

WINTER 2022

BAKERS FORUM

IN THIS ISSUE

Showcasing the art of fermentation | Bread: more than the sum of its parts |
Trends transforming the world | Trends in the world of wine

SHOWCASING THE ART OF FERMENTATION



After two years of lockdown, Anchor Yeast was thrilled to bring the Art of Fermentation seminar to its customers in Johannesburg and Cape Town. Events held at Spier in Stellenbosch and The Rock Diner in Johannesburg gave us the opportunity to meet clients face-to-face, and to share insights relevant to the baking, wine and craft brewing sectors. For those who were unable to attend, you might ask what such different industries might have in common?

Other than a passion for microbiology, the golden thread of yeast runs through both the baking and wine/beer making process.

The talks focused on the incredible world of microorganisms, honing in on their unique benefits to each industry. We also took the opportunity to incorporate our traditional Enzyme Roadshow into the program for the day.

One of the benefits of having multiple industries represented at the event is that it gave the wine and beer makers a chance to learn more about bread and vice versa. For example, during the lunch break at Spier, winemaker for white wine Anthony Kock guided bakers through a tasting of the latest Spier vintages, while brewers and winemakers indulged in a tutored bread tasting.

The events were chock-full of fascinating talks, including impactful trend spotting from the Anchor Yeast teams related to the baking and wine industries, an introduction to new products and advances in the applications of yeasts and enzymes, as well as a closer look at the important role that bread can play in consumers' lives. We've included information on these presentations in this issue of Bakers Forum.

Thank you to all the attendees of these events – it was wonderful to be able to connect with our customers again in person.



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BREAD: MORE THAN THE SUM OF ITS PARTS

Made with wheat, yeast and water, bread seems like an incredibly simple product. However, there's much more to this humble staple than meets the eye. Registered dietitian Monique Piderit recently explored the different factors that make bread far more than the sum of its parts.



Carbohydrates

With 40g of carbohydrates per 100g, bread is an excellent source of carbohydrates. While the macro nutrient might be vilified in certain circles, it is our body's preferred energy source and is quicker and easier to use than protein and fat. Carbohydrates also tend to be foods that are a source of fibre which, as we'll see shortly, come with incredible benefits.

Fibre

We need 25 – 38g of fibre every day. Bread has 6-8g of fibre per two slices (compared with relatively low fibre portions

from whole fruits, vegetables and other carbohydrates), making it the simplest source of this essential nutrient. Why is fibre good for us? Eating the recommended amount of fibre daily is associated with:

- Decreased risk of diabetes by 18%. For every 7g of fibre eaten daily, the risk of heart disease is decreased by 9%.
- People who eat fibre daily have a 17-19% decreased risk of dying from any cause.
- Every 10g of fibre consumed is associated with a 10% reduced risk of colorectal cancer and 5% reduced risk of breast cancer.
- A high fibre intake results in an energy intake decrease of 90 – 130 calories per day, which is equivalent to 3.6 – 5.2kg of weight loss over 12 months.
- Fibre is also associated with excellent gut health.

Nutrients

The fortification of maize and wheat flour results in the standard brown bread being a source of a number of essential nutrients. Four slices of brown bread provide 40% of the recommended daily intake of Vitamin B1, 26% of Protein, 42% of Vitamin B3, 28% of Vitamin B6, 30% of Folic Acid, 31% of Iron and 29% of Zinc. These nutrients' contribution to, among others, the nervous system, repair and psychological function of our bodies is essential.



Affordability

Brown bread is a zero-rated food in South Africa, which means it does not have VAT added to its selling price. As the cost of the household food basket has risen by 8.1% from February 2021 to 2022, affordable sources of fibre have become even more important. While brown bread has increased in price by 9% from January 2021 to February 2022, when looking at the amount of fibre it provides, it is still the most affordable source compared with Mealie Pap, Rice, Pasta and Potatoes.

