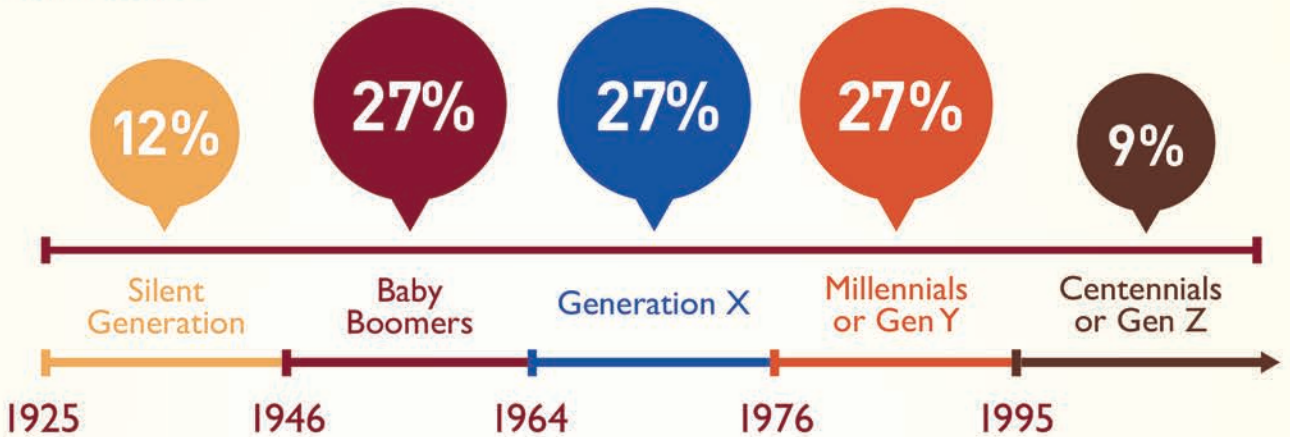
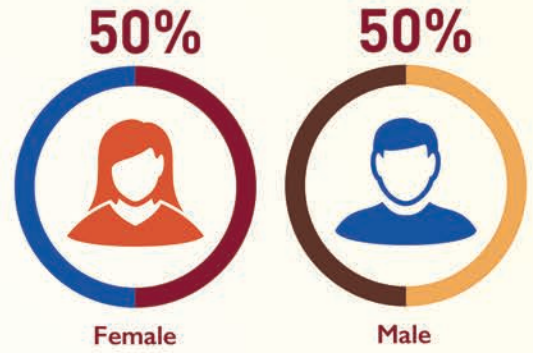


SWEET EXPECTATIONS

Comax Flavors conducted a study of 1,000 U.S. respondents aged 18-70+. The study examined sweet baked product consumption habits and preferences to better understand consumers' behavior, usage and attitudes towards Cakes, Cookies, Donuts, Muffins and Pies.

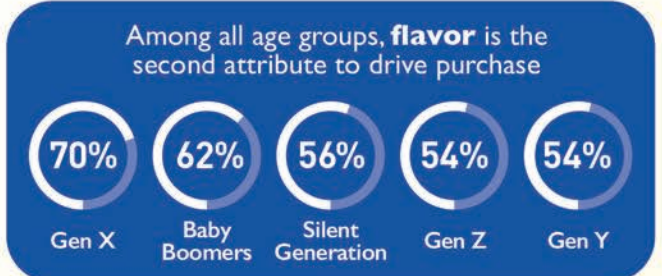
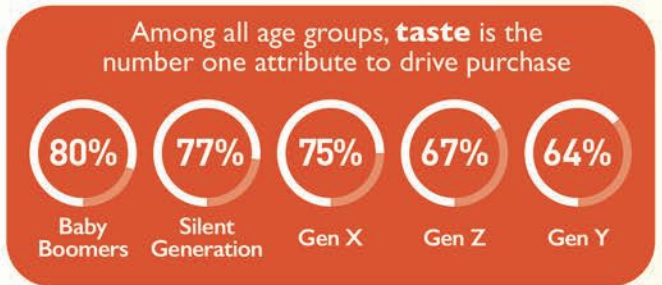


Sweet baked products focused on **Cakes, Cookies, Donuts, Muffins and Pies**



The five most **important attributes** respondents make their **Sweet Baked Product** purchases on are:

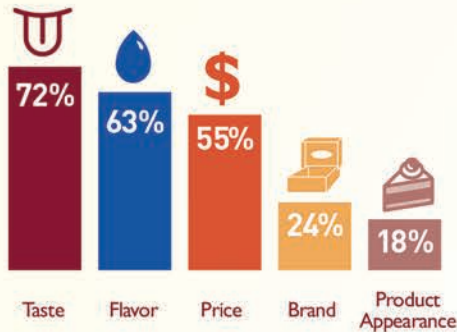
N=1,000



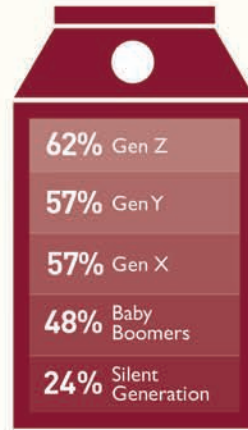
N=1,000, Comax Sweet Baked Product Study August 2017
Respondents consume Cookies, Donuts and Muffins at least 3 days per week
Respondents consume Cakes and Pies at least 1-2 days per week

Shy of half or more of all generations except the Silent Generation drink **Milk** with their sweet baked products

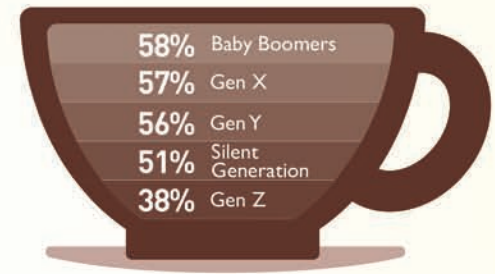
The five most **important attributes** respondents make their **Cake** purchases on are:



