



BAKERY

Let's face it, a nice creamy chocolate cake does a lot for a lot of people.
—Audrey Hepburn, actress

Bread. It's the staff of life—a form of sustenance that dates to prehistory. And while it's influenced the arch of world history, the ingredients have remained essentially the same for centuries. What has changed—and to a dramatic degree—is the marketplace for those ingredients.

The recession hasn't prevented the overall growth of the \$19 billion bread market, but prices on wheat, corn, sugar and other staples have spiked. Vulnerable to natural and man-made events across the globe, the supply and costs of the commodities you rely on fluctuate dramatically.

Batory Foods helps shield you from that volatility and guide you through the changes. Diligently studying the markets, we negotiate volume and fixed-price contracts to lock in costs and secure supply as much as possible. And because our buying power far exceeds that of an individual bakery, we add value to your operations and your bottom line.

Grouping together ingredients, we can deliver exactly the amount you need, exactly when you need it—eliminating the stress of storage and warehousing. That kind of “just in time” flexibility is critical for bakeries, since your output changes with the holiday seasons. One thing that will never change—no matter the season—is our commitment to providing you with best-in-class service and quality.

For more information or sample request, please [contact us](#) and one of our account managers will get back to you shortly.

Key Ingredients

Acidulants	Gums	Polydextrose
Chocolate Products	Inclusions	Polyols
Coffee Powders	Leavening Agents	Preservatives
Dairy Products	Maltodextrins	Proteins, Vegetable
Dough Conditioners & Emulsifiers	Minerals & Supplements	Salts
Egg Powders	Molasses, Malts, & Syrups	Starches
Fibers	Oils & Shortenings	Sugars
Flour	Phosphates	Sweeteners
Grains		



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MARKET TRENDS

Bakery is nothing if not a mature market. But that doesn't mean the sector is unaffected by contemporary trends.

The top three most frequently purchased types of 2010 bread are “buns/rolls,” “whole grain” and “artisan” (IDDBA).

In 2010, 69% of bakery operators saw increased sales of “natural” and “organic” baked goods (IDDBA).

To earn health-conscious consumers' dollar, bakeries are offering not just whole wheat and whole grain bread, but bread that's fortified with omega-3 fatty acids.

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BEVERAGES

If you were to offer a thirsty man all wisdom, you would not please him more than if you gave him a drink.
—Sophocles, philosopher

In the \$184 billion U.S. beverage industry, fads bubble up to the surface as quickly as they fizzle flat. As a manufacturer in a fickle environment, you've learned to embrace change. And that, of course, means your proverbial cup runneth over—with challenges and opportunities.

At Batory Foods, we serve as your change agent, putting you in the center of those opportunities. Whether you need a blend of high-intensity sweeteners to mitigate the off-tastes of your zero-calorie drink or a whey protein to capture the muscle-recovery dollar, we help you maintain your innovation edge.

Leveraging our collective expertise, in conjunction with our network of technical resources, we provide counsel and identify ingredients to complement your next food development effort. And by streamlining your delivery and ingredient purchasing process, we give you the advantage every player in the beverage market needs: speed.

Right now, manufacturers are racing to meet seemingly unquenchable public interest in low- or zero-calorie offerings—plus fortified and recovery beverages—thanks in part to increased health awareness. With our vast catalog of ingredients, we give you a leg up, supplying a range of sweeteners, from dextrose to Trehalose, Aspartame to Stevia—and virtually everything in between.

For more information or sample request, please [contact us](#) and one of our account managers will get back to you shortly.

Key Ingredients

Acidulants	Humectants	Preservatives
Chocolate Products	Malt Extract & Syrups	Proteins, Vegetable
Coffee Powders	Maltodextrins	Salts
Dairy Products	Minerals & Supplements	Sauces
Dehydrated Vegetable & Fruit Powders	Molasses	Specialty Syrups
Emulsifiers	Phosphates & Phosphoric Acid	Starches
Fibers	Polydextrose	Sugars
Flavor Enhancers	Polyols	Sweeteners
Gums		



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MARKET TRENDS

At Batory, we stay on top of the latest developments within the beverage market. Call it a thirst for knowledge.

Grab-and-gulp is on the up. In 2010, 21% of shoppers purchased a refrigerated beverage for immediate consumption, reflecting strong demand for RTD products (Packaged Facts).

