

International Dairy Deli Bakery Association



Outside the ASB Breadbox

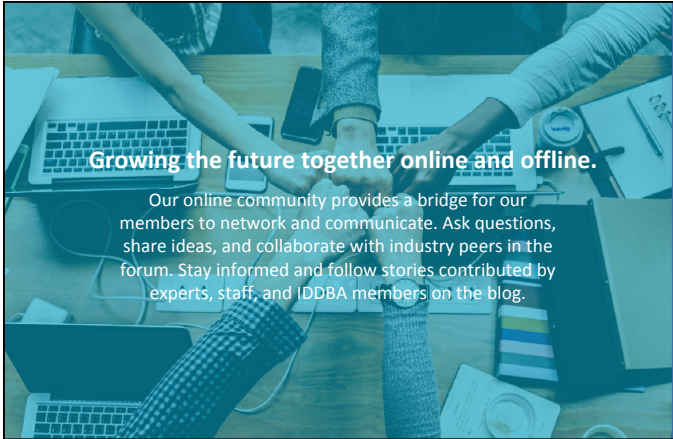


OUR INFLUENCERS

- fostering **FOOD SAFETY** ✓
- embracing **TECHNOLOGY** 📱
- recognizing **CONSOLIDATION** ⚙️
- overcoming **COMPETITION** 🏆
- empowering **PEOPLE** 👤
- cultivating **COMMUNITY** 🏘️

OUR MISSION
Be the essential resource for relevant information and services which add value across all food channels for the dairy, deli, and bakery categories

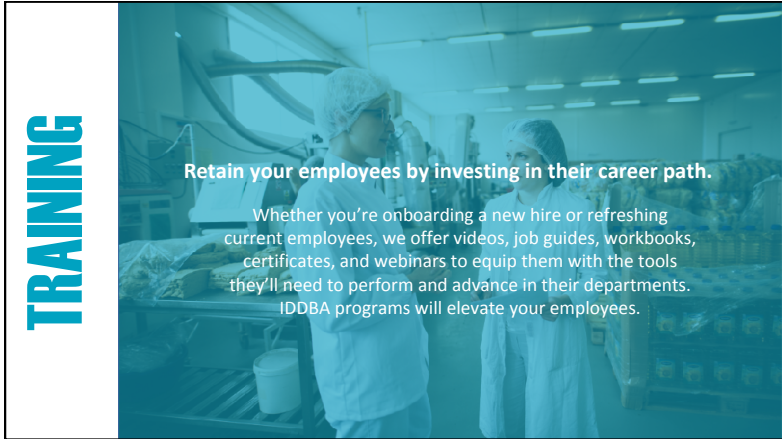
OUR VISION
Expand our leadership role in promoting the growth and development of dairy, deli, and bakery sales in the food industry



Growing the future together online and offline.

Our online community provides a bridge for our members to network and communicate. Ask questions, share ideas, and collaborate with industry peers in the forum. Stay informed and follow stories contributed by experts, staff, and IDDBA members on the blog.

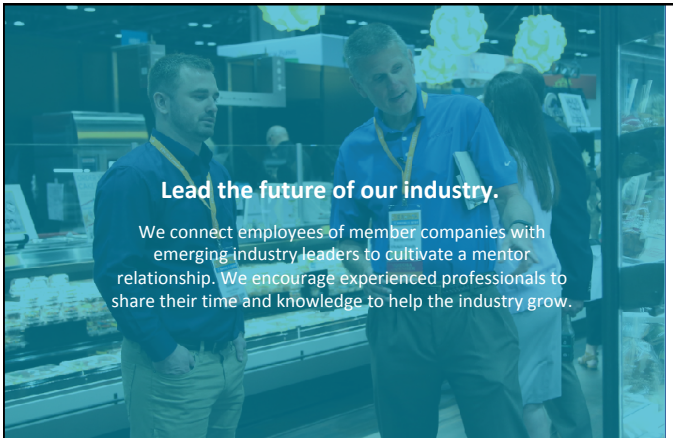
COMMUNITY



TRAINING

Retain your employees by investing in their career path.

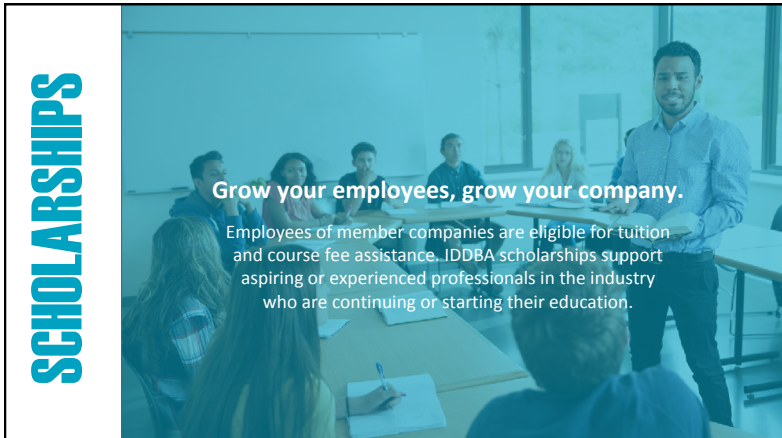
Whether you're onboarding a new hire or refreshing current employees, we offer videos, job guides, workbooks, certificates, and webinars to equip them with the tools they'll need to perform and advance in their departments. IDDBA programs will elevate your employees.



