. They lack fact-based knowledge to make good food choices and therefore demand transparency and clear labels.

Food ingredient myths can become so big they can MAKE or BREAK products, brands or even parts of a category. Also, there seems to be A RISE OF THE NON-EXPERTS spreading opinions on how to live healthily



42% of consumers around the world believe **GLUTEN CAN CAUSE DIGESTIVE PROBLEMS** for the majority of consumers



Even more consumers believe this in some emerging markets like **Brazil (54%)** and **Indonesia (50%)**

Figures in strong contrast with scientific research, that estimates the proportion of population suffering from gluten related disorders to be approximately 10%



Another striking figure is the perception of 57% of consumers who feel that **BREAD SHOULD BE AVOIDED** if one is **PAYING ATTENTION TO WEIGHT**



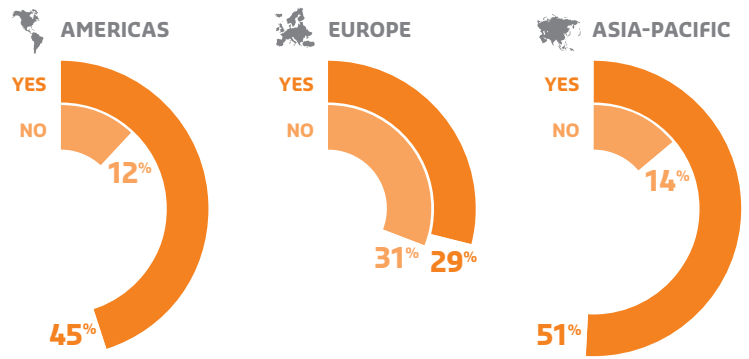
In **Mexico 74%** believes bread should be avoided when trying to lose weight



A majority of consumers believes that **BREAD WITHOUT ADDITIVES IS HEALTHIER**



A majority in Asia-Pacific and emergent markets like China and India believes **PALM OIL CAN BE HEALTHY**; in Europe, only a third believes the same

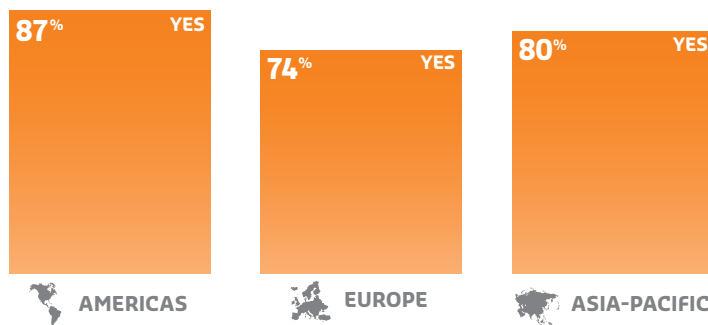


THE GOOD NEWS?

This reality opens the door to a lot of untapped potential for the baked goods industry.



The vast majority of consumers knows that **FIBERS ARE HEALTHY**



...but globally only a limited amount (39%) knows **BREAD CONTAINS FIBERS**

What does this mean FOR YOUR BUSINESS?

Consumers are desperately looking for the truth. Limited consumer knowledge, combined with a pessimistic outlook on the future, makes them susceptible to food myths. It is our job to educate the public on the true and undisputed benefits of our industry's gems.