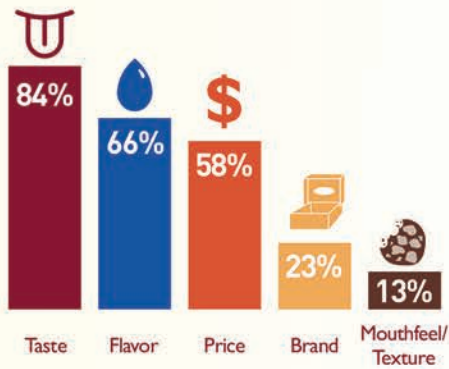
N=200



Half or more of all generations except for Gen Z consume **Coffee** with their sweet baked products

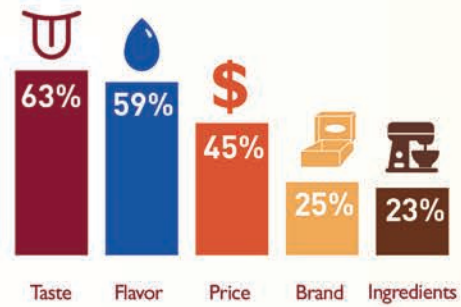


The five most **important attributes** respondents make their **Cookie** purchases on are:



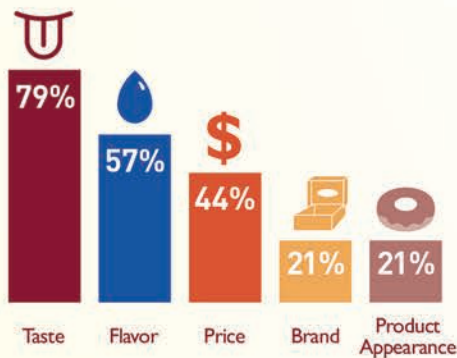
N=200

The five most **important attributes** respondents make their **Muffin** purchases on are:



N=200

The five most **important attributes** respondents make their **Donut** purchases on are:



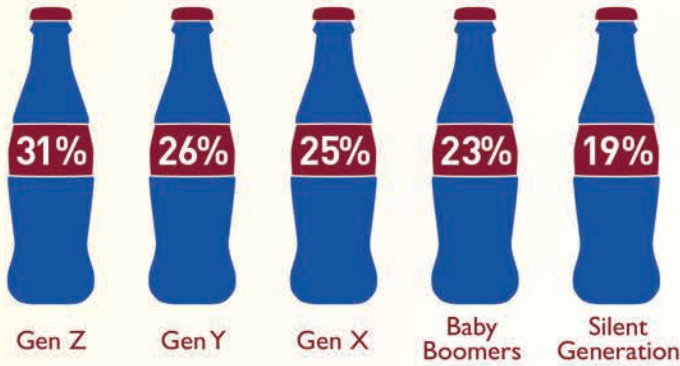
N=200

The five most **important attributes** respondents make their **Pie** purchases on are:

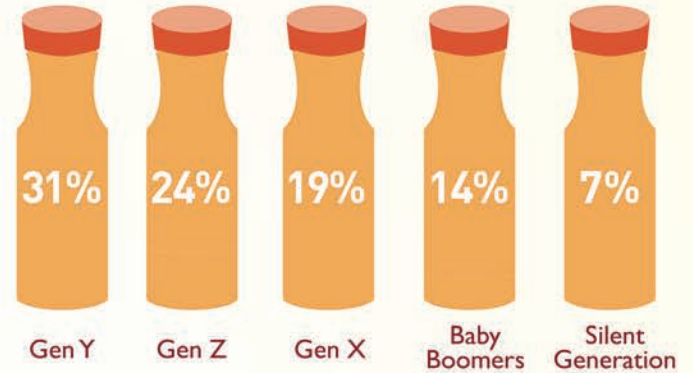


N=200

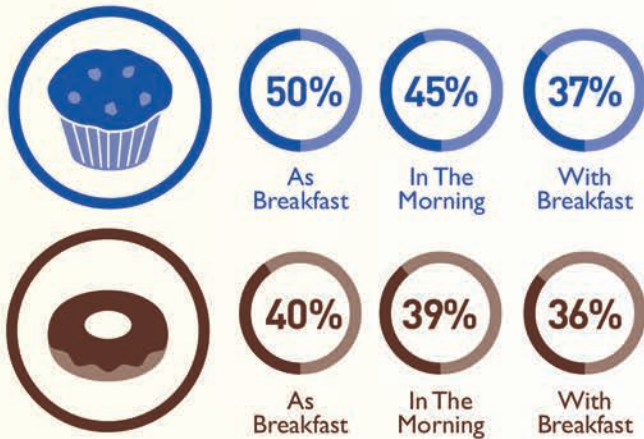
About a quarter or more of all generations except the Silent Generation drink **Soda** with their sweet baked products



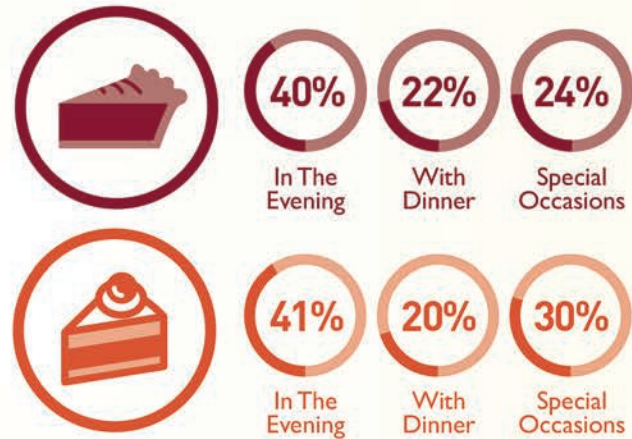
Gen Y and Gen Z are more likely to drink **Juice** with their sweet baked products compared to the Silent Generation, Baby Boomers and Gen X



Muffins and Donuts are heavily consumed **as breakfast, in the morning** and **with breakfast**



Pies and Cakes dominate **Sweet Baked Product** usage **in the evening, with dinner** and **during special occasions**