Sustainability

For a diet to have a low environmental impact, it's recommended to be mostly plant-based and low in highly processed foods – in fact, global consumption of red meat and sugar needs to decrease by 50% while consumption of grains, nuts, fruits, vegetables and legumes should double. The weight of wholegrain a weekly sustainable diet should consist of is 232g – second only to vegetables, which comes in at 300g per week.

So what does the carbon footprint of bread look like? Thick-sliced wholewheat in plastic has the lowest carbon footprint and medium-sliced white bread in brown bags has the highest – this is down to the processing that the white bread goes through. 35% of bread's carbon footprint is attributed to wheat cultivation, 43 – 66% to the fertilisers used during that process, and 25% attributed to the consumption of bread and whether it was refrigerated and toasted.

Easy to Store

A whopping 24 million slices of bread are wasted every day in the UK, but Monique shares a few tips that will reduce that food wastage. These include:

- Slice the loaf and freeze it rather than refrigerate it.
- Freeze surplus bread to use at a later stage.
- Seal the bread in an airtight container to keep it from drying out, and label the bread so you know when to use it by.
- Defrost slices as and when you need them.

Versatility

Perhaps the best demonstration of bread's greatness is its versatility. It can be incorporated into each meal of the day, making it a simple and affordable way for consumers to reach their fibre and nutrient goals. Meal suggestions include:

- Breakfast: Smashed avocado on toast or French toast
- Snack: Peanut butter on toast
- Lunch: Sandwich, Bruschetta or Soup with croutons
- Dinner: Burgers, Prego Rolls or Meatballs bound with breadcrumbs
- Dessert: Bread Pudding



CHAMBER OF BAKING DINNER

Anchor Yeast and the Chamber of Baking (COB) were thrilled to have close to 150 guests at their dinner event after the recent AGM. This was a special evening of the baking industry coming together; the first in-person AGM meeting after the pandemic. As is customary, Anchor Yeast planned a fun night with the Irene Country Lodge offering the perfect ambiance for meeting new and old friends.



TRENDS TRANSFORMING THE WORLD

In her talk at the Art of Fermentation seminar, Marketing Manager for Lallemand Baking Shamla Moodley discussed the dominant trends that are affecting the global baking industry.

Market Overview

Europe leads the global market share for baked goods, with increasing demand for a greater variety of bread. Fortified, clean label and organic bread are the preferred bread categories, but some regions show declining bread sales.

In the United States, while sales revenue in the baked goods category might have increased by 2.2 % this year, the price of bread has risen rapidly and there has been a 4.2% decline in fresh bread sales. Specialty baked goods however have shown strong sales figures.

Global supply chain disruptions have been seen in skyrocketing prices across the industry as well as scarce availability of raw materials and packaging, constraints on logistics, and labour shortages. While in the short-term this is a crisis, it also opens the door for innovation and gives companies the opportunity to rethink their processes and products so that they'll be less affected by these disruptions.

Five Macro Drivers Shaping Food and Beverage Trends

THE PER CAPITA CONSUMPTION OF BREAD IN 2020

Canada: 18kg
US: 19kg
South Africa: 26kg
Europe: over 50kg
Turkey: 130kg

Uncertainty and Volatility

The Covid-19 health crisis, a severe economic downturn, weather-related emergencies and political and social instability have all made the world feel less secure for consumers, which in turn has led to anxious customers with declining trust.

Pursuit of Health and Happiness

Consumers continue to prioritise investment in health and wellbeing, with 61% of consumers globally intending to increase their spend on health over the next 12 months. Overall, consumer action to improve mental wellbeing continues to gain momentum, with many taking a more proactive approach to health by placing a greater

emphasis on self-care and exploring healthier routes to tackle stress.

Feel Good Consumer

There is an increased awareness of the importance of managing climate change, combined with greater engagement with social issues, is impacting consumer choices. A more holistic view of wellbeing is emerging, with consumers taking personal control and action through their focus on community, trust and supporting local.

