Baking for Better Health: Challenges and solutions to increasing whole grain

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Lantmännen Unibake International

Lantmännen Unibake

We sell fast food, bread and sweets in **more than 60 countries...**

More than **6,000** dedicated professionals

30+ bakeries

Present in **20+** countries

€1.1bn net annual sales

Strong presence creates **competitive advantages**

31 bakeries
91 production lines

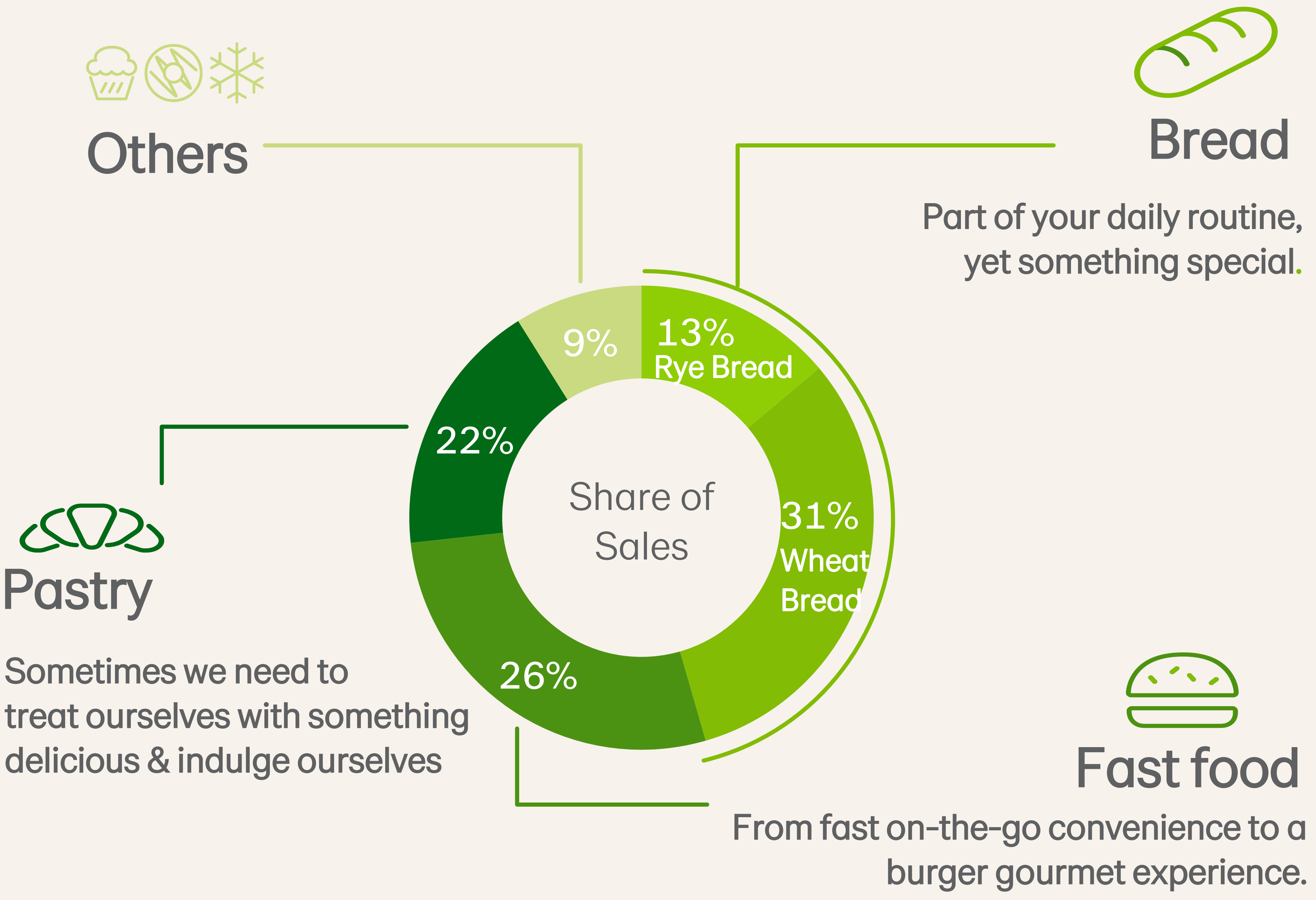
Denmark
Sweden
Norway
Finland
Estonia
Lithuania