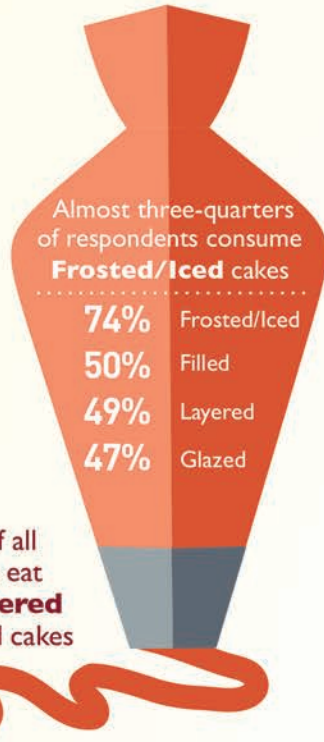
Respondents have a sweet tooth and eat **Sweet Baked Products** as a **snack, anytime** and **on the go**



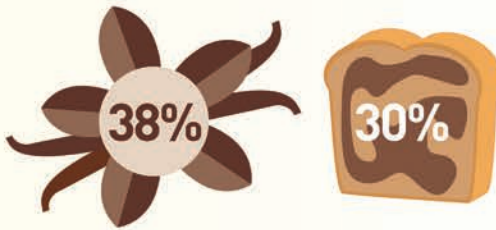
COMAX FLAVORS

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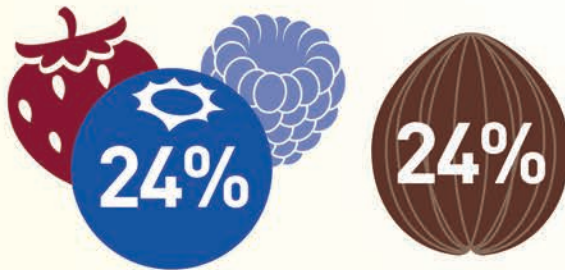
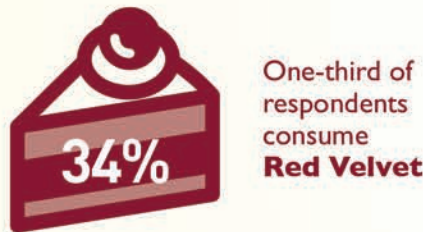
Cake



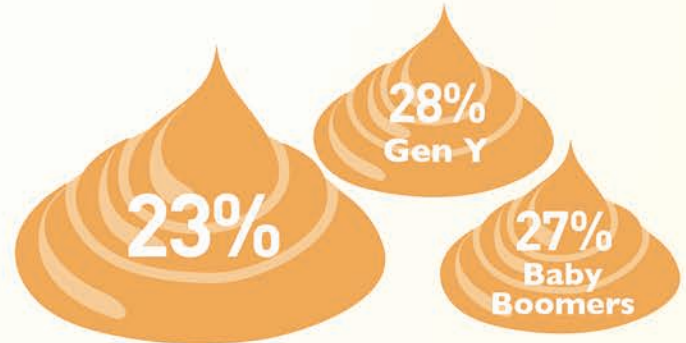
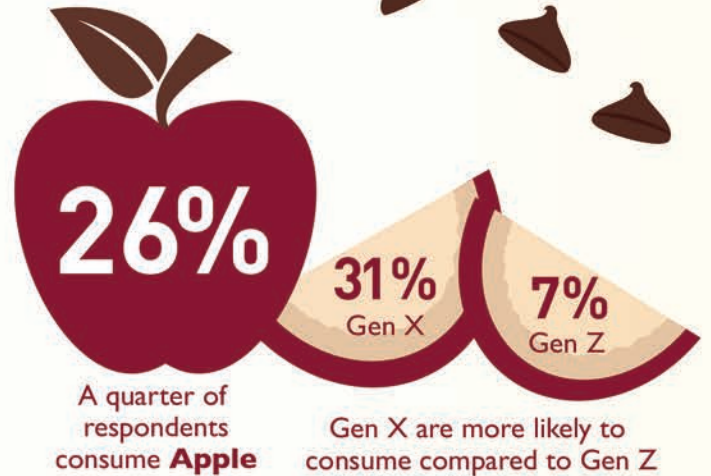
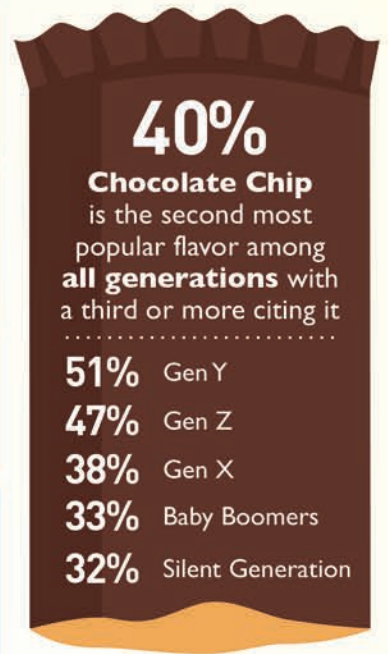
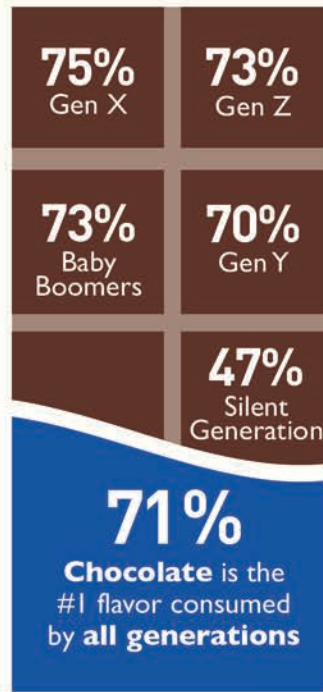
Shy of half of all respondents eat **Filled, Layered** and **Glazed** cakes



More than a third of respondents consume **Vanilla** while shy of a third of respondents consume **Marble**



Berry and **Coconut** flavors are equally consumed by respondents



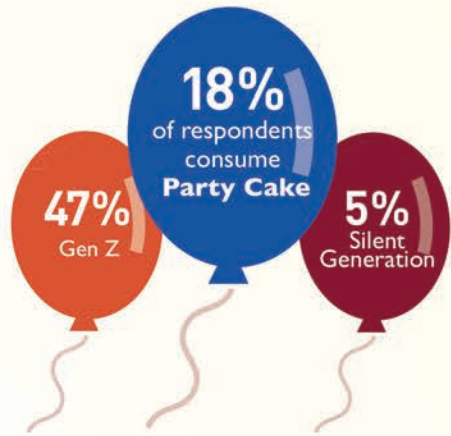
About a quarter of respondents consume **Cream/Custard** flavors; these flavors are most popular among Gen Y and Baby Boomers



Gen Z **40%**

Silent Generation **5%**

Gen Z are the heaviest users compared to the Silent Generation



Gen Z are the heaviest consumers compared to the Silent Generation



Respondents **like** or **dislike** **Cake** because...



