

Unwrapping the Norm

How Tortillas Stack Up in
the Baking Industry

What is a Tortilla?

- In Mexico, means “little cake”
- In Spain and Puerto Rico, means “omelette”
- In United States, means “flatbread”



Tortillas are...

- Unique
- Versatile
- Flexible
- Convenient
- Cost-efficient
- Flavorful
- Innovative
- The “It” factor



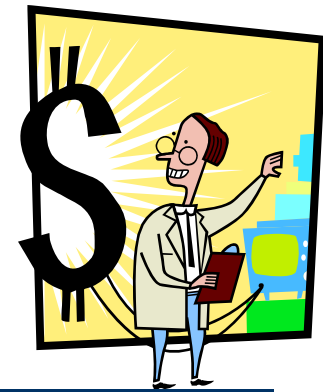
**Photo courtesy of Circle Foods*

Create a new experience...



- Health
- Better-for-you
- Innovative
- Meal-savvy
- Healthy-eating sensation

How Tortillas Stack Up...



● 12-oz. loaf of bread =

\$4



16-oz. pack of tortillas =

\$3

Trends Impact Sales...

“The latest trends that have impacted tortilla sales are products that emphasize fresh, multigrain and whole wheat tortilla products. These types of products continue to show strong sales increases year over year and the number of brands and SKUs has increased significantly.”

Nate Fisher, president and CEO

Don Julio Foods, Inc., Clearfield, Utah

Hemp, Organic, Sprouted...



- Hempseed
- Flaxseed
- Organic pumpkin seeds
- Omegas 3, 6
- Yeast-free
- High in fiber
- No additional oils

Vegan-certified For Taste...

- Fresh from the oven
- Organic flour
- Sunflower oil
- Soft, pliable
- Low fat, low sodium



On a Mission...

- Heart healthy
- 30 g. whole grains per serving
- Seal of approval from Whole Grain Council
- 100% whole wheat



Lower Sodium, Higher Stability...

- All-natural
- Mold-free
- 90-day shelf life



Retail Tacks on to Foodservice...

“Flavored wraps are big in the foodservice channel. This is where retail actually followed the trend seen in foodservice by introducing flavored wraps.”

*Norma Rojas, senior director of marketing
Mission Foods, Irving, Texas*

Foodservice Takes Over...



Oh, how we can count the ways...



**Photos courtesy of Tyson Foods, Caravan Ingredients and Kronos Foods*

Diversifying with tortillas...



Far right image, photo courtesy of Kronos Foods

... and stretching the limits.



Adios Pizza Crust...



“I use tortillas just like I use bread.”

“Tortilla products provide value, convenience, versatility, wide flavor range and broad menu applications. Tortilla products fit most meal/snack occasions and have applications in all dining day parts.”

*Wayne Beach, director of sales and marketing
Tyson Foods, Fayetteville, Ark., and chairman of TIA*

Marketing to Different Masses...

Mexican --

- Larger count
- Clear packaging
- No ingredient claim, recipes

American --

- Smaller count
- Colorful packaging with logos
- Ingredient claims, recipes, multiple uses

Fold, wrap, flip and eat...



Tortilla Trends... and more...



That's How Tortillas Stack Up

Marina Mayer

Executive Editor

*Snack Food & Wholesale
Bakery*

Tortilla Trends

mayerm@bnpmedia.com