

US Bread & Bakery products – Manufacturing industry: sales and number of establishments
 Source: NAICS 31181, Barnes Reports 2009

Year 2008	Estimated industrie sales (\$ millions)	Estimated number of establishments
Bread, cakes an related products	29,284.6	4072
Breads, rolls and buns	466.7	251
Bagels, fresh or frozen	343.6	150
Biscuits, baked: baking powder	19.1	41
Bread all types	4,634.8	600
Bread, brown Boston and other	0.9	2
Buns bread type: fresh or frozen	407.9	36
Rolls, bread type: fresh or frozen	187.7	22
Cakes, pies and pastries	949.1	296
Buns, sweet: except frozen	4.2	8
Cakes, bakery: except frozen	2,234.3	1886
Bakery products; partially cooked	103.1	150
Bakery, for home service delivery	17.7	223
Bakery: wholesale or wholesale/retail	1,589.3	1892

US Bread & Bakery Products – Manufacturing Industry: establishments by size
 Source: NAICS 31181, Barnes Reports 2009

Year 2008	Estimated number of sales (\$ millions)	Estimated number of establishments	Estimated number of employees
1 – 4 employees	821	3,789	11,367
5 – 9 employees	1,069	1,974	11,846
10 – 19 employees	2,190	1,685	23,593
20 – 49 employees	3,618	1,113	36,742
50 – 99 employees	2,950	54	23,347
100 – 249 employees	9,086	280	43,347
250 – 499 employees	8,668	123	41,003
500 – 999 employees	5,967	50	32,657
> 1000 employees	2,625	10	10,696
unknown number of employees	3,249	250	16,000
total industry	40,243	9629	250,598

The National Grocers Association’s Consumer Panel Survey 2009 was conducted between November 2008 and January 2009. 2.145 chief household shoppers were queried about their shopping preferences:

Preferred shopping places for groceries

Convenience Store	0 %
Discount Store	2 %
Dollar Store	0 %
Drug Store	0 %
Gourmet Store	1 %
Grocery Store/Supermarket	84 %
Mass Merchandiser	7 %
Speciality Food Store	2 %
Warehouse Club	3 %
Online Store (e.g. Amazon or supermarket website)	0 %

Food shopping trips per week

Six or more times per week	1 %
Five times a week	2 %
Four times a week	6 %
Three times a week	15 %
Twice a week	26 %
Once a week	37 %
Every two weeks	11 %
Once a month	2 %

\$ spent on food by families in total each week

less than 25	2 %
25 – 35	4 %
36 – 45	5 %
46 – 55	9 %
56 – 65	7 %
66 – 75	8 %
76 – 85	8 %
86 – 95	5 %
96 – 105	13 %
106 – 115	11 %
116 – 125	8 %
126 – 135	6 %
more than 136	16 %

What people eat to ensure their diet is healthy

More fruits/vegetables	83 %
More calcium	23 %
Less bread	34 %
More chicken/turkey/white meat	43 %
Less calories/food low in calories	33 %
Less carbohydrates	26 %
More fish	42 %
Less cholesterol/food low in cholesterol	27 %
More food high in vitamins/minerals	22 %
Less dairy products	9 %
More fresh foods	54 %
Less fats/oils	35 %
More juice	17 %
Less fried foods	62 %
More low fat or skim milk products	31 %
Less junk food/snack food	64 %
More meat	4 %
Less meat/red meat	26 %
More organically grown/natural foods	23 %
Less prepared/processed foods	42 %
More protein	19 %
Less salt/sodium/food low in salt/sodium	37 %
More salats	49 %
Less soda	44 %
More starches (pasta, beans, rice)	8 %
Less sugar	47 %
More vitamies/mineral supplements/pills	24 %
More balanced diet/More variety	42 %
More water/botteld water	39 %
More whole grains	54 %
More foods with antioxidants	27 %

What concerns consumers the most about the food they eat

Fat content, low fat	14 %
Sugar content/less sugar	7 %
Salt/sodium content/less salt	9 %
Calories/low calories	7 %
Cholesterol levels	2 %
Food/nutritional value	6 %
Chemical additives	11 %
Preservatives	1 %
Desire to be healthy/eat what’s good for us	22 %
Vitamins/mineral content	1 %
Balanced diet	4 %
Carbohydrate content	3 %
Freshness/purity/no spoilage	5 %
Protein value	0 %
Fiber content	1 %
Nothing/other, don’t know	6 %