Taste

Good (73%)
Sweet (48%)
Tart (3%)



Flavor

Variety (49%)



Texture

Good Mouthfeel/
Texture (19%)



Health

Feels Good (23%)
Natural (9%)



Convenient

Portable (41%)
Long Shelf Life (22%)



Satisfying

Satisfies Sweet
Cravings (68%)
Satiating (40%)



Nostalgia

Childhood
Memories (19%)
Celebratory (7%)



Taste

Too Sweet (11%)



Flavor

Not Enough Variety (4%)



Texture

Too Much Icing (8%)
Too Messy (7%)
Bad Mouthfeel/
Texture (2%)



Unhealthy

Unhealthy (28%)
Too Much Sugar (23%)
Artificial Ingredients (22%)
Too Many Calories (22%)
Addicted (21%)
No Clean Labels (3%)

When asked "What do you **wish** your **Cake** had that it currently does not have?" Respondents expressed interest in:



More Flavors



More Fillings



Variety Packs



Natural/
Healthier Options



Less Sugar



Less Calories

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Cookie



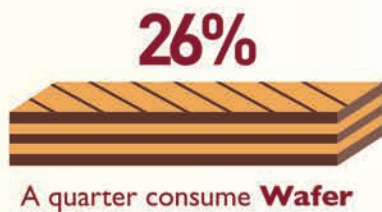
Soft/Chewy is the #1 type of cookie preferred by all respondents



Filled/Stuffed/Sandwich and **Hard/Crunchy** cookies are well-liked by more than half of all respondents

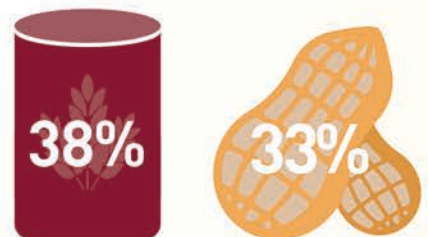
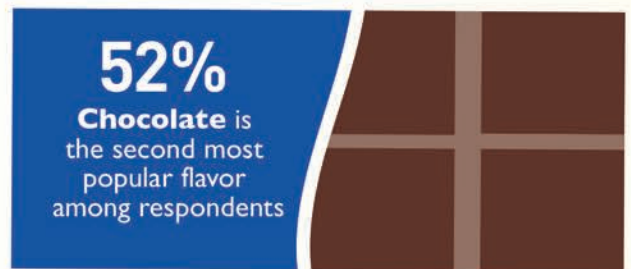
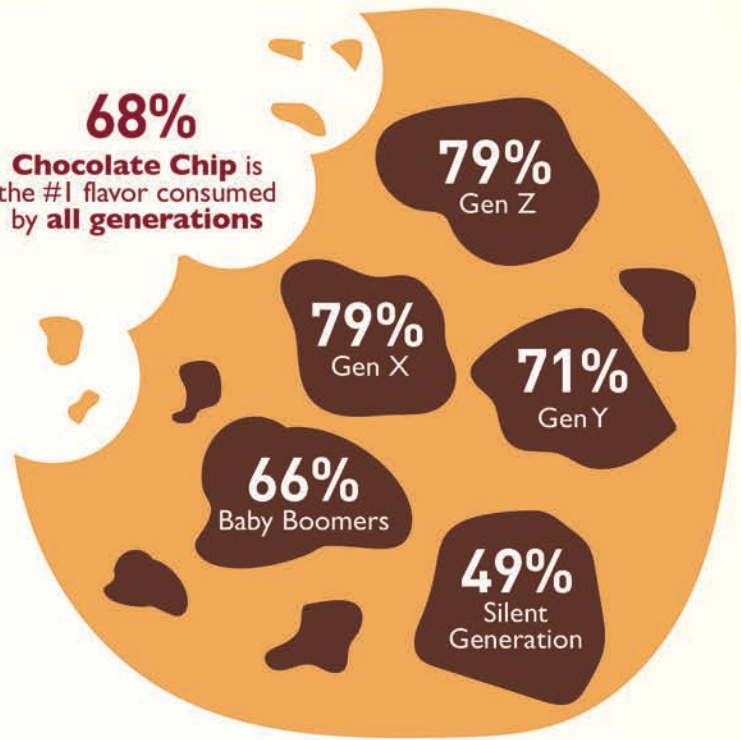


A third of respondents consume **Frosted/Iced** while more than a quarter consume **Dipped/Coated**

