



BAKING MIXES

TOP 20

NATURAL/SPECIALTY BRANDS

TYPE	BRAND	SALES	YOY%
BAKING	GHIRARDELLI	\$10,180,037.15	13.2%
PANCAKE	KODIAK CAKES	\$7,260,340.39	19.2%
BAKING	KING ARTHUR	\$4,448,221.69	16.4%
BAKING	KODIAK CAKES	\$2,741,050.50	12.1%
PANCAKE	BIRCH BENDERS	\$1,900,111.99	210.8%
PANCAKE	MAPLE GROVE	\$1,800,491.66	23.0%
BAKING	BOBS RED MILL	\$1,567,573.38	27.2%
PANCAKE	KING ARTHUR	\$1,394,898.15	35.9%
BAKING	GODIVA	\$1,165,371.93	NEW
PANCAKE	PAMELAS	\$1,036,849.37	3.0%
BAKING	SIMPLE MILLS	\$941,206.07	63.1%
PANCAKE	BOBS RED MILL	\$925,932.71	3.0%
PANCAKE	NEW HOPE MILLS	\$757,034.97	18.0%
PANCAKE	STONEWALL KIT	\$716,716.61	25.2%
BAKING	STONEWALL KIT	\$668,483.73	-2.2%
PANCAKE	KRUSTEAZ	\$515,897.43	72.3%
PANCAKE	ANNIES HOMGRN	\$471,493.23	19.8%
BAKING	MANISCHEWITZ	\$442,524.68	-4.7%
BAKING	PAMELAS	\$404,858.75	32.7%
BAKING	ANNIES HOMGRN	\$397,940.38	-1.0%

NEWER GROWING BRANDS TO WATCH

BRAND	SALES
SOUTHERN LIVING	\$139,605
LAKANTO	\$17,504
GLUTINO	\$135,653

TRENDS

01

Quarantine Baking! (stress-baking)
With shows like The Great British Baking Show, Martha Stewart’s “Home School” vignettes and other popular Netflix and Bake shows – home bakers are tackling essential daily staples like loaf bread, tortillas, homemade pizza and the quarantine baking phenomenon - banana bread.

02

Gluten-Free, Paleo & Keto Friendly
Mixes follow the trends of flour with “gluten free” focus, cleaner ingredients and Diet Trend Friendly. (keto, paleo).

The #1 Nat/Spec Pancake Mix is Kodiak Cakes Power Cakes

03

Flavor Trends in Baking
Exotic citrus flavors, spicy flavor profiles, and even botanical flavors such as rosemary, hibiscus or lavender are all being used to inspire baked good innovation.