Lead the future of our industry.

We connect employees of member companies with emerging industry leaders to cultivate a mentor relationship. We encourage experienced professionals to share their time and knowledge to help the industry grow.

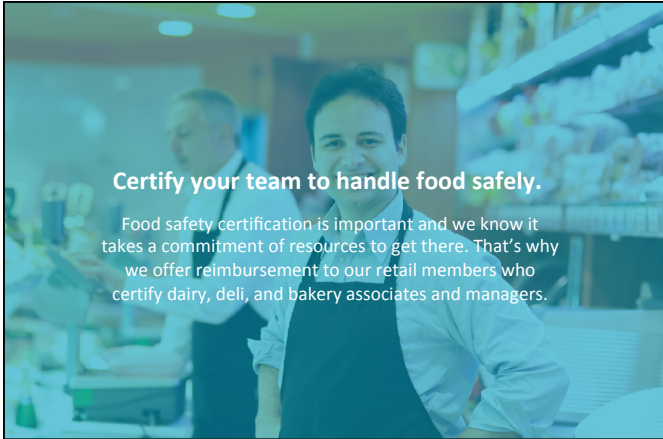
MENTOR SUPPORT



SCHOLARSHIPS

Grow your employees, grow your company.

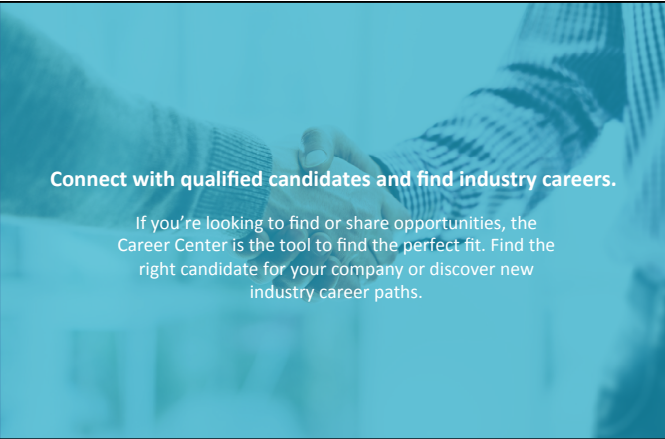
Employees of member companies are eligible for tuition and course fee assistance. IDDBA scholarships support aspiring or experienced professionals in the industry who are continuing or starting their education.



Certify your team to handle food safely.

Food safety certification is important and we know it takes a commitment of resources to get there. That's why we offer reimbursement to our retail members who certify dairy, deli, and bakery associates and managers.

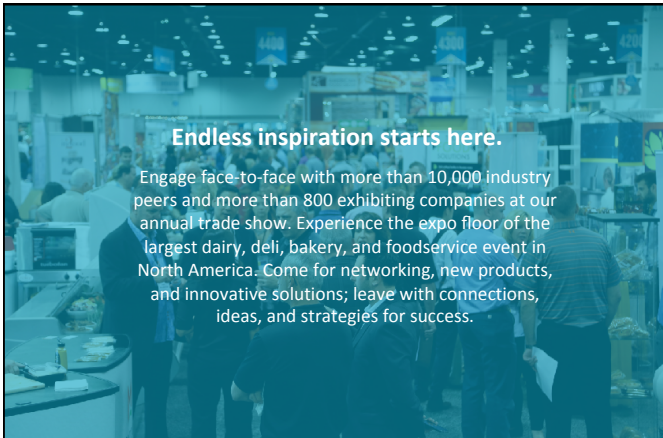
FOOD SAFETY



CAREER CENTER

Connect with qualified candidates and find industry careers.

If you're looking to find or share opportunities, the Career Center is the tool to find the perfect fit. Find the right candidate for your company or discover new industry career paths.



Endless inspiration starts here.

Engage face-to-face with more than 10,000 industry peers and more than 800 exhibiting companies at our annual trade show. Experience the expo floor of the largest dairy, deli, bakery, and foodservice event in North America. Come for networking, new products, and innovative solutions; leave with connections, ideas, and strategies for success.

IDDBA 2020



RESEARCH

Discover the 'why' behind the trend.

The aim of our original research is to provide the IDDBA community with the information it needs to strategically develop, explore, identify, and excel. With topics varying from Superconsumers to Total Store Connectivity, from consumer engagement to mindful marketing our objective is to help you progress.