As HFCS and sugar continue to receive negative press, formulators are focusing on high-intensity sweetener blends that approximate sugar. In 2010, 10 of the top 15 carbonated diet soft drinks were sweetened with a blend, according to *Beverage Industry Magazine*.

Drinks are among the top new U.S. products for “natural,” “no additives,” “no preservatives” claims (Innova, 2011).

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CANDY & CONFECTIONERY

It is the sweet, simple things of life which are the real ones after all.

—Laura Ingalls Wilder, author

People will give up all sorts of luxuries in a challenging economy. They'll forgo restaurant dining. They'll clip coupons until their scissors go dull. But their stash of licorice? Their weekly square of chocolate? Hands off. Candy is sweet enough to overcome the sourest economy. In 2010, confectionery shipments hit \$18.37 billion, up from \$17.89 billion in 2009.

Candy is a crowded market. But there's always room for one more confectioner with a good idea. To be sure, the legacy candy brands will always be important. But unlike in other markets, where large companies control distribution, small to mid-sized operators can break in and thrive. And their main obstacle isn't innovation. It isn't equipment or even costs. It's finding the right ingredients partner.

Our economies of scale make it possible to supply ingredients to the world's largest confectioners *and* the kitchen-table entrepreneur. No matter what your shopping list looks like, we can meet your needs. And we deliver more than ingredients. We deliver best-in-class service and quality, partnering with you to solve problems and create opportunities.

With Batory, you get "industry giant" buying power and a "family owned and operated" commitment to serving your unique needs. How sweet it is.

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Key Ingredients

Acidulants	Gelatins	Polydextrose
Chocolate Products	Gums	Polyols
Dairy Products	Humectants	Preservatives
Emulsifiers	Inclusions	Salts
Excipients & Tableting Aids	Malt Extracts & Syrups	Seeds & Spices
Fibers	Maltodextrins	Specialty Syrups
Flavor Enhancers	Molasses	Starches
Flours	Oils & Shortenings	Sugars
	Phosphates	Sweeteners



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MARKET TRENDS

We're always checking the temperature of the candy market. Here's what's hot in the world of sweets.

"Better for you" candy, including treats packed with vitamins and antioxidants, is gaining momentum. The National Confectioners Association predicts that, in the future, health will be the leading factor in new candy development.

In addition to giving candy a nutritional plus, confectioners are responding to the backlash against HFCS, replacing the long-suffering ingredient with carefully calibrated sweetener blends. And it pays: Sugar-free, non-chocolate candy companies recently saw sales jump 8% (Symphony IRI.).

Although organic candy somewhat lost its footing during the recession, manufacturers are seeing demand for "natural flavors," like in gummies (*Candy Industry Magazine*).

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DAIRY

All the good ideas I ever had came to me while I was milking a cow.
—Grant Wood, American painter

The word, “dairy,” is synonymous with “wholesome.” Because of its dense nutritive properties, it’s a dietary staple across the globe. And by aligning with the highest-quality dairy brands in the world—including Fonterra, whose product is hormone-free—Batory delivers on the category’s wholesome promise.

We divide our dairy business into two categories. The first: commodities. That includes the powdered milk that feeds the world. Its global nature presents opportunities—like the promise of increased demand as populations grow. But the market is also among the most volatile. In the past, you could set your stopwatch to the rise and fall of dairy. Not so today. Price and supply, vulnerable to natural and man-made events, swing dramatically.

To help shield you from price spikes and shortages, we negotiate volume and fixed-price contracts. And we live and breathe the markets, responding to changes before you see them coming. Our stance on supply is equally proactive. Is a shortage on the horizon? Then the time to approve one of our many potential secondary sources is now.

The second area we serve: dairy-derived proteins. Once the best-kept secret among bodybuilders, whey has gone mainstream, showing up in shakes, bars, waters and teas. Demand spans generations: Athletes use whey-enhanced products to build muscle, baby boomers to maintain it. That opens the door for innovators.

Acting as your partner, Batory provides an innovation advantage. We can identify a range of ingredients to enhance your formulations. With access to any number of alternative sources, we can also manage supply gaps before they manage you. It’s part of our commitment to providing unparalleled service. Together with Batory, you’ll muscle your way through any challenge the marketplace presents.

