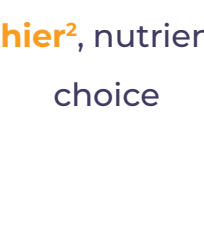


## Win on Shelf with Ancient Grains

### 94% of consumers agree that foods made with Ancient Grains are “high quality.”<sup>1</sup>

Ancient Grains are whole grains, which means flours made with them are whole grain flours. The allure doesn't end there, though. A host of high-value traits have helped brands resonate on shelf with products that feature Ancient Grains.

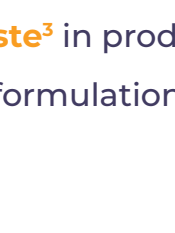
### The Appeal of Ancient Grains



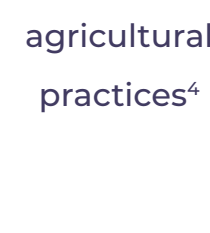
Are perceived as a **healthier<sup>2</sup>**, nutrient-rich choice



Offer **gluten-free, allergen-friendly** options



Enhance **product taste<sup>3</sup>** in product formulations



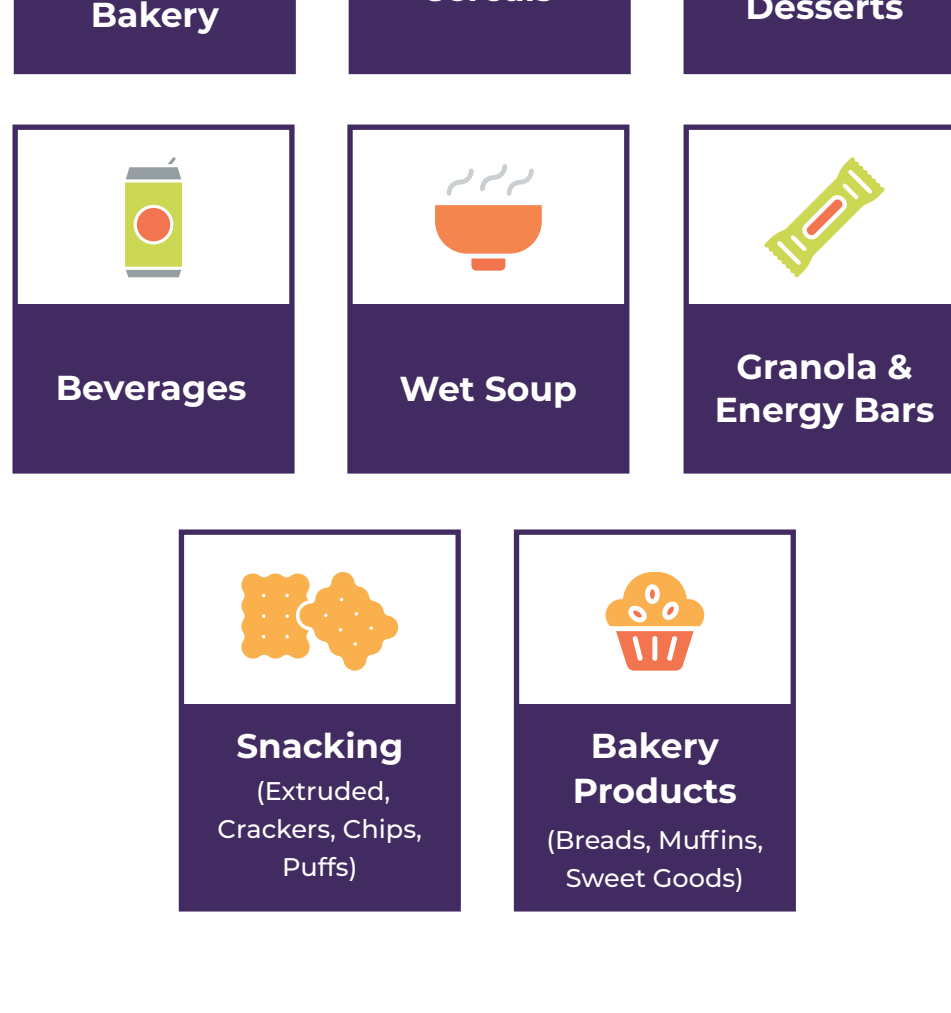
Support **sustainable** agricultural practices<sup>4</sup>

### Ancient Grain Innovation Across Categories

Consumers are more likely to purchase Ancient Grains as an ingredient in a food item versus a standalone product.<sup>5</sup>

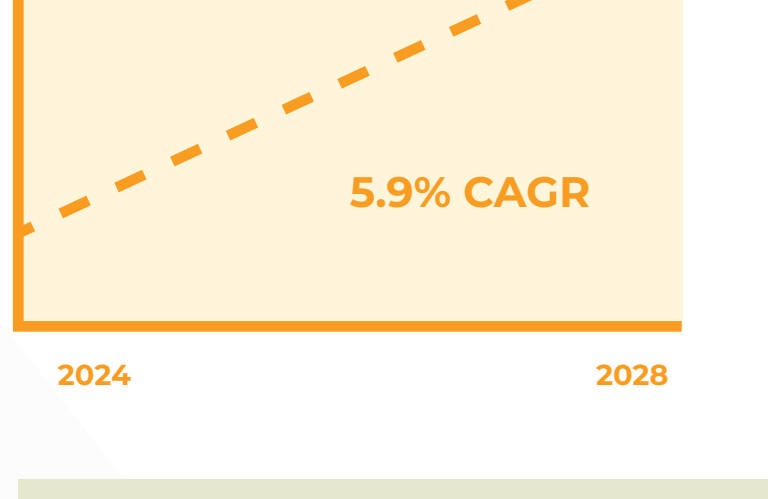
CPG manufacturers courting new consumers (and looking to build brand loyalty) are creating new, innovative products to capitalize on this growing trend.