Product encompasses these ideals:

- HOW WAS IT MADE?**
- WHO MADE IT?**
- AGE FOCUS**
- NUTRIENT-DENSE**
- DIETARY OPTIONS**

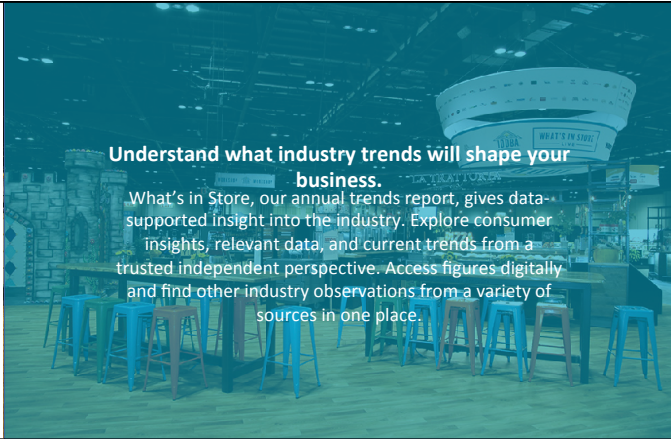
Such as: ab-cultured, non-dairy, cricket flour, ancient grains, fortified cereals, veggie desserts, a plant-based...

2018 TREND

58%

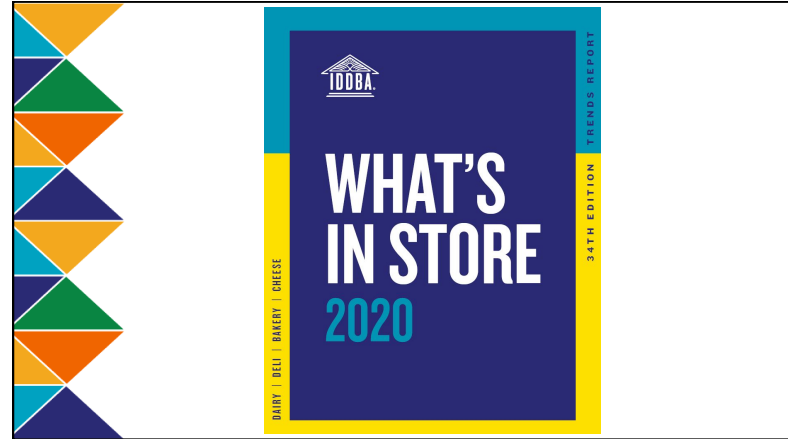
Percentage	Value
6%	\$11,433,400,77
6%	\$11,732,563,42
9%	\$6,476,922,359
9%	\$6,602,520,042
7%	\$6,274,598,205
7%	\$6,000,000,000
2%	\$4,700,000,000
2%	\$4,810,260,155
9%	\$2,813,396,181
9%	\$2,839,904,344

TRENDS



Understand what industry trends will shape your business.

What's in Store, our annual trends report, gives data-supported insight into the industry. Explore consumer insights, relevant data, and current trends from a trusted independent perspective. Access figures digitally and find other industry observations from a variety of sources in one place.



TRENDING: Ancient Grains

FIGURE 125
Ancient Grains

124%
dollar sales increase of
Ancient Grains within bakery



Source: IRI, 2019



TRENDING: Health and Wellness

Top Claims within the Bakery Aisle include:

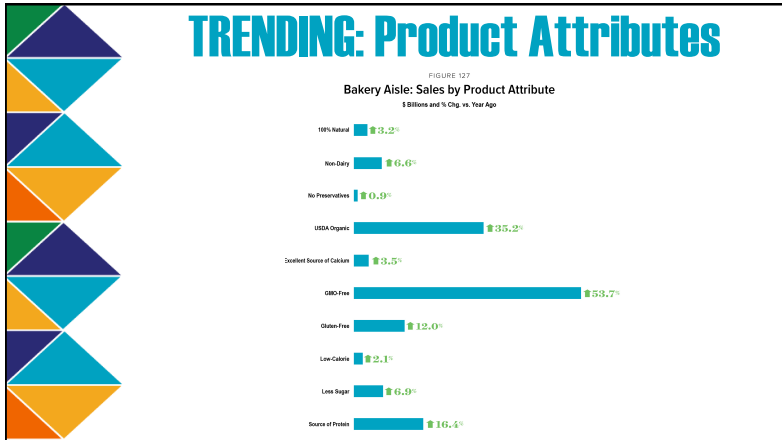
- 100% Natural (+4.5%)
- Organic (+18.6%)
- Multi-grains (5.8%)
- Omega DHA (+517.6%)



TRENDING: Free Form

- GLUTEN FREE
- LACTOSE FREE
- GMO FREE
- EGG FREE
- SUGAR FREE
- PEANUT FREE

TRENDING: Product Attributes



TRENDING: Ethnic Breads

TRENDING: Alternative Flours



TRENDING: Portion Size



TRENDING: Millennials & Gen Z Love Baked Goods

FIGURE 130
Gen Z and Millennial Consumers



Would be convinced to try a company's baked goods if the company used responsibly sourced ingredients.



Would like meal kits to include baked goods



Would buy more baked goods if they could taste them first



Focus on Artisan Bread



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