



**INTERNATIONAL**  
**ARTISAN**  
**BAKERY** **EXPO**

**RETAIL BAKING'S**  
**FRESH IDEAS, TRENDS & PRODUCTS**  
**EVERY SINGLE YEAR**

# State of the Retail Baking Industry 2021

\$36 billion in annual sales with projected growth of 3-5% through 2021  
That's another \$8 billion!

- **6,700 retail bakeries (primarily independents)**
  - \$4 billion in annual revenue by 2021
  - Retail bakery sales of cakes and cupcakes will grow by more than 7% per year totaling \$755 million
  - 65% of all bakeries have less than ten employees
  - 44% have one to four employees
  - Most retail bakers have only one facility
- **13,000 donut shops (chains & independents)**
  - \$8 billion in annual revenue
  - Growing at more than 3% per year
- **11,500 Bakery Cafés (chains & independents)**
  - \$11 billion in annual revenue
  - 11,500 units
  - Top products Bread & Bagels
  - Growing at more than 3% per year
- **Instore Bakeries**
  - \$16 billion in annual revenue
  - Top five products
    - Specialty dessert cakes
    - Cookies,
    - Variety Bread
    - Donuts
    - Bagels

Common "quotes" to pay attention to:

*"Ancient and whole grains, all-natural ingredients will increase the value of your bakery's products."*

*"Consumers' palates are changing ... looking for bolder, more intense flavors ... they're willing to pay for original, high quality products."*

*"Sales of organic bread grew by an estimated 8.4% to \$4.34 billion in 2016"*

*"Sales of cakes and cupcakes ... driven by smaller sized cakes and creative, indulgent cupcakes, in retail bakeries will increase 7% per year to \$755 million by 2021"*

*"Retail bakery sales are expected to increase by more than 5% per year through 2021."*

# There's an obvious Renaissance in Artisan/Retail Bakeries

That's why we launched International Artisan Bakery Expo.

## Here are the results of the Inaugural IABE 2019:

- 1,000 bakers
  - o 40 states
  - o 8 countries
  - o 362 baking companies
- Representing thousands of specialty, full-line, foodservice, intermediate wholesale, frozen dough and discount warehouse stores ranging from Bridgford Foods, Boudin Bread, Montana Baking Company and Costco, Panera, Krispy Kreme, Albertson's, Food Circus and Sprouts to Disneyland, Hard Rock Hotel and Planet Hollywood and hundreds and hundreds of artisan retail bakeries.
- **A survey of the ATTENDEES revealed on a scale of 1 -10**
  - o Value of the Seminars
    - 72% selected 7 or greater
  - o Overall Satisfaction
    - 68% gave it a 7 or better
  - o Value of the demonstrations
    - 71% selected 7 or greater
  - o Likelihood to attend Int'l Artisan Bakery Expo in 2020
    - 64% gave it a 7 or better
  - o RECOMMEND Artisan bakery Expo to a fellow baker
    - 70% gave it a 7 or better
- **A survey of the 40+ Int'l Artisan Bakery Expo 2019 EXHIBITORS revealed on a scale of 1 – 10 :**
  - o Ranked the Quality of the attendance
    - 72% selected 7 or greater
    - 29% gave it a 10!
  - o Ranked the VALUE of the event
    - 71% selected 8 or greater
    - 43% gave it a 10!

# INTERNATIONAL ARTISAN BAKERY EXPO

- **Lead generation was outstanding! IABE Exhibitors received more than 2,000 leads:**

- Full Line Bakeries 6%
- Distributors 1%
- Bakery Cafés 14%
- Specialty Retail Bakeries 38%
- In-Store Bakeries 4%
- Intermediate Wholesalers 7%
- Manufacturer/Suppliers 4%
- Other - Foodservice 16%
- Not Yet in Business 9%

- o 63% were Owners
- o 15% were Managers
- o 7% CEO/President/Corporate Officer

- **They were Buyers!**

- o When the bakers were asked "What do you plan to spend during the next 12 months on new equipment and/or supplies?" They responded:

- \$200k or more? 17%
- \$100 – 200k? 21%
- \$50 – 100k? 26%

- o When the bakers were asked "How many restaurant/food shows do you plan to attend in 2019?"
- 40% responded "Only Artisan Bakery Expo."

## **Quotes from Notable Industry Experts:**

**"The Best Show I've Ever Been To!"** - Mike Malaniak, BakeMark CSR

**"An Amazing Resource for Artisan Bakers. Thank you!"** - Tom Gumpel, Speaker & Demonstrator, former vice president of product-development (informally called "head baker") for the Panera Bread Company, the nation-wide chain of more than 2,000 fast-casual bakery-cafés.

**"Truly an Auspicious Launch." ... "Comprehensive slate of well-attended seminars & demonstrations." ... "Another blockbuster annual event in Emerald's lineup."** - Stanley Ginsburg, Chef, Author "The Rye Baker" & Chairperson, Bread Bakers Guild of America

**"... it was an AWESOME show! You and your team did a phenomenal job and I can't wait to see what you will come up with for the 2nd show."** - Jörg Amsler, Speaker & Demonstrator, Master Pastry Chef, Food Network competitor and "Baker for the Stars".

**"The event was a huge success. From an incredible lineup of presenters to overall buzz in the halls, the IABE is an impressive event that connects bakery suppliers and industry owners/operators."** -Troy Ashby, Bake Magazine



# INTERNATIONAL ARTISAN BAKERY EXPO

## International Artisan Bakery Expo 2021 2nd Annual Industry Trade Show in a Decade Focusing on the Needs of the Artisan Retail Baker

Make plans to exhibit at International Artisan Bakery Expo 2021! Where an estimated 2,500 bakers, representing thousands of retail/artisan, foodservice, instore and intermediate wholesale bakeries from all over the United States and multiple foreign countries are gathering for three days to learn about the latest baking trends and techniques research new suppliers of artisan bakery ingredients, equipment and services and to net-work with one another in order to make their bakeries more successful .

**August 17-19, 2021**  
**Las Vegas Convention Center**

**The BEST KNOWN annual retail baking trade show is now open for reservations. We're looking forward to speaking with you soon!**

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