### Top Categories for Ancient Grain Innovation<sup>6</sup>



### Ancient Grain Growth Trends

Market size predicted to grow at **5.9% CAGR** from 2024–2028<sup>7</sup>



**Food & Beverage applications will dominate<sup>8</sup>**



**Gluten-free Ancient Grains are growing in popularity<sup>9</sup>**

### Spotlight:

## Chickpea Flour and Sorghum Flour

### Chickpea flour

can be an excellent gluten-free alternative for baking or a complement in traditional flour formulations. While chickpeas are not technically grains, these nutrient-packed pulses<sup>10</sup> are driving significant growth across a variety of applications.

**+15.1%**  
CAGR  
2019–2024

Annual share of new gluten-free bakery product launches using chickpea flour as an ingredient<sup>11</sup>



Unit sales of chickpea shelf-stable pasta and noodles<sup>12</sup>

**+10.4%**  
3-year  
CAGR

### Sorghum flour

is gluten-free and blends well with other flavors. It's favored for its mild, slightly sweet taste as well as its nutrient profile, which has an average of six grams of fiber and eight grams of protein per 100 grams.<sup>13</sup>

**+5.4%** CAGR  
2024–2030

Sorghum market in North America, driven by demand for gluten-free and health-conscious foods<sup>14</sup>

**>4X** INCREASE

The number of branded food items that include sorghum as an ingredient from 2015–2022<sup>15</sup>

**+17.9%** CAGR  
2020–2024

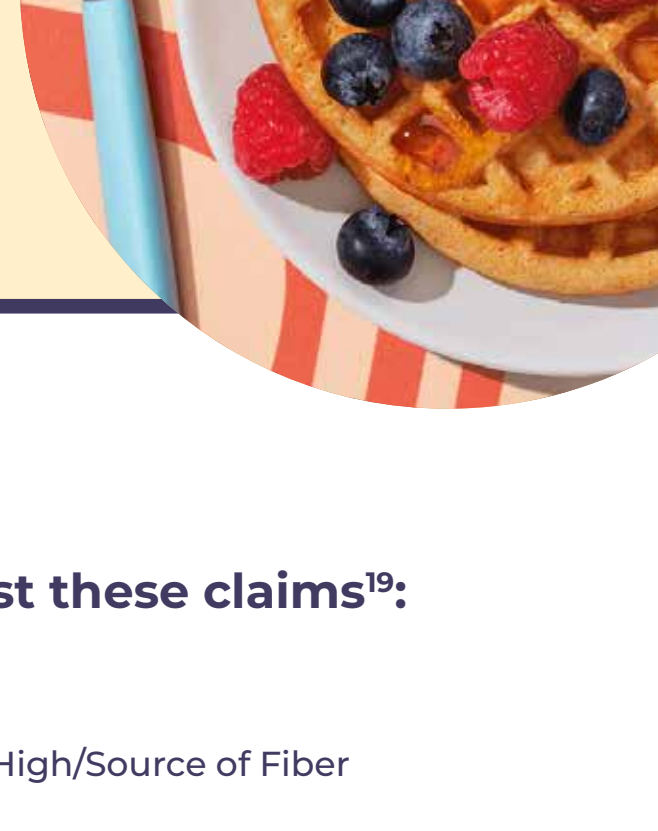
Usage share of sorghum as an ingredient in Cereal & Energy Bars<sup>16</sup>

**+8.1%** CAGR  
2020–2024

Usage share of sorghum as an ingredient in Cakes – Pastries & Sweet Goods<sup>17</sup>

### Product Innovation Spotlight:

Banza Homestyle Protein Waffles feature chickpeas with a blend of egg white and pea protein.<sup>18</sup>



### Chickpea products often boast these claims<sup>19</sup>:

- ✓ Gluten-Free
- ✓ High/Source of Fiber
- ✓ GMO-Free
- ✓ Plant-Based
- ✓ Vegan

## The Ardent Mills Ancient Grains Portfolio

Our diverse offering of Ancient Grains includes chickpea, lentil, sorghum, millet, buckwheat and teff. We've invested heavily in these sustainable crops to help our customers – and the communities they serve – thrive. We're also expanding our regenerative agriculture acreage to help ensure productive, sustainable farmland. From single ingredients to flour blends, our vast supply chain offers the stability and speed needed for tomorrow's trending innovations.

**Now that's Purpose-Powered Innovation.™**

**Get in touch with an Ardent Mills Rep today!**

Call (888) 680-0013