Germany
UK
BeneLux
Poland
Romania
US

Our mission

Towards **billions of smiling tummies**

It is all about **tasty** bakery



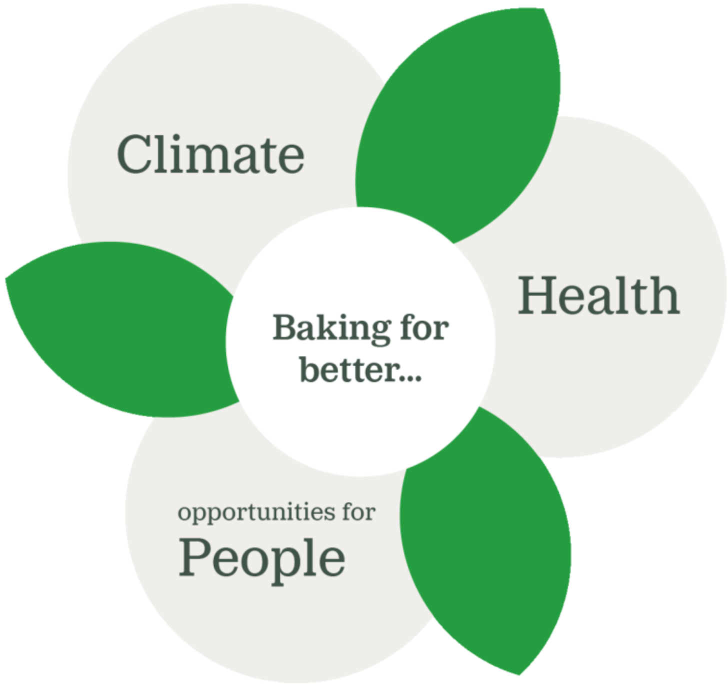
Our products and service add value to businesses in both Food-Service and Retail.

Strong brands drive growth

Schulstad BAKERY SOLUTIONS
Schulstad
Vaasan
Americana MADE THE AMERICAN WAY
BONJOUR®
PASTRIDOR P BAKERY LOVERS
HATTING
KORVBRÖDS BAGARN
MR·BIG MOUTH
tHe FROZen BaKeRY