For more information or sample request, please [contact us](#) and one of our account managers will get back to you shortly.

Key Ingredients

Acidulants	Humectants	Polyols
Chocolate Products	Inclusions	Preservatives
Dairy Products	Malt Extracts & Syrups	Salts
Emulsifiers	Maltodextrins	Specialty Syrups
Fibers	Minerals & Supplements	Starches
Flavor Enhancers	Oils & Shortenings	Sugars
Gelatins	Phosphates	Sweeteners
Gums	Polydextrose	



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MARKET TRENDS

Cost isn’t the only fast-moving element in the dairy market. A steady stream of new research, covering everything from digestion to weight loss, continues to change the way we buy, sell and consume dairy commodities and dairy-derived products.

The biggest opportunities in dairy lie in smoothies, dairy-based nutritional beverages and innovative yogurt products (U.S. Dairy Export Council).

Research continues to support the connection between probiotics, digestive health and immunity. For consumers, the dairy market remains the go-to place for probiotics (Packaged Facts).

Whey permeate—a co-product in whey protein production—is an exciting recent development in sodium reduction. By enhancing the characteristics of salt, whey permeate can be used to slash sodium content without sacrificing taste.

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HEALTH & NUTRITION

The first wealth is health.
—Ralph Waldo Emerson, thinker, writer and poet

The nutrition market is full of possibility and promise. For consumers, it represents the prospect of a better—and even longer—life. It's little wonder that nutrition has captured the imagination of so many consumers. In 2010, the functional food market hit \$24.2 billion, expanding nearly 1.5 times from 2003.

Demand for healthy and better-for-you foods spans every market, from beverages to meat, dairy to bakery and beyond. Our ingredient list is just as far ranging. That makes Batory an important resource. Whether you're looking for a dairy-derived protein for your energy bar, an alternative fiber source for your baked goods or a high-intensity sweetener blend for your low-calorie beverage, Batory has what you need to achieve a "healthy halo."

But if you really want to thrive in this sector, you need more than the right ingredients. You need the right partner. Nutrition might be full of opportunity for manufacturers, but it also presents a host of challenges, including ill-defined terminology, ever-changing government regulations and, of course, flash-in-the-pan fads.

Batory Foods works by your side to navigate the complexities of this market, solving problems and devising solutions to enhance your R&D efforts. Leveraging the technical resources of our vendors, coupled with our internal expertise, we provide market intelligence in general and counsel on innovative or alternative ingredients specifically.

In this fast-growing area, a partnership with Batory is the difference between falling behind the curve and capturing a "healthy share" of the multi-billion dollar market.

For more information or sample request, please [contact us](#) and one of our account managers will get back to you shortly.

Key Ingredients

Acidulants	Gelatins	Polydextrose
Chocolate Products	Gums	Polyols
Coffee Powders	Humectants	Preservatives
Dairy Products	Malt Extracts & Syrups	Proteins, Vegetable
Egg Powders	Maltodextrins	Salts
Emulsifiers	Minerals & Supplements	Specialty Syrups
Excipients & Tableting Aids	Molasses	Starches
Fibers	Oils & Shortenings	Sugars
Flavor Enhancers	Peanut Butter	Sweeteners
	Phosphates	



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MARKET TRENDS

What's going on in nutrition these days? What isn't? The driving forces behind this category's rapid growth run the gamut, from government-led health campaigns to America's changing tastes.

About 80% of American adults are "weight conscious" and 54% want to lose weight. To do so, 86% reduce sugar, 85% control portions and 78% opt for low-cal and sugar-free products (Calorie Control Council).

In the U.S., more than 1/3 of adults and 17% of children are obese (Center for Disease Control).

From 2008 through 2010, more than 1,300 product introductions featured low-, reduced- or no-sodium claims (Mintel).

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MEATS

"If we're not supposed to eat animals, how come they're made out of meat?"
—Tom Snyder, TV personality

The livestock industry is part of America's heritage, woven into our history and culture. Today, the meat and poultry market represents the largest segment of U.S. agriculture. Production in 2010 surpassed 92.1 billion pounds, up 1.2 billion pounds from 2009.

For meat manufacturers, however, the past several years have brought a series of obstacles. Prices on everything from feed to citric acid have skyrocketed. Compounding this? Press and public concern about animal welfare and red meat's health implications.

