

Tortillas: Anything but Flat!

- How Demand, Innovation, and Grain are Redefining a Global Food Platform



- Dave Krishock
Grain Craft
2026 TIA Show





- * Social media influencers
- * 40 % obesity rates
- * ICE raids
- * Protein vs Fiber or both ??
- * GLP -1s



Happier Trends



Still running in the bakery industry.....

- Grew up in grandma's bakery/rest.
- Prod. Mgr, Zingerman's Bakehouse
- Began at KSU in 2005 as Professor in Baking Science & Management Curriculum
- January 2018, joined Grain Craft, as Manager, Bakery Tech Services
- With Grain Craft, I work on buns, breads, tortillas, flatbreads, English muffins, and pizza.





Melding the farmer's needs, the miller's needs and the baker's needs creates some interesting challenges.

Unit Sales for 2024 and 2025

2024

Bread & Buns

▼ **-2.8%** YOY

Tortillas & Flatbreads

▲ **+1.4%** YOY

2025

Bread & Buns

▼ **-4.2%** YOY

Tortillas & Flatbreads

▲ **+4.3%** YOY

1 in 2 consumers surveyed see tortillas as the first alternative to packaged bread.

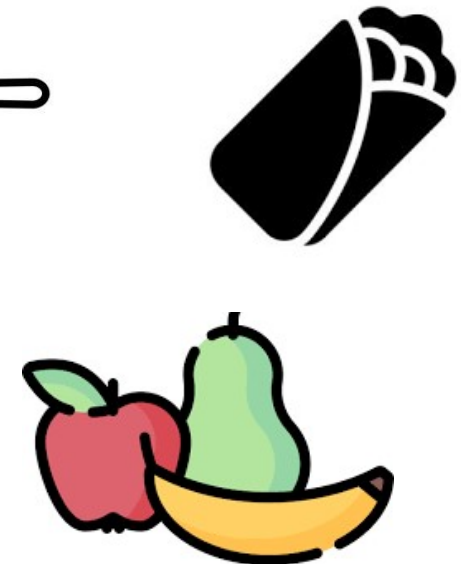
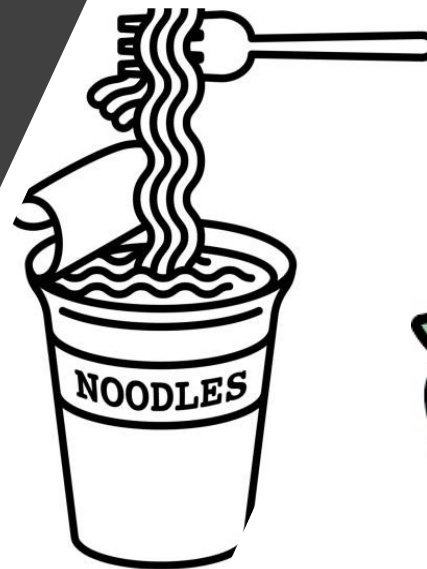


The New Eating Reality

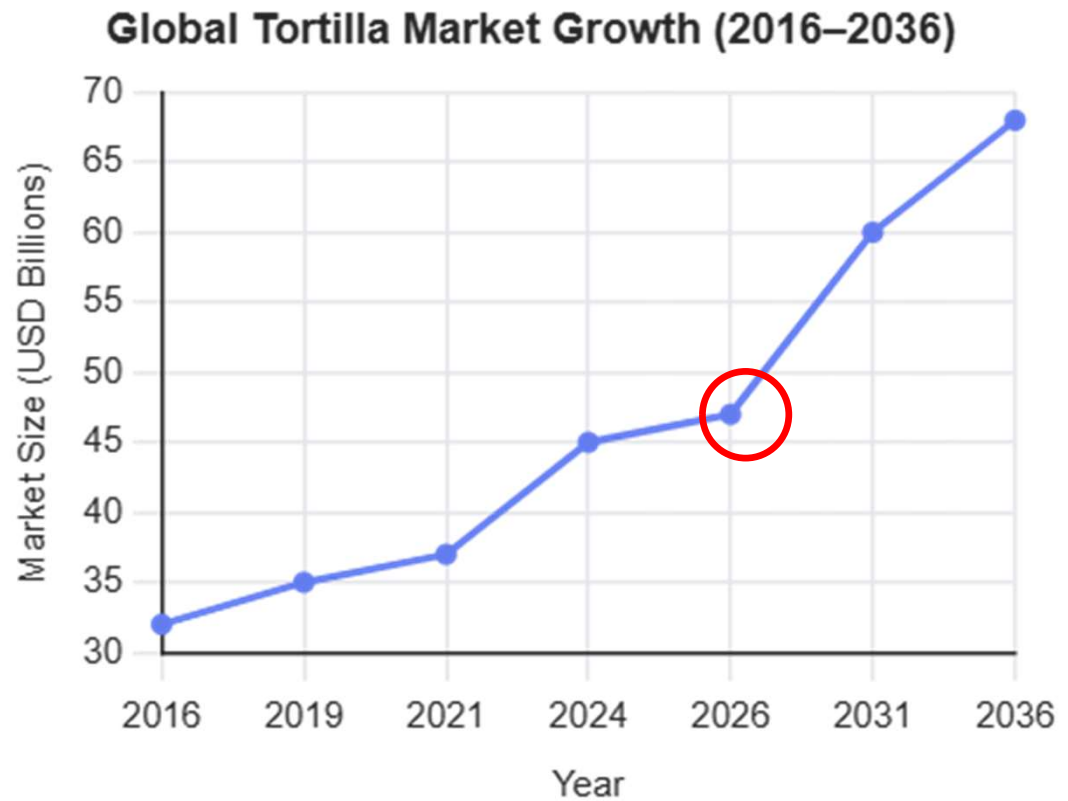
Consumers don't eat the same way or in the same sizes that they used to.