Our vision for a sustainable Unibake

BAKING FOR A BETTER WORLD



Health

- Innovative healthier alternatives in all categories

Climate

- Committing to science based targets

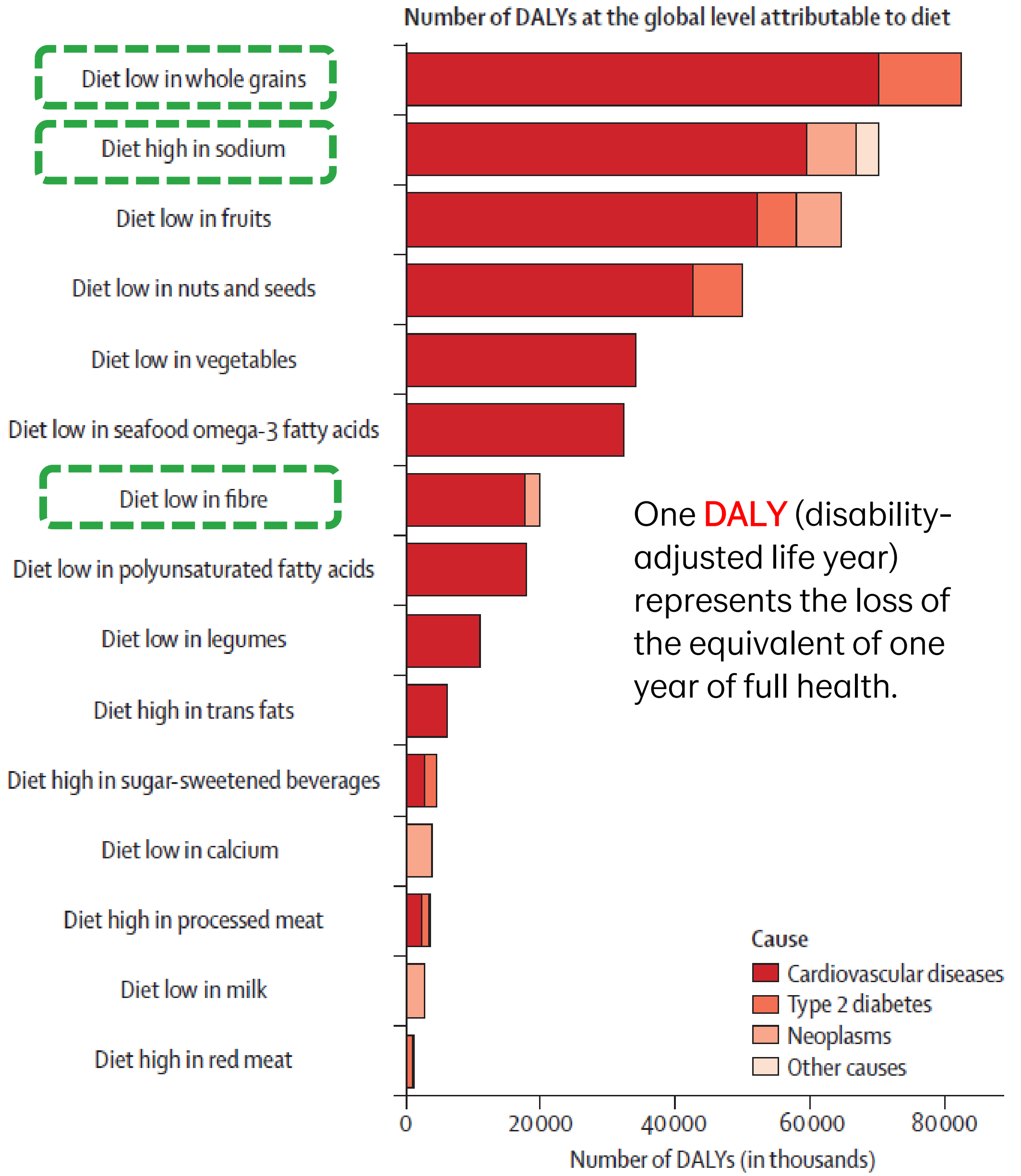
Opportunities for people

- Responsible and sustainable employer

Baking for Better Health

Lantmännen
Unibake

Relevance for public health



One DALY (disability-adjusted life year) represents the loss of the equivalent of one year of full health.

Source: Global Burden of Disease Study 2017. Lancet 2019; 393: 1958–72.

Our category /categories play a significant role in the diet

Bread is a significant source of wholegrains, salt and fibre in the diet

- **27-84%** of all wholegrains,
- **14-35%** of all fibre,
- **25-35%** of all salt

in the diet comes from bread

- Sweets category plays a role in diets as source of energy (**5-8%**), saturated fat (**6-10%**) & sugar (**11-16%**)

Challenge: Different bread culture, different solutions needed

National intake recommendations vary:

"Prefer wholegrains"

"Choose at least half of the grains as wholegrains"

"Eat 70-90g of wholegrains per day"

The opportunity

We develop wide competence on the solutions.

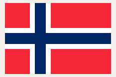
We can share knowledge between different markets, forerunners can pave the way for others

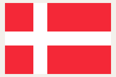
What would help: sharper wholegrain intake recommendations in many more countries

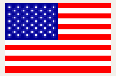
We can have different approaches for increasing the wholegrain content of our products

Products with significant amounts of wholegrains

Examples of labelling systems







"**Wholegrain bread**": min 50% of grain ingredients are wholegrain

90% of final ingredients, apart from water, must be whole grain for **WG bread**

The "silent" approach

- Adding smaller amounts of wholegrains into products
- Communicated in the ingredient list but not necessarily otherwise in the package or other information

Every gram counts!

Challenge: we can’t risk product quality & profits or add complexity

By 2030, we will more than double our volume of healthier products to positively impact public health

Important not to jeopardize:

- Product quality
- Complexity in our bakeries
- Profits

Some things to consider…

- Taste & quality, consumer preferences
- Can our lines handle new ingredients?
- How do we inform our customers & get their acceptance?
- Cost-neutral solutions or extra cost?

Modifying existing products

- Thousands of different products
- Recipe changes need to be tested (cost, food waste)
- Chancing ingredients, nutrition values -> change in packages, labels…