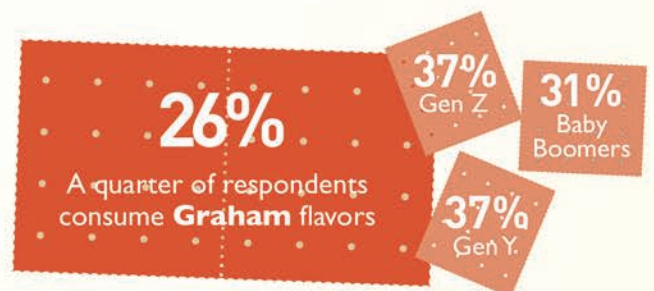


Vanilla is a staple flavor with more than a quarter consuming it

68%
Chocolate Chip is the #1 flavor consumed by **all** generations

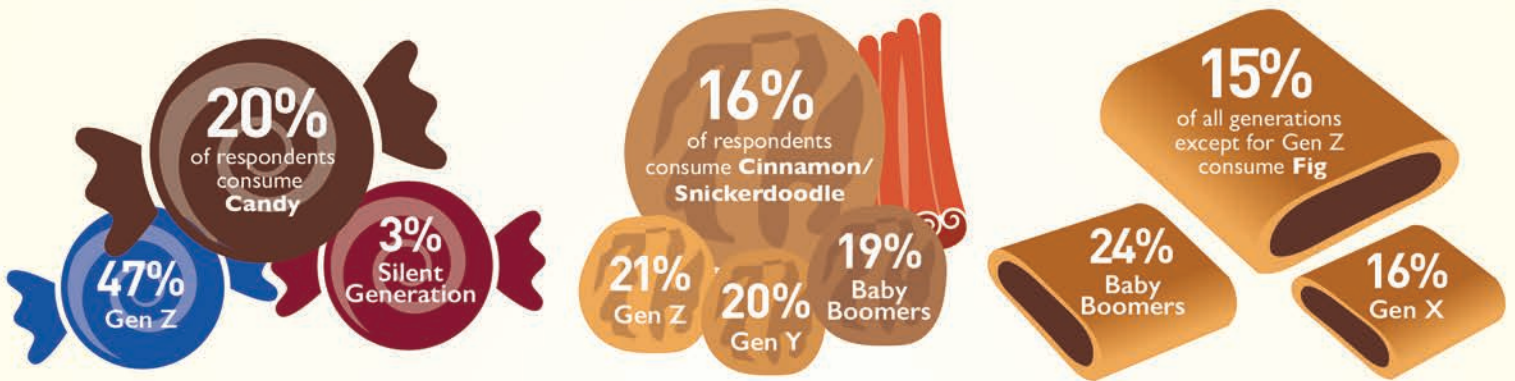


More than a third of respondents consume **Oatmeal** while one-third consume **Peanut/Peanut Butter**



A quarter of respondents consume **Graham** flavors

Gen Z, Gen Y and Baby Boomers are the largest consumers



Gen Z are the heaviest consumers compared to the Silent Generation

It is liked among Gen Z, Gen Y and Baby Boomers

Baby Boomers are the heaviest users followed by Gen X



Respondents **like** or **dislike** Cookies because...



Taste

Sweet (46%)
Tart (3%)



Flavor

Variety (54%)



Texture

Good Mouthfeel/
Texture (30%)



Health

Feels Good (25%)



Convenient

Portable (46%)
Long Shelf Life (32%)



Satisfying

Satisfies Sweet
Cravings (73%)
Satiating (38%)



Nostalgia

Childhood
Memories (13%)
Celebratory (6%)



Taste

Too Sweet (6%)



Flavor

Not Enough Variety (2%)
Too Much Variety (2%)



Texture

Too Crunchy (6%)
Too Messy (3%)
Too Soft (2%)



Unhealthy

Too Much Sugar (25%)
Unhealthy (22%)
Too Many Calories (22%)
Artificial Ingredients (20%)
Too Much Fat (20%)
Addicted (17%)
No Clean Labels (6%)

When asked "What do you **wish** your **Cookie** had that it currently does not have?" Respondents expressed interest in:



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Donut



- 69% Gen X
- 67% Gen Z
- 50% Baby Boomers
- 49% Gen Y
- 37% Silent Generation



Powdered Sugar is the second most popular flavor while more than a quarter of consumers consume **Cinnamon Sugar**



Chocolate and Chocolate Frosted are well-liked flavors among **all generations**

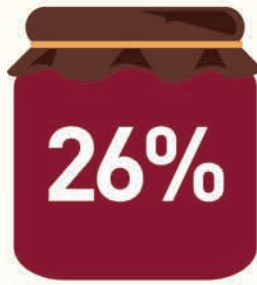


Less than a quarter of respondents consume **Vanilla Frosted** and **Vanilla** flavors among **all generations**





A third of respondents consume **Plain/Old Fashioned**



A quarter of respondents consume **Jelly**



The Silent Generation are the heaviest users compared to Gen Z



Respondents **like** or **dislike** Donuts because...



Taste

Sweet (51%)



Flavor

Variety (46%)



Texture

Variety (27%)



Health

Feels Good (35%)
Natural (13%)



Convenient

Portable (48%)
Long Shelf Life (18%)



Satisfying

Satisfies Sweet Cravings (56%)
Satiating (39%)



Nostalgia

Childhood Memories (25%)
Celebratory (7%)



Taste

Too Sweet (8%)



Flavor

Not Enough Variety (10%)
Too Much Variety (7%)



Texture

Too Messy (11%)
Too Dry (10%)
Bad Mouthfeel/
Texture (5%)



Unhealthy

Addicted (20%)
Unhealthy (18%)
Too Much Fat (18%)
Too Many Calories (16%)
Too Much Sugar (14%)
Artificial Ingredients (11%)
No Clean Labels (2%)

