CASE STUDY

Helping businesses break new ground in keto

How Ardent Mills led an up-and-coming bread startup to more than double its sales

Challenge

When an up-and-coming bread startup was searching for a way to break into the booming keto friendly market—they called on industry-leader, Ardent Mills, to be their hands-on supplier. The aim was to **develop keto friendly bread products** that met the startup's unique style and maintained a competitive price-point, while matching the premium quality and great taste of their existing product line. With no previous experience in the keto friendly arena, they needed education, guidance and end-to-end product development.

Solution

Ardent Mills was equipped and ready with proven expertise in developing differentiated bakery products using **custom ingredient blends.** Starting with a consultation to understand the company's brand and strategic goals, they curated an individualized approach. The initiative kicked off with proprietary studies and trend insights, followed by education on FDA requirements, risk mitigation and keto certification. Ardent Mills brought together their **Research & Development, Grain Science, Blending Facility and Regulatory teams** and began working on ideation, ingredient sourcing and product development, with real-time feedback and onsite prototyping. They also covered baking, training, and even packing.

60%

Keto friendly items quickly became 60% of startup's bread sales

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Keto friendly

Ardent Mills

Result

Within one year, the new clean-tasting, keto friendly bread varieties came to life with resounding success! **Rapidly, these breads became 60% of the startup's overall sales** and landed on the shelves of well-known grocery retailers throughout the United States. The brand also enjoyed major social media buzz.

Takeaway

Evolving to meet the diverse and changing preferences of consumers is essential for bread manufacturers to stay relevant and grow. As an expert in keto friendly products with an ability to tailor specific solutions, **Ardent Mills helped an emerging bread startup rise to a new level of awareness and sales.**

> **"Working with Ardent Mills was an unforgettable, collaborative experience. They listened to our needs, provided essential guidance and became a trusted partner."**
>
> Emerging bread brand customer

Start exploring ready-to-use keto certified flour blends, request a sample, download resources or connect with an expert on custom keto blend development. Visit ardentmills.com/keto or contact info@ardentmills.com and 888-680-0013.

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