Flexible Lives

The pandemic has accelerated the adoption of technology and 44% of consumers globally are expecting to work from home at least three days a week. This has naturally impacted food and beverage behaviour, and more food and drink occasions are happening at home. There's also been an increase in leisure time.

Building a more Sustainable Future

We are experiencing a global climate crisis with the impact now being felt closer to home. Health of the planet is now the top global issue of concern for consumers. As the climate crisis



continues to escalate, health and sustainability have become more intertwined. Food manufacturing is part of the problem, which must encourage greater collaboration and

new ways of thinking.

The alignment of corporate social responsibility to the Sustainable Development Goals laid out by the

United Nations must be at the forefront of strategy. It requires the commitment of top leadership, and for baking means a key focus on ingredients, packaging, energy and carbon, and social responsibility.

HOW IS THIS PLAYING OUT ON THE SHELF?

Sustainably-sourced ingredients



THIS IS MY BREAD

From Seed to Slice in our process and our promise to source simple & clean ingredients for our breads, the same kinds you would serve to your family and friends. We are committed to eliminating artificial preservatives, colors, and flavors from our products and reducing our carbon footprint by baking with renewable wind energy. Discover our loaves that better choices lead to a healthy, happy life and a rich, vibrant world.



Wind energy for baking to lower their carbon footprint

Sustainably Baked



Storytelling



TRENDS IN THE WORLD OF WINE

Lauren Behrens, Technical Sales Manager, discussed the latest trends in the world of wine at the Art of Fermentation seminar.

Natural, Organic, Vegan and Biodynamic: As consumers continue to focus on wellness, this has led to an increased demand for clean-label wines.

Low-Alcohol and Sulphur: Wellness also motivates the call for low-alcohol and low-sulphur wines.

Sustainable, Healthy and Ethical: Not just buzzwords, but real motivators for consumers who want to put their wine money towards a product that shares their priorities.

Covid-19 Impact: The effect of the

alcohol ban will be felt by the wine industry in South Africa for many years to come.

Off-Trade Consumption: Many are choosing to drink wine at home rather than at a restaurant.

Emerging Wine Markets: Consumers are beginning to explore emerging wine markets such as Portugal.

Digital: The pandemic has fast-tracked many wineries' embrace of technology, with more consumers than ever purchasing wine online.

The Millennials: Driving many trends in the wine market are the Millennials, who represent the largest, most ethnically and racially diverse generations yet.

All the Colours and Styles of Wine: Rosé has soared in popularity recently, as has Orange wine, which is made with white grapes that are left to ferment with skins and seeds still attached.

Climate Change: As global climates change, this naturally affects the varietals and styles of wine made in each region.



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ANCHOR YEAST ADOPTS MORE SUSTAINABLE PACKAGING

With the focus on sustainability as one of the top trends globally, Anchor Yeast is aware of our environmental responsibility and have worked with our suppliers to align our packaging.

Launching in Spring, the re-designed Anchor Compressed Yeast wrapper has 50% less ink coverage; this reduces the natural resources needed to produce the ink and the energy needed during printing, and in doing so we reduce our carbon footprint.

The updated design also carries the HDPE 2 symbol. High-density polyethylene (HDPE) is a type of plastic used in many food products and generally marked with a "2" recycling symbol, as one of the most ordinarily recycled plastic materials. Less ink further enhances the ease of downstream recycling.

All of this contributes to the sustainability of our packaging and efforts to reduce our environmental impact.



Stay loyal, buy local – now more environmentally friendly!

SAME QUALITY PRODUCT

Our locally produced Compressed Yeast remains unchanged and continues to meet global Quality and Food Safety standards. In addition, it is Gluten free, Vegan suitable and Halaal & Kosher certified.

MANDELA DAY

Our Anchor Yeast Team worked with Africa Food for Thought to celebrate Mandela Day this year. With the belief that every little bit makes a difference, in this case 67 minutes, the team made special soup packages for those in need. They also grated soaps for new soap bars and donated books with hopeful messages to inspire young readers. A great morning of teamwork while contributing to a worthy initiative!