Importance of supermarket feature: Organic products

Very important	22 %
somewhat important	36 %
not too important	29 %
not at all important	13 %

Importance of supermarket feature: Offers locally grown products and other local packaged foods

Very important	36 %
somewhat important	43 %
not too important	14 %
not at all important	6 %

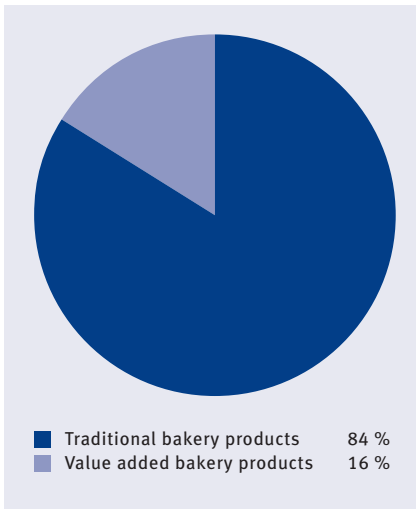
Importance of supermarket feature: Fresh food deli or delicatessen	
Very important	40 %
somewhat important	35 %
not too important	21 %
not at all important	5 %

Importance of supermarket feature: Nutrition and health information available for shoppers	
Very important	31 %
somewhat important	41 %
not too important	23 %
not at all important	5 %

Importance of supermarket feature: High quality bakery	
Very important	36 %
somewhat important	38 %
not too important	19 %
not at all important	7 %

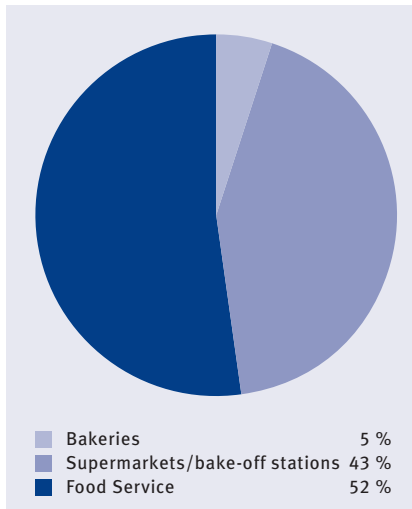
Bakery market in the US, 53bn EUR, value added bakery vs total bakery market

Source: Basellandschaftliche Kantonalbank/Aryzta, August 2008



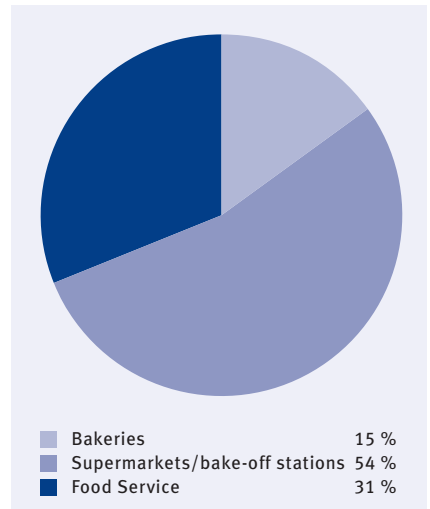
USA: Market for value added bakery products by sales channels

Source: Basellandschaftliche Kantonalbank/Aryzta, August 2008



Europe: market for value added bakery products by sales channels

Source: Basellandschaftliche Kantonalbank/Aryzta, August 2008



Because only the best is good enough!



With us, bakeries all over the world can work quicker, better, more efficient!



REGO VARIO
Beater and mixer
32/40 liter

REGO
Planetary mixers
12-200 liter

DG 45 - 80
Bread cutter
automatic multi-blade
bread slicer



ROTO SHOP de Luxe
Bread cutter
fully automatic



Model PM E 140/200

Also available as bench model with a capacity of 10-60 liter

REGO HERLITZIUS GMBH
Bäckerei- und Konditoreimaschinen

Rheinische Straße 6 • D-42781 Haan • Phone: +49 21 29/34 66-0
Fax +49 21 29/34 66 69 • mail@rego-herlitzius.com • www.rego-herlitzius.com