

TORTILLAS ARE TRIED AND TRUE

**KEEP THEM CLEAN,
SIMPLE—AND IN STOCK**

Current events, including a global pandemic, are making consumers more concerned—and more mindful—about their food purchases.

Demand continues to grow for tortillas, a popular comfort food, especially as consumers look for versatile products to cook with at home.

CONSUMERS LOVE TORTILLAS

#2

Tortillas are now the **second-most purchased bread** product in U.S.¹

\$48.51 (USD)

billion global sales are projected by 2023, at a CAGR of 5.1%²

CONSUMERS WANT CLEAN LABELS

21% SAY

they are practicing more **mindful eating**³

Those surveyed said that a **clean label** is a “**very important**” label claim⁴

¹ <https://aldianews.com/articles/culture/social/tortillas-sold-out-us-supermarkets-height-covid-19-pandemic/58105>

² <https://www.marketresearchfuture.com/reports/tortilla-market-2419>

³ Eating and Shopping During a Global Pandemic, International Food Information Council, September 2020

⁴ Free-From Foods, U.S., Mintel, June 2019

THE GOAL

Providing fresh and pliable tortillas with label-friendly ingredients—that are available when consumers need them

TRUSTWORTHY AND TRENDING TORTILLAS

KEEPING CORN AND FLOUR TORTILLAS AT
THE READY, WHILE MEETING INCREASED
DEMAND FOR CLEANER LABELS



SUPPLY...AND ALL KINDS OF DEMANDS

In today's pandemic-influenced market, it can be challenging for everyone—from in-store bakeries all the way to tortilla manufacturers engaged in commercial production for fast-food chains—to predict orders and have enough product to meet increased demand.

At the same time, today's consumers are **embracing the importance of taking care of the body to fight off invaders**. This may signal a return to simpler foods—with clean label claims, artisan quality, better-for-you formulations, and transparency top of mind.

At Kemin, we help tortilla manufacturers find the **ideal solution to manage shelf life and ultimately, give consumers what they want, and nothing they don't**.

THE FRESHER, SAFER, LONGER EXPERTS

MEETING TODAY'S TORTILLA CHALLENGES

To keep up with today's demand, tortilla manufacturers must be able to:

- ✓ **Fulfill orders** in a timely manner, with efficient ingredient solutions
- ✓ **Reduce food waste**, with ingredients that protect shelf life
- ✓ **Meet increased demand** for cleaner labels and better-for-you formulations



In addition, many tortilla manufacturers are **innovating and expanding their product lines** beyond simple corn and flour varieties to include ancient grains and extra nutrition, such as fiber, protein and healthful fats. Gluten-free, low-carbohydrate, organic and more **meet a variety of consumers' demands**, while **flavor variations add interest**.

From complete drop-in solutions and premixes to individual functional ingredients, including enzymes, emulsifiers and mold inhibitors, our toolbox of ingredients come in liquid and dry variants, as well as clean label, organic and non-GMO options that work hand-in-hand with today's-on-trend ingredients.

Our in-house tortilla pilot plant helps speed up commercialization, allowing for limited-time seasonal offerings.

**THE RIGHT INGREDIENT SYSTEM
ALLOWS FOR QUICK TURN-AROUND
WHEN DEMAND SURGES OR
TO HELP EXTEND SHELF LIFE
TO HAVE PRODUCT AVAILABLE
FOR QUICK RESPONSE.**

THE FRESHER, SAFER, LONGER EXPERTS

A SUITE OF TORTILLA SOLUTIONS AND SERVICES



Kemin offers a full suite of tortilla product solutions to assist with efficient manufacturing and shelf life. These tortilla solutions work to slow staling and molding, helping reduce waste to keep your product affordable.

The drop-in solutions contain blends of several functional ingredients that each contribute quality characteristics and solve your challenges, including raw material inventory management, precise ingredient measurement, proper order of addition for each ingredient and pricing optimization.

SOLUTIONS

- ▶ **TillaPack™** batch pack solutions for flour tortillas
- ▶ **TillaSoft™** dough conditioners and tortilla softeners for flour tortillas
- ▶ **TillaZyme™** enzyme gum blends for corn tortillas
- ▶ **SHIELD®** mold inhibitors for corn and flour tortillas

SERVICES

Our Customer Laboratory Services (CLS) team specializes in troubleshooting your challenges. From appearance and texture issues, to ease of separation, stack height, toast point, cracking edges and operational difficulties—we have solutions.

KEMIN TEAM

YOUR PARTNERS IN SUCCESSFUL TORTILLA SOLUTIONS

Kemin can help tortilla manufacturers with a customizable suite of functional ingredients, technical expertise, production experience and value-added services, including continuous improvement from our in-house research and development team, which also manages regulatory compliance and ingredient traceability and critical analysis.

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