In the face of complexity, the ability to mitigate risk and streamline processes makes all the difference. Watching every shift in the market, Batory absorbs as much volatility as possible, acting as a true partner. Negotiating volume and fixed-price contracts, we help you lock in supply and cost. And if a shortage is impending, we see it before you do, guiding you toward one of the numerous potential secondary sources in our catalog.

Committed to offering above-and-beyond service, we also help you turn challenges into opportunities. To make the most margin, for instance, many meat manufacturers have diversified. They're developing total meal solutions, not just center-plate proteins like hamburgers and hot dogs. Today, meat-based products lead the \$14 billion ready-meal market.

That makes Batory Foods, with our vast ingredient list, an important ally. Whether you need dried pepper for chili or rice for soup, you have a supplier in us. And in this "center-plate" sector, you'll keep your central role in the American meal.

For more information or sample request, please [contact us](#) and one of our account managers will get back to you shortly.

Key Ingredients

Condiments	Oils & Shortenings	Salts
Dairy Products	Phosphates	Seeds & Spices
Egg Powders	Polydextrose	Specialty Syrups
Emulsifiers	Polyols	Starches
Fibers	Preservatives	Sugars
Flavor Enhancers	Proteins, Vegetable	Sweeteners
Gums	Sauces	Tomato Products
Malodextrins		



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MARKET TRENDS

Just as the meat industry is part of American history, it's also part of the national conversation—frequently in the press and often on the public's mind. Changes in Americans' lifestyles and expectations drive the sector.

Americans are cooking less. At the same time, tight household budgets have them eating in more often. That's made RTU meals popular, with meat-based solutions leading the category.

Why are consumers cutting back on meat? In a recent survey, 75% said concerns about health inspired the dietary change (Allrecipes.com).

Meat processors that offer portion-controlled and lean cuts stand to gain an edge as consumers seek to reduce their consumption of red meat and

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SAUCES, DRESSINGS & CONDIMENTS

Woe to the cook whose sauce has no sting.
—Geoffrey Chaucer, 14th-century poet

A dash of dressing can lead veggie-phobic children to beg for more salad. A quick marinade can give a novice cook the confidence of a pro. For consumers, that's a lot of bang for their buck, and they're seemingly always willing to clear pantry space for new sauces.

Sauce and marinade sales are poised to hit \$4.3 billion by 2012, up from \$3.3 billion in 2007. In part, that's because sauces can transform food, bring restaurant flavors home and simplify the cooking process. As a manufacture, however, your process is anything but simple. To create one dressing, for instance, you're likely to need multiple ingredients from multiple vendors.

Or, you could do it all with Batory: one vendor—and virtually every ingredient you could ever want. Because of our buying power and wide-ranging ingredient list, we can group together and deliver exactly the ingredients you need, exactly when you need them.

For all that, we do more than make deliveries. Committed to providing exceptional, individualized service, Batory Foods becomes a true business partner, helping you navigate the marketplace efficiently and capture market share in a competitive landscape. We like to think of it as . . . dressing for success.

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Key Ingredients

Acidulants	Gelatins	Preservatives
Condiments & Sauces	Gums	Salts
Dairy Products	Malt Extracts & Syrups	Seeds & Spices
Egg Powders	Maltodextrins	Specialty Syrups
Emulsifiers	Molasses	Starches
Fibers	Oils & Shortenings	Sugars
Flavor Enhancers	Peanut Butter	Sweeteners
Flours	Phosphates	Tomato Products
Fruits & Vegetables	Polydextrose	Vinegar
	Polyols	



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MARKET TRENDS

Today's condiment counter differs dramatically from the ketchup stand of the past. Americans' increased health consciousness and more adventurous taste buds open new opportunities for sauce manufacturers.

Aside from increasing demand for products with high-intensity sweeteners, the HFCS debate has spurred interest in sauces—including ketchup and mayonnaise—that use sugar.

Though the economy has more Americans eating in, work schedules leave them less time to cook. Consumers are reaching for marinades, which save time without sacrificing taste.

The Department of Agriculture's dietary guidelines recommend that Americans limit sodium to less than a daily teaspoon. Sauce manufactures—including those that make traditionally salty Teriyaki, Worcester and soy sauces—are gaining traction with sodium-reduced and sodium-free products.

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