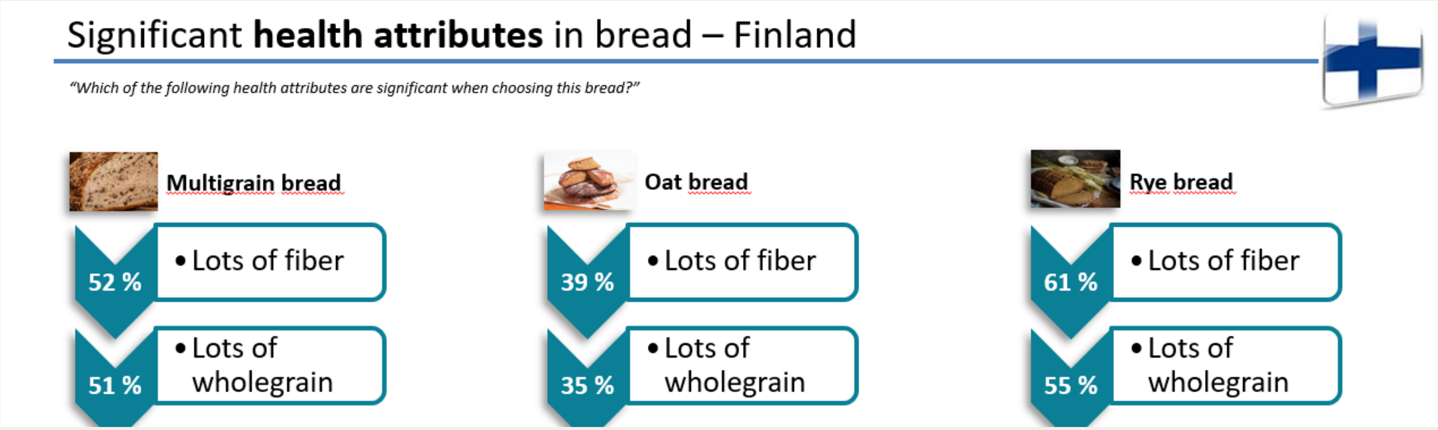
The opportunity

We can share knowledge & solutions between different markets & cross functionally

NPD (New Product Development)
When we start new projects or design new lines in bakeries, we can start “right” from the beginning = focus on wholegrain ingredients

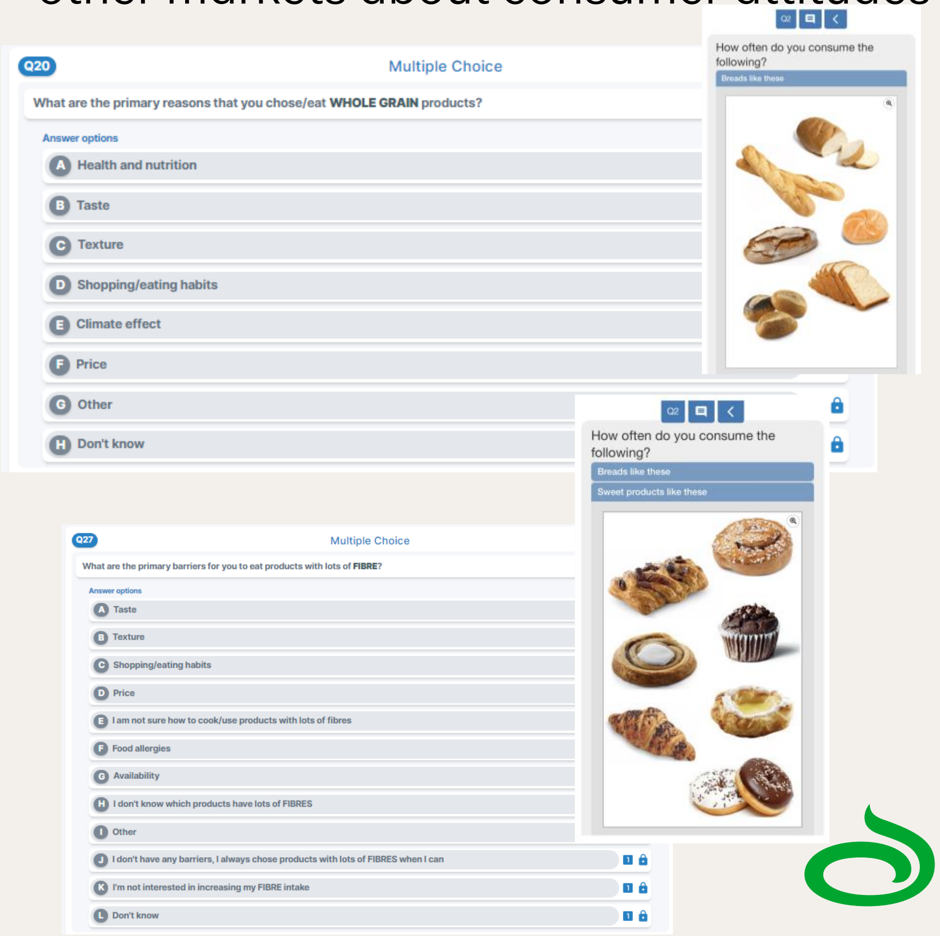
Challenge: Varying consumer attitudes and knowledge on wholegrains in different markets

In some markets, fibre and wholegrain content are key drivers when choosing bread, already now



Source: Vaasan Bread Study, N=1500, Finland 2019

We will need to gain knowledge in some other markets about consumer attitudes



The opportunity

When we know our markets, we can tailor effective messages & actions

Take-home messages

- Have a range of different solutions & approaches, as one might not fit all
- Knowledge sharing & cooperation internally between forerunners and those starting their journey
- Strong cross functional cooperation needed
- Find partnerships and initiatives outside the company, it is easier to proceed with others and not alone


Thank you!
Questions?