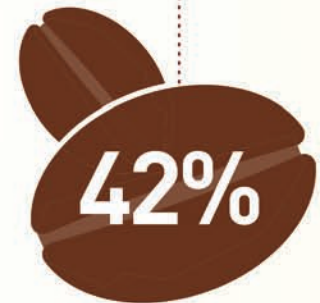
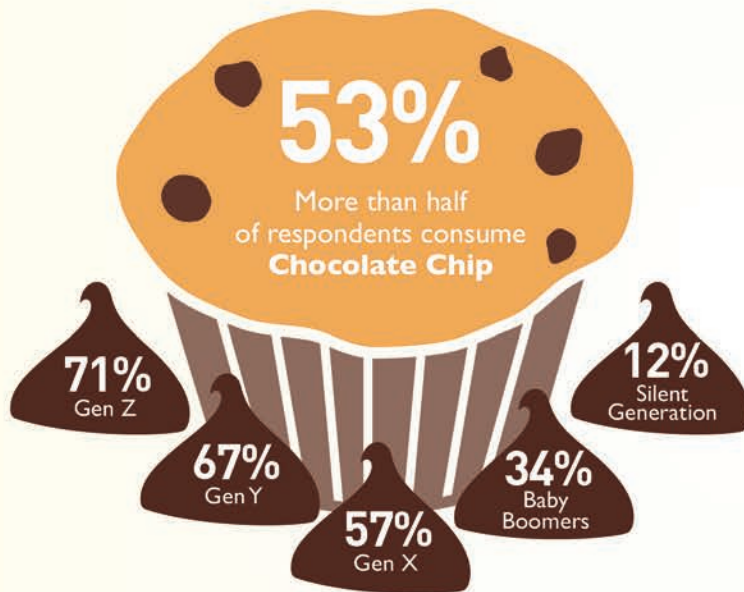
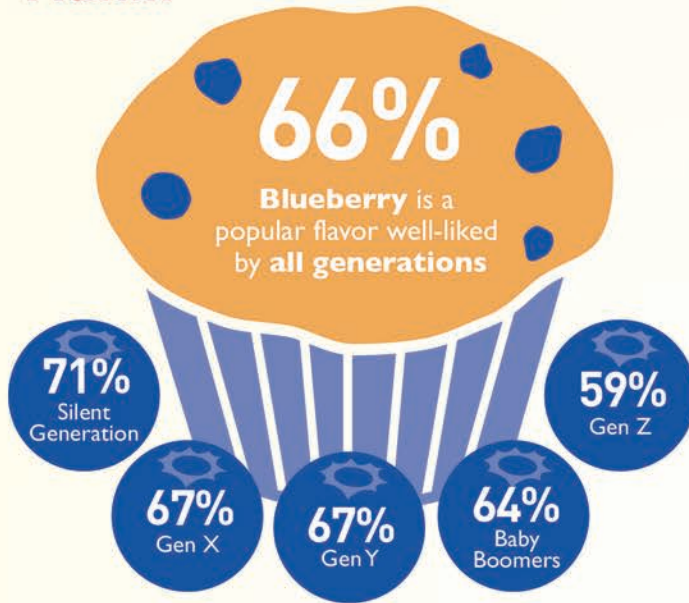
When asked "What do you **wish** your **Donut** had that it currently does not have?" Respondents expressed interest in:



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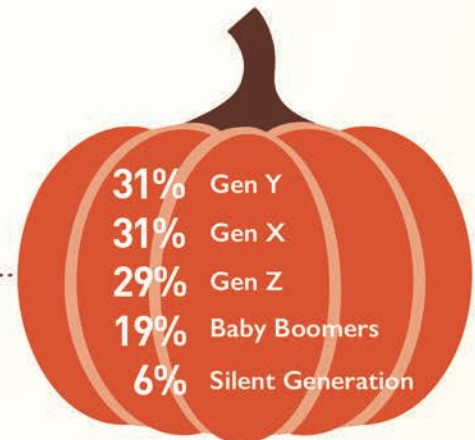
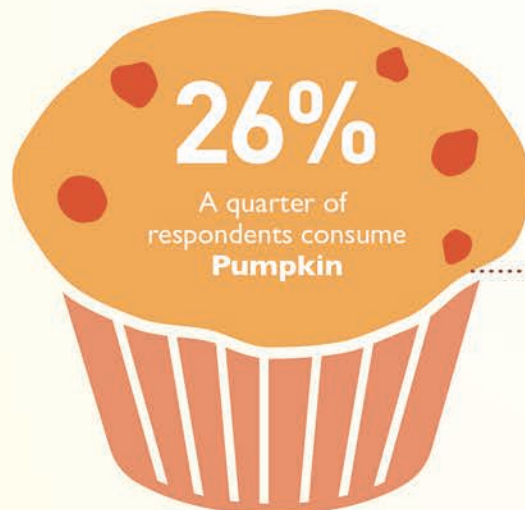
Always the perfect flavor

Muffin

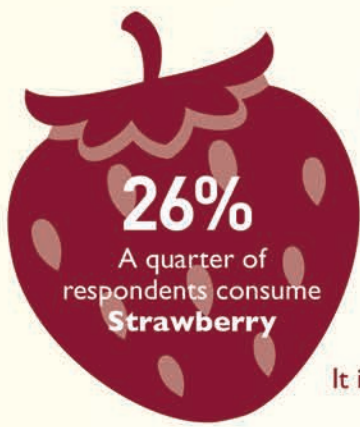


Gen Z, Gen Y and Gen X are the heaviest consumers compared to Baby Boomers and the Silent Generation

Banana, Chocolate and Coffee Crumb are all staple **Muffin** flavors



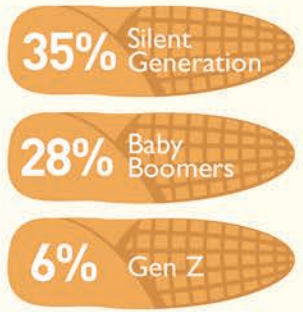
The younger generations are more likely to consume **Pumpkin** flavors compared to the older generations



It is favored by the younger generations



Corn is consumed by less than a quarter of respondents



The Silent Generation and Baby Boomers are the heaviest users compared to Gen Z



Respondents **like** or **dislike** Muffins because...



Taste

Sweet (49%)



Flavor

Variety (47%)



Texture

Moist (46%)



Health

Feels Good (29%)
Natural (20%)



Convenient

Portable (50%)
Long Shelf Life (25%)



Satisfying

Satisfies Sweet Cravings (58%)
Satiating (45%)



Nostalgia

Childhood Memories (17%)
Celebratory (14%)



Taste

Too Sweet (6%)



Flavor

Too Much Variety (5%)
Not Enough Variety (5%)



