

# Purpose-Powered Innovation™

Partnership designed around you



# Innovate

## and grow with Ardent Mills

### Through Purpose-Powered Innovation™

We understand the challenges you face—from hitting the mark with new hit products, to dealing with supply chain constraints, to removing the risk from innovation. We help guide you through every part of the innovation cycle, from idea to solution to success, so you can focus on growth. That's what we call Purpose-Powered Innovation™.

Our approach is purposely and uniquely designed around you. It's the art and science of innovation—combining our business and product expertise with consumer and industry insights—that lets us create solutions and teams perfectly suited to your needs.



**“We’re here to partner with you at every step of the innovation journey—from idea to iteration, to in-market, all through Purpose-Powered Innovation.™”**



Lindsey Morgan, Senior Director  
of Product Marketing and  
Innovation at Ardent Mills



# Move food forward with help from Ardent Mills

When you partner with Ardent Mills, you get a culture of innovation built on diversity of thought, cross-functional cooperation and creative problem solving. Our experts can boost your innovation output and help you succeed in the market. Here's how we help you move food forward:



## Stay ahead of the curve with insights that keep you close to the consumer

Uncover your next opportunity with our proprietary consumer research and analysis, industry market data and macro societal trend analysis. With all this data, we identify the behaviors and preferences that matter most to how people eat today. Together, we can jump start your innovation pipeline.



## Solve your challenges with our innovative ingredients

Push your products further with the latest and greatest ingredients from Ardent Mills. We're constantly expanding our portfolio of flours, grains and pulses while investing in innovative processes, so you can move ahead in the market. Our technical teams will work with you to integrate these ingredients into your operation.



### **Ardent Mills® Egg Replace**

Stabilize costs and future proof your supply chain while addressing evolving consumer preferences. This egg alternative can replace up to 100% of eggs and lower your ingredient costs<sup>1</sup> while maintaining taste, functionality and performance. Plus, it's vegan,<sup>2</sup> gluten free, made without soy and artificial ingredients or additives.



### **BakeSafer™ Treatments**

Help reduce food safety risks and protect your brand. Minimize the dangers associated with consumers under-baking, under-frying, unevenly microwaving or cross-contaminating ready-to-bake and ready-to-cook products—and help avoid costly recalls. These treatments can lower the level of pathogens in flour, reducing the risk of foodborne illness by a minimum of 90% and observed up to 99.9%.<sup>3</sup>

1. Pound for pound, Ardent Mills Egg Replace can help you save up to 50% in ingredient costs as compared to using an equivalent amount of dried whole eggs, based on USDA 2023 median monthly pricing.
2. For more information on vegan at Ardent Mills, please visit: [ardentmills.com/media/3902/ardent-mills-non-animal-testing-vegan-vegetarian-statement.pdf](https://ardentmills.com/media/3902/ardent-mills-non-animal-testing-vegan-vegetarian-statement.pdf)
3. Ardent Mills Proprietary Research/Analysis

# Develop your next market success with experts from Ardent Mills Innovation Centers

Work directly with our hands-on, cross-functional team of chefs, R&D experts and food scientists in our state-of-the-art network of **Ardent Mills Innovation Centers (AMICs)**. With our team, you can develop, analyze and test the latest ingredients and applications—from traditional wheat to emerging alternative grains—to figure out what your next hit product will be. We're with you at every step of the innovation pipeline to help minimize risk, test and learn—and inspire excellence.



- **Portland, OR** – Take your product from the bench to fully scaled production with our in-house R&D experts. As part of the **Ardent Mills Bakery Resources (AMBR)**, this facility has full-production baking lines to help determine the best way to make your product and the necessary equipment to create customized, propriety blends.
- **Pullman, WA** – Get the latest knowledge and analysis on **alternative grain innovations**—like chickpeas and other pulses—from the food scientists at this facility. Work directly with our **Emerging Nutrition** experts to research specialty ingredients and plant breeding programs.
- ★ **Denver, CO** – The central hub of Ardent Mills R&D, Innovation efforts and Quality Assurance experts. Here we **test the quality of flours and grains** produced across our network. It's also where culinary experts and scientists collaborate with customers to **create new grain-based innovations**.
- **Saskatoon, Canada** – Canadian manufacturers can see the latest ingredient innovations and get help **developing product prototypes** with our culinary teams.



Ready to innovate? Partner with us to create new products with confidence.

Visit [ardentmills.com/innovation](https://ardentmills.com/innovation) or contact your Ardent Mills Account Manager at [info@ardentmills.com](mailto:info@ardentmills.com)

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