Ardent Mills.

Win on Shelf with Ancient Grains

94% of consumers agree that foods made with Ancient Grains are "high quality."

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 healthier², nutrient-rich choice



Offer gluten-free, allergen-friendly options



Enhance product taste³ in product formulations

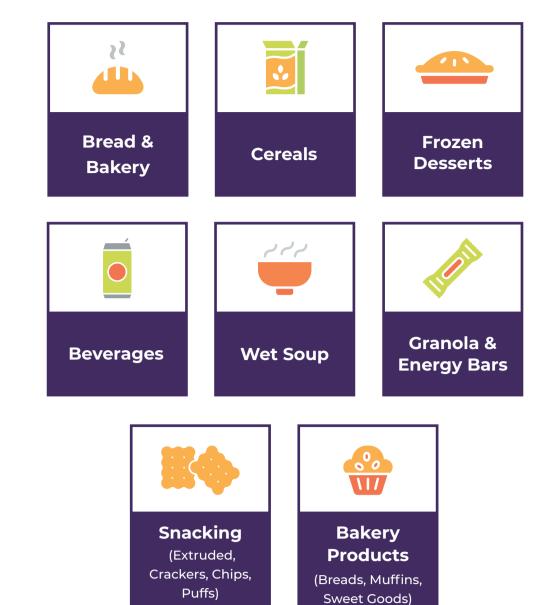


Support sustainable agricultural practices⁴

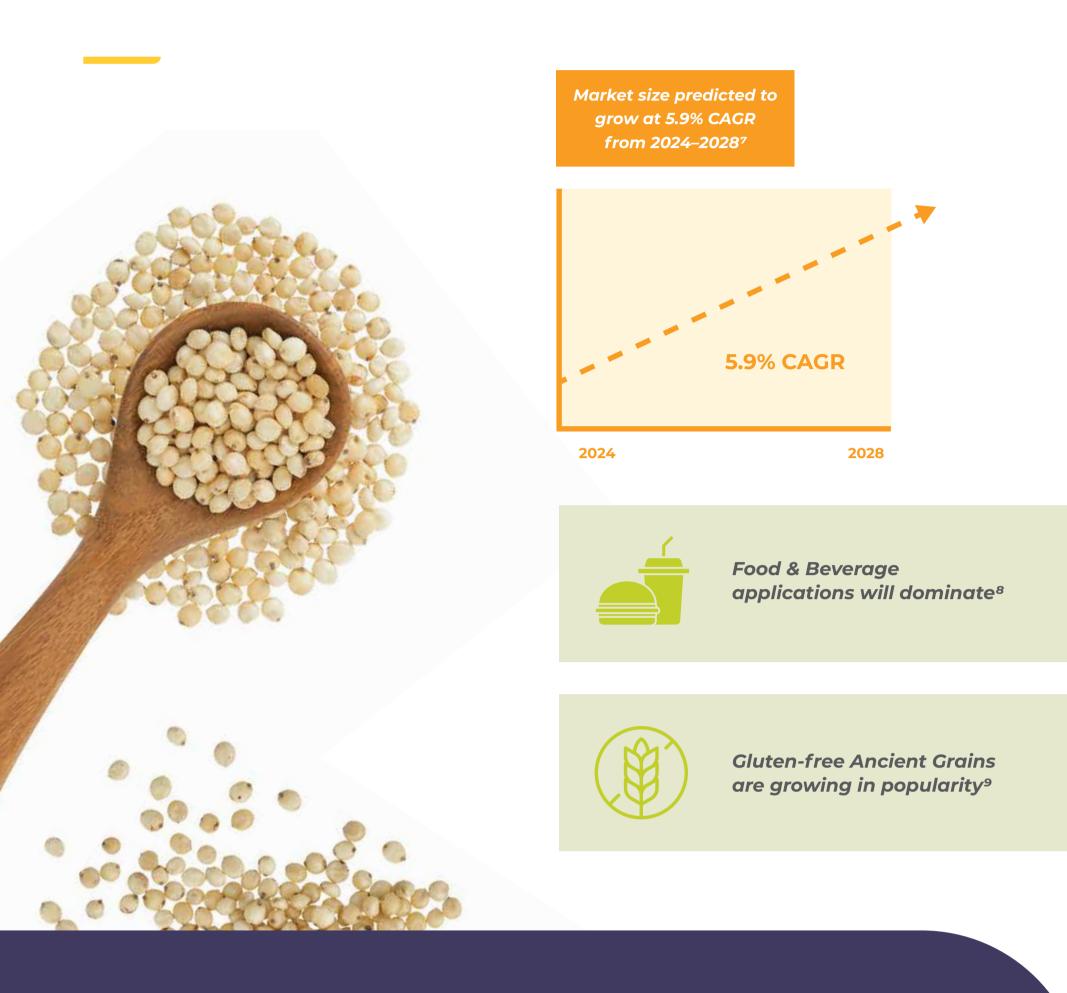
Ancient Grain Innovation Across Categories

Consumers are more likely to purchase Ancient Grains as an ingredient in a food item versus a standalone product.⁵ 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 Innovation⁶



Ancient Grain Growth Trends



Spotlight:

Chickpea Flour and Sorghum Flour

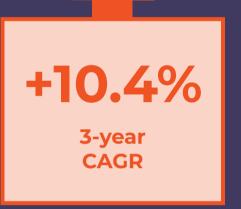
Chickpea flour

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 pulses¹⁰ are driving significant growth across a variety of applications.



Annual share of new gluten-free bakery product





Unit sales of chickpea shelf-stable pasta and

launches using chickpea flour as an ingredient $^{\!\!n}$

noodles¹²

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.¹³



• +**5.4**% cagr

2024-2030

Sorghum market in North America, driven by demand for gluten-free and health-conscious foods¹⁴

>4X INCREASE

The number of branded food items that include sorghum as an ingredient from 2015–2022¹⁵

• +17.9% CAGR

2020-2024

Usage share of sorghum as an ingredient in Cereal & Energy Bars¹⁶

• +8.1% CAGR

2020-2024

Usage share of sorghum as an ingredient in Cakes – Pastries & Sweet Goods¹⁷

Product Innovation Spotlight:

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



Chickpea products often boast these claims¹⁹:





High/Source of Fiber



Plant-Based



GMO-Free



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



1 "Trend to Table: The food trends driving today's consumer purchases and their impact on grains, pulses and flours," Ardent Mills Consumer Study, 2024,

https://www.ardentmills.com/trend-to-table/

2 Ardent Mills Proprietary Research, U.S. Consumers 18+

3 Consumers 18+, US only; 1- includes: Very familiar/ know specifics + Somewhat familiar/know some basics of the respective grain, "Trend to Table: The food trends driving today's consumer purchases and their impact on grains, pulses and flours," Ardent Mills Consumer Study, 2024, https://www.ardentmills.com/trend-to-table/

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17 Innova Market Insights

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