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DSF CODE	KF CODE	BRAND	DESCRIPTION	PK	SIZE	NON GMO	GLUTEN FREE	ORG-ANIC
379833	746931	ANNIES HOMEGROWN	ANNIE ORG PNCKE WAFFLE MIX	8	26 OZ	NGMO		ORG
367052	746960	ARROWHEAD MILLS	ARRWHD ORG PNCK MX	6	26 OZ			ORG
355547	746961	ARROWHEAD MILLS	ARRWHD ORG PNCK MX BRTMLK	6	26 OZ			ORG
366432	746973	ARROWHEAD MILLS	ARRWHD ORG PNCK MX BCKWHT	6	26 OZ	NGMO		ORG
351843	750748	BOBS RED MILL	BRM GF PIZZA CRUST	4	16 OZ		GF	
339073	751753	BOBS RED MILL	BRM CORNBREAD MUFFIN MIX	4	24 OZ			
348327	753682	BOBS RED MILL	BRM GF CORN BREAD MIX	4	20 OZ		GF	
339242	751273	BOBS RED MILL	BRM GF HOME BREAD MIX	4	16 OZ		GF	
341488	751782	BOBS RED MILL	BRM 10 GRAIN BREAD MIX	4	19 OZ			
336170	751790	BOBS RED MILL	BRM GF CHOC CHIP COOKIE MIX	4	22 OZ		GF	
69338	0	BOBS RED MILL	BRM GF MUFFIN MIX	4	16 OZ		GF	
69562	0	BOBS RED MILL	BRM GF CHOCOLATE CAKE MIX	4	16 OZ		GF	
348329	750802	BOBS RED MILL	BRM GF BROWNIE MIX	4	21 OZ		GF	
345937	752908	BOBS RED MILL	BRM GF VANILLA YELLOW CAKE MIX	4	19 OZ		GF	
350737	751811	BOBS RED MILL	BRM GF BISCUIT AND BAKING MIX	4	24 OZ		GF	
341310	751872	BOBS RED MILL	BRM GF HRTY WHL GRAIN BREAD	4	20 OZ		GF	
342846	753630	BOBS RED MILL	BRM GF PIE CRUST	4	16 OZ		GF	
475037	754402	BOBS RED MILL	BRM GF PALEO PNCK MIX	4	13 OZ		GF	ORG
602381	806305	BOBS RED MILL	BRM BTTRMLK PNCK & WFFL MIX	4	24 OZ			ORG
595502	0	BOBS RED MILL	BRM GF PANCAKE MIX	4	24 OZ		GF	
284944	806345	BOBS RED MILL	BRM ORG GRAIN PNCKE WAFL MIX	4	24 OZ			ORG
474933	754401	BOBS RED MILL	BRM PROTEIN PANCAKE MIX	4	14 OZ			
589907	774673	BOBS RED MILL	BRM BCKWHT PNCK WAFFLE MIX	4	24 OZ			ORG
295442	753618	GLUTINO	GLTN GF CRNBRD MIX	6	12 OZ		GF	
398777	750746	HODGSON MILL	HMIL WW INSTA-BAKE	6	32 OZ			
340569	752901	HODGSON MILL	HMIL GF SWT CRNBRD	6	12 OZ		GF	
382894	747852	HODGSON MILL	HMIL WHITE BRD MIX	6	16 OZ			
352298	751850	HODGSON MILL	HMIL YLW CAKE MIX	6	15 OZ		GF	
405788	752788	HODGSON MILL	HMIL GINGERBRD MIX	6	15 OZ			
351899	751819	HODGSON MILL	HMIL GF BROWNIE MIX	6	15 OZ		GF	
450555	747853	HODGSON MILL	HMIL HNY WHEAT BRD MIX	6	16 OZ			
384244	751171	HODGSON MILL	HMIL BCKWHT PNCK MIX	6	32 OZ			
398779	751099	HODGSON MILL	HMIL BTRMLK PNCK MIX	6	32 OZ			
347711	751742	HODGSON MILL	HMIL GF PNCK WFLE MIX	8	16 OZ		GF	
292665	781860	JUST IN TIME GOURMET	JIT PPRMNT CHSCAKE MIX	6	4.66 OZ			
292703	781918	JUST IN TIME GOURMET	JIT CARM L APL CHSCAKE MIX	6	4.42 OZ			
293465	781922	JUST IN TIME GOURMET	JIT PMPKN PIE CHSCAKE MIX	6	4.66 OZ			
407721	748214	KING ARTHUR	KING ARTHR ESS CHOC CHP CKIE	6	16 OZ			
409915	748217	KING ARTHUR	KA GLUTEN FR BANANA BREAD MX	6	17 OZ		GF	
397261	748174	KING ARTHUR	KA GLUT FR BRNIE MX17Z	6	17 OZ		GF	
383173	748175	KING ARTHUR	K A GLUTEN FREE MUFFIN MIX	6	16 OZ		GF	
383505	748172	KING ARTHUR	KA GLUT FR COOK MX	6	16 OZ		GF	
407927	748176	KING ARTHUR	KNGARTH GF BAKING MX	6	24 OZ		GF	
405276	748173	KING ARTHUR	KA GLUT FR CHO CK	6	22 OZ		GF	
407723	748215	KING ARTHUR	K A ESSENT LEMON BAR	6	18 OZ			
405350	748171	KING ARTHUR	KA GLUT FR PNCK MX 15 Z	6	15 OZ		GF	
405316	748202	KING ARTHUR	K A ESSENT CLOUD 9 PANCAKE MIX	6	16 OZ			