Texture

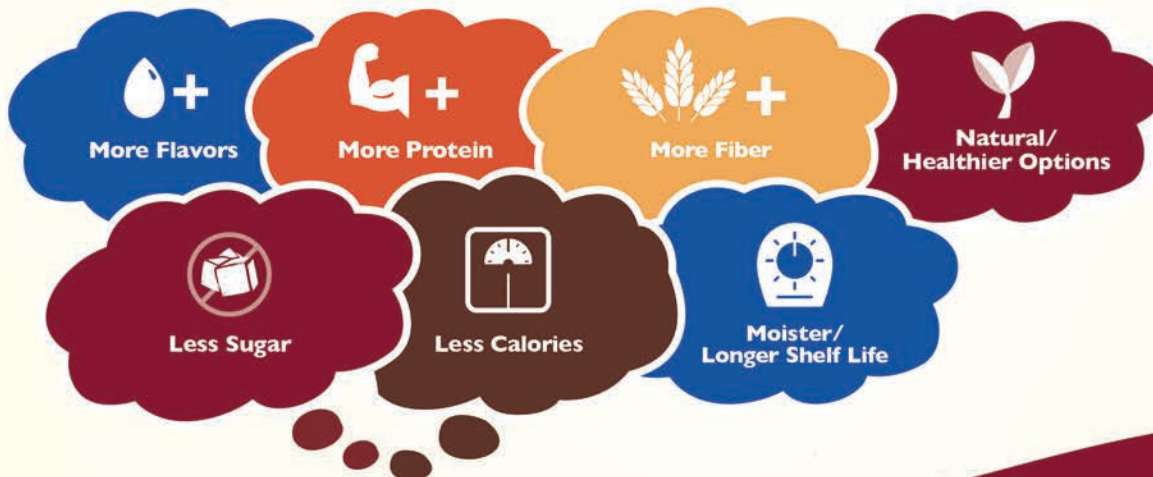
Crumbles (12%)
Too Messy (12%)
Too Dry (10%)
Bad Mouthfeel/
Texture (2%)



Unhealthy

Too Many Calories (18%)
Unhealthy (17%)
Too Much Sugar (15%)
Too Much Fat (13%)
Addicted (13%)
Artificial Ingredients (12%)
No Clean Labels (4%)

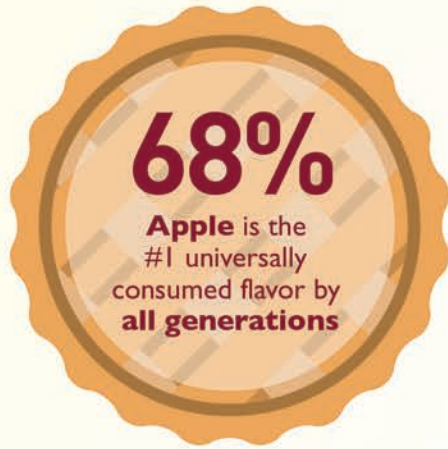
When asked "What do you **wish** your **Muffin** had that it currently does not have?" Respondents expressed interest in:



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Pie



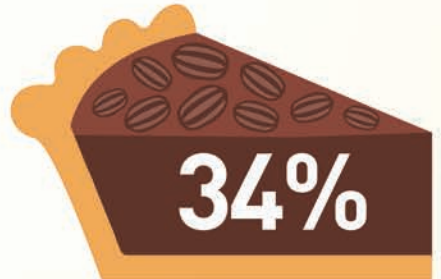
Cherry is the second most popular flavor consumed by more than half of respondents while shy of half of respondents enjoy **Peach**



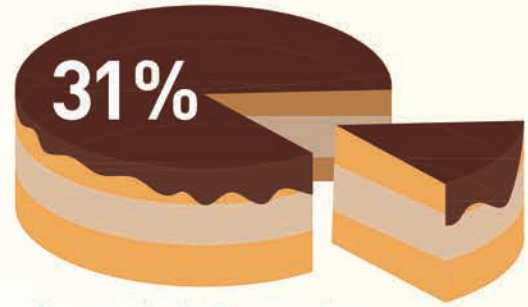
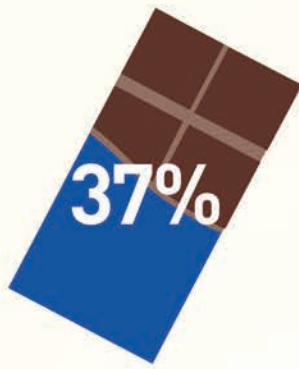
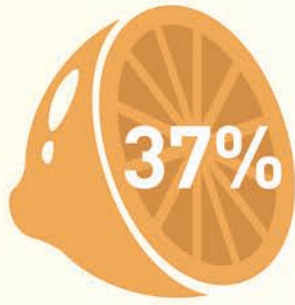
Of the other berry flavors, **Blueberry** is well-liked while a quarter of respondents consume **Strawberry**



Raspberry is consumed by less than a quarter of respondents and is preferred by Gen Y compared to Baby Boomers and the Silent Generation



More than a third of respondents consume **Pumpkin** and **Pecan**



Lemon and **Chocolate** flavors are equally consumed by respondents

Shy of a third of respondents consume **Boston Cream**



Respondents **like** or **dislike** Pie because...



Taste

Sweet (53%)



Flavor

Variety (56%)



Texture

Flaky (29%)



Health

Feels Good (35%)
Natural (23%)



Convenient

Portable (41%)
Long Shelf Life (22%)



Satisfying

Satisfies Sweet Cravings (60%)
Satiating (49%)



Nostalgia

Childhood Memories (25%)
Celebratory (15%)



Taste

Too Sweet (8%)
Too Tart (4%)



Flavor

Not Enough Variety (8%)
Too Much Variety (5%)



Texture

Too Messy (10%)
Too Mushy (7%)
Too Flaky (4%)
Bad Mouthfeel/
Texture (4%)



Unhealthy

Too Many Calories (19%)
Addicted (16%)
Too Much Fat (15%)
Unhealthy (14%)
Artificial Ingredients (13%)
No Clean Labels (3%)

When asked "What do you **wish** your **Pie** had that it currently does not have?" Respondents expressed interest in:



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Danishes, Bun/Rolls, Cupcakes and Brownies

Danishes, Bun/Rolls, Cupcakes and Brownies are popular Sweet Baked Product applications