In the past: 3 traditional meals....

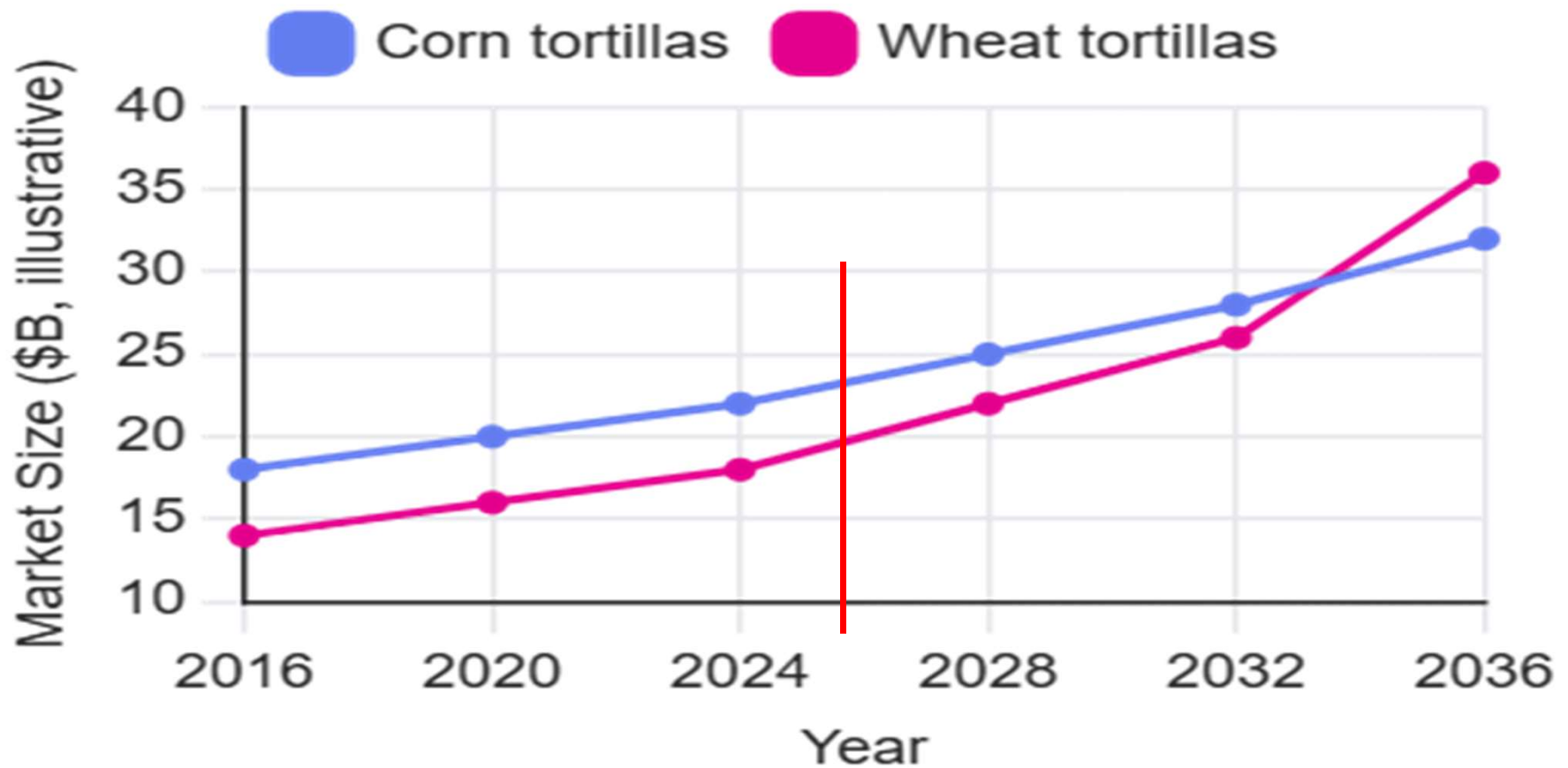
Today: Multiple mini meals are in....



**Global Tortilla
Market
Growth
(2016–2036)**



Global Tortilla Growth: Wheat vs. Corn (2016–2036)



What's Next for Tortilla Innovation?

- Innovation will continue to move upstream, but
- upstream and downstream must talk to each other
- Smarter formulations and predictive tools
- Increased customization by application
- Rise in Multicultural Shopper must be addressed!
- Continued clean-label pressure



What's Next for Flour Tortilla Innovation?

- Wraps need strength
- Tacos need flexibility
- Foodservice and QSR-specific designs
- Tortilla-flatbread hybrids



- Tortillas engineered for pizza, quesadillas “new style” chips and snacks
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Corn and Masa Innovations?



- Corn tortilla quality starts with consistent grind and hydration
 - Variability shows up immediately as tearing or thickness issues
 - Milling controls are just as important as downstream issues
 - Application specific flour performance will be vital for new, “better for you”, wraps, burritos and flatbread hybrids.
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You, as a customer.... Demand more

- With more skus..... Tighter tolerances required
 - Flour must perform across
 - Clean label
 - Higher Fiber/protein
 - Longer Shelf life
 - Faster lines
 - Increased demand for functionality at scale
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Key Takeaways.....

- The best tortilla solutions start with understanding the full system, from grain to griddle.
- Ingredients, process and EXPECTATIONS must align.
- The future tortilla is flexible....
.....literally and figuratively!

Thank You



YouTube

Learn more about wheat, flour, dough and processing on the **Grain Craft YouTube Channel** and check out the [Dough with Dave Playlist!](#)

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