

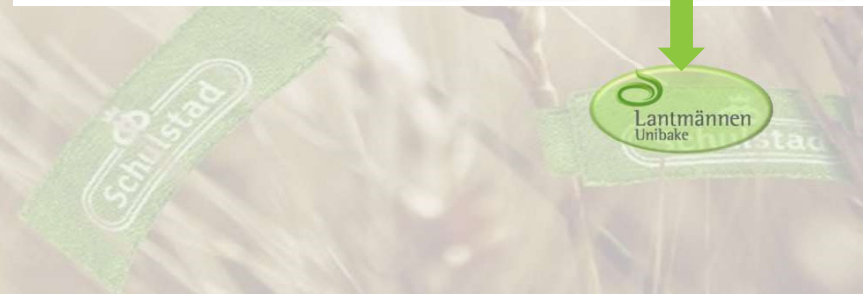
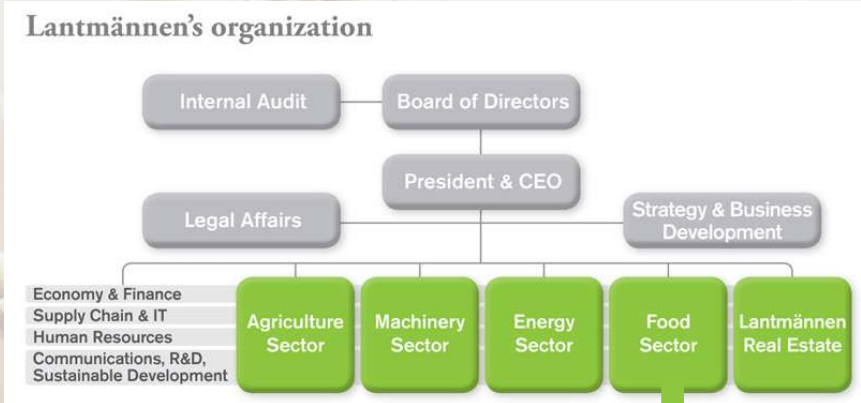
# How do you increase wholegrain content in products

Product developer, Andreas Skovmand Agesen



# Schulstad - A Part of the Lantmännen Group

- Northern Europe's leading company within food, energy and agriculture
- Owned by 25.000 Swedish farmer
- More than 10.000 employees
- Operational in over 20 countries
- Yearly turnover of 40 Mia. SEK





# Lantmännen Unibake



# Lantmännen Schulstad

- Our core business is packaged fresh bread, which we sell in Denmark
- 45 products in 4 categories
- Daily delivery directly to 2.440 retailers in Denmark
- Denmark's largest bread manufacturer



## Pandrup

179 employees  
3 production lines



## Vejle

187 employees  
Distribution  
Customer service



## Avedøre

361 employees  
5 production lines  
Distribution







We are original and pioneers within our category.

We have renewed the Danish bread culture and improved bread quality since 1880 - and continue to develop our products and the category as a whole

We never use preservatives or straw shorteners.

We have always - and will always provide natural quality bread to the Danish consumer.



Naturlig smag på livet



# Why is Schulstad a part of the Wholegrain Partnership

- o We wish to contribute to public health
- o Part of the company's sustainability strategy
- o Strong foundation for a known health brand (Levebrød)
- o Strong communication platform
- o Common goals - high ambition
- o Increased awareness on health and wholegrain by both customers and consumers



# How we work with wholegrain

## Levebrød - Wholegrain sub-brand

- 20 years on the market
- Always carries logos (keyhole/wholegrain)
- Easy for the consumer to navigate
- 3 “types” of wholegrain products
  - Consistent performers of wholegrain varieties
  - Products that do not look like wholegrain
  - Products following the latest trends

## Lifting the base level

- 5% wholegrain flour in everything
- Varieties that do not look like whole grain



# Wholegrain and health in 2021

**Health is still important, but in combination with balance and wellbeing**

- ✓ Healthy natural ingredients
- ✓ Focus on everyday food
- ✓ Healthy gut
- ✓ Anti-stress
- ✓ Flexitarian / vegetarian
- ✓ Holistic health
- ✓ Focus on nutrients to strengthen wellbeing (produkt egenskaber)
- ✓ Healthy enjoyment - No compromise on flavor!



**Wholegrain -  
the natural  
health  
ingredient**





# Wholegrain and bread development

## Challenges

- Poorer baking properties
  - Lower volume – dense bread
- Dryness
  - Becomes more apparent over time
- Flavor
  - Some dislike the flavor of wholegrain
- Bitterness
  - Red wheat has a natural bitterness
- Availability of ingredients
  - Few varieties available in the right quantities

# Wholegrain and bread development

## Solutions

- Product innovation
- Different millings of the grain
- Boiled/soaked kernels/flakes
- White wheat
- Special baking ingredients
- New types of grains



# A journey towards more wholegrain