*Exploratory question for informational purposes only



Danish

*N=378



Buns/Rolls

*N=497



Cupcakes

*N=553

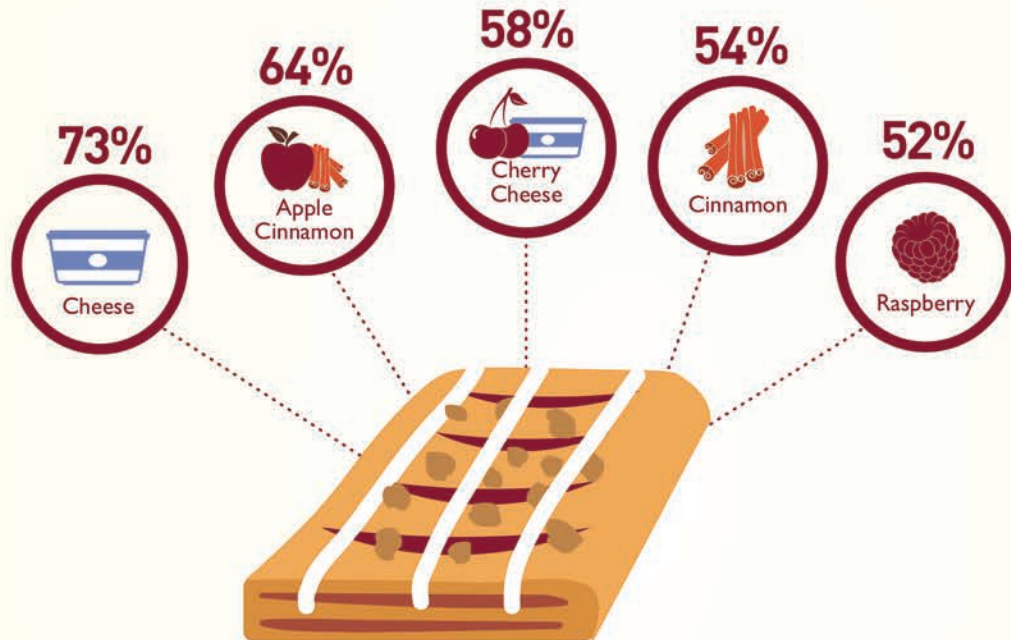


Brownies

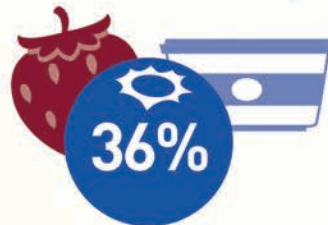
*N=550

Danishes

Half or more of the respondents consume the following **Danish** flavors:

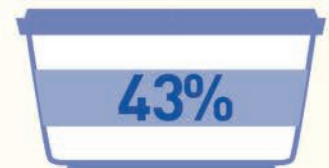


More than a third of respondents consume **Pecan, Berry Cheese** and **Lemon** flavors



Buns/Rolls

Among all respondents who eat **Buns/Rolls**, almost three-quarters eat **Cinnamon**, half consume **Honey** and more than one-third consume **Cheese**

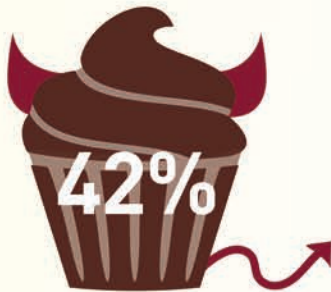


Cupcakes

Among respondents who consume **Cupcakes**, three-quarters consume **Chocolate**, half consume **Crème Filled** while shy of half consume **Red Velvet**



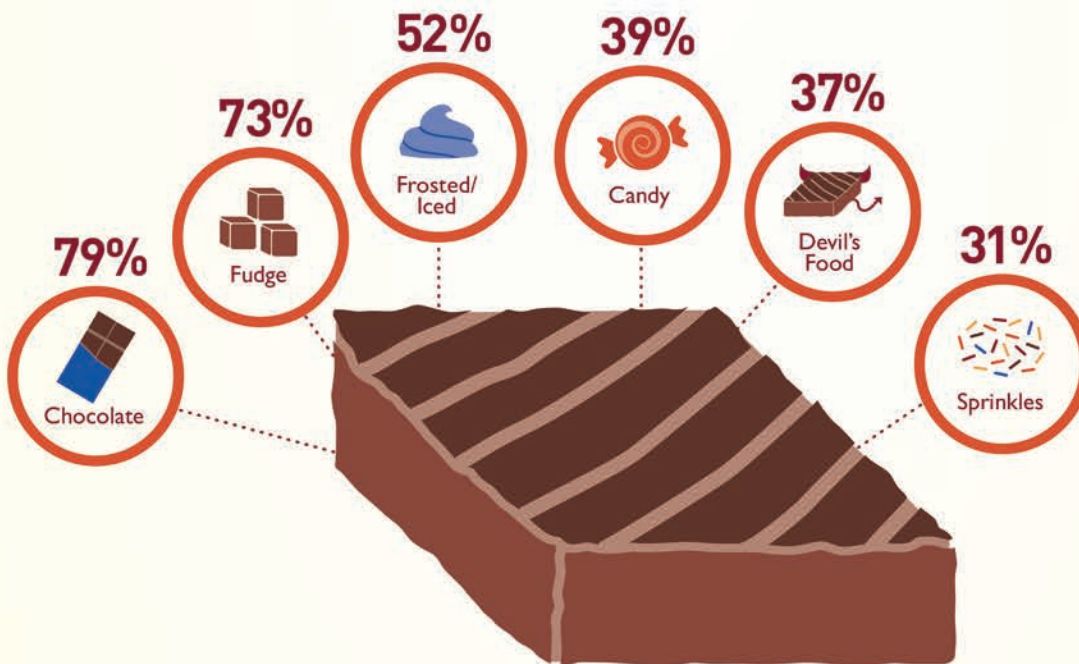
Devil's Food and **Buttercream** are well-liked flavors



Strawberry is consumed by more than one-third of respondents while **Peanut Butter** is consumed by more than a quarter

Brownies

Among all respondents who eat **Brownies**, **Chocolate** and **Fudge** are the top performing flavors followed by **Frosted/Iced**, **Candy**, **Devil's Food** and **Sprinkled**



COMAX FLAVORS



Always the perfect flavor