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DSF CODE	KF CODE	BRAND	DESCRIPTION	PK	SIZE	NON GMO	GLUTEN FREE	ORG-ANIC
434298	813663	KODIAK CAKES	KODIAK BLUBRY MFN MIX	6	14 OZ			ORG
434306	814323	KODIAK CAKES	KODIAK DBL DRK CHOC MFN MIX	6	14 OZ			
434403	814299	KODIAK CAKES	KODIAK CHOC CHIP MFN MIX	6	14 OZ			
434496	814083	KODIAK CAKES	KODIAK CHOC CHIP OATML CUP	12	2.12 OZ			
434544	814087	KODIAK CAKES	KODIAK DRK CHOC GRHM CRKR MPK	6	8.48 OZ			
437727	0	KODIAK CAKES	KODIAK HNY GRAHM CRKR MLTI PK	6	8.48 OZ			
434448	813671	KODIAK CAKES	KODIAK BTRMLK & MPL FLPJK CUP	12	2.16 OZ			
434476	814035	KODIAK CAKES	KODIAK CHOC PNUT BTTR FPJK CP	12	2.36 OZ			
434266	814311	KODIAK CAKES	KODIAK PWR CAKES CHOC CHIP	6	18 OZ			
434458	813675	KODIAK CAKES	KODIAK CINMN & MPL FLPJK CUP	12	2.25 OZ			
434459	814031	KODIAK CAKES	KODIAK BLUBRY & MPL FLPJK CUP	12	2.16 OZ			
434269	814331	KODIAK CAKES	KODIAK PWR CAKES CINMN OAT	6	18 OZ			ORG
434252	814727	KODIAK CAKES	KODIAK PWR CAKES BTTRMLK	6	20 OZ			
220799	813703	LAKANTO	LAKANTO BROWNIE MIX	8	9.71 OZ			
220900	814590	LAKANTO	LAKANTO ORIG CHOCOLATE CHIP	8	8 OZ			
220789	814023	LAKANTO	LAKANTO ORGN PANCAK & WAFF MIX	8	16 OZ		GF	
348330	0	MADHAVA	MADHVA YELLOW CAKE MIX	6	15.3 OZ			ORG
346472	748360	MADHAVA	MADHVA ORG PANCAKE MIX	6	16 OZ			ORG
425213	752890	MAPLE GROVE FARMS	MG GLUTEN FREE BAKING MIX	8	16 OZ		GF	
412479	751727	MAPLE GROVE FARMS	MG PANCAKE BLBRY MIX	6	24 OZ			
284862	751761	MAPLE GROVE FARMS	MG HNY BCKWHT PNCKE MIX	6	24 OZ			
436902	751601	MAPLE GROVE FARMS	MG PANCAKE BTRMILK HNY	6	24 OZ			
455015	754273	MAPLE GROVE FARMS	MG PNCAKE NTRL SF MIX	8	8.5 OZ		GF	
442026	752766	MAPLE GROVE FARMS	MG GF PANCAKE MIX	8	16 OZ		GF	
434440	751880	MAPLE GROVE FARMS	MG PANCAKE MIX WHL GRN	6	24 OZ			
196537	751652	MAPLE GROVE FARMS	MG BELGIAN WAFLE MX	6	24 OZ			
412344	774571	MAPLE GROVE FARMS	MG PNCAKE WAFFLE COMPLETE	6	24 OZ			
345380	751094	MAPLE GROVE FARMS	MG ORG PAN & WAFFLE MIX HONEY	8	16 OZ			ORG
456799	751798	OETKER	DR OETK KEY LIME MIX	12	7.5 OZ			
384422	816966	OETKER	DR OETK VAN & DRK CHOC BITS	12	2.6 OZ			
384412	816851	OETKER	DR OETK CHOCOLATE MUG CAKE	12	3 OZ			
278119	749365	SIMPLE MILLS	ARTISAN BREAD MIX	6	9.47 OZ		GF	
278112	749366	SIMPLE MILLS	CHOCOLATE CHIP COOKIE MIX	6	8.36 OZ		GF	ORG
278014	749363	SIMPLE MILLS	PUMPKIN MUFFIN & BREAD MIX	6	8.9 OZ		GF	ORG
278105	749364	SIMPLE MILLS	CHOCOLATE MUFFIN & CUPCAKE MIX	6	10 OZ		GF	ORG
277671	749362	SIMPLE MILLS	BANANA MUFFIN & BREAD MIX	6	9 OZ		GF	ORG
275752	749407	SIMPLE MILLS	PANCAKE & WAFFLE MIX	6	10.7 OZ		GF	ORG
292940	781536	SOUTHERN LIVING	STHRN LVNG JLPNO CHDR BISQT	6	8.79 OZ			
292797	781899	SOUTHERN LIVING	STHRN LVNG ORIG BISQT MIX	6	8.35 OZ			
292827	783125	SOUTHERN LIVING	STHRN LVNG CHSY GRCL BISQT MIX	6	8.61 OZ			
161420	0	SOUTHERN LIVING	STHRN LIV MEY LMN PND CAKE MIX	6	18.35 OZ			
161310	0	SOUTHERN LIVING	SOUTHERN LIVING CORN BREAD MIX	6	9.29 OZ			
161386	0	SOUTHERN LIVING	STHRN LIV ORNG PND CAKE MIX	6	25.55 OZ			
161382	0	SOUTHERN LIVING	STHRN LIV MIN PECN PIE MFN MIX	6	11.46 OZ			
173268	800354	SYLVIA'S	SYLVIA'S CORNBREAD/MFFN MIX PPK	72	8.5 OZ			
435918	752728	SYLVIA'S	PEACH COBBLER MIX	9	9 OZ			
432042	751083	SYLVIA'S	MIX CORNBRD & MUFFIN	12	8.5 OZ			
453333	751175	SYLVIA'S	HUSH PUPPIES MIX	9	10 OZ			
347371	749778	ZATS	ZAT CRAB CAKE MIX	12	5.75 OZ			