

Private Label Bread Flours



Bread Flour That *Rises* to the Moment



Shoppers are baking with intent—and bread is at the center of the movement. From everyday sandwich loaves to indulgent pretzels, bread flour delivers the strength, rise and texture bakers expect. Private label bread flour meets this growing demand with consistency, quality and performance – designed for today’s bakers and tomorrow’s growth.

Consumers Are Asking. Private Label Can Answer.

Home bakers aren’t just making more, they’re baking better. They’re seeking flours that deliver bakery-quality results and help them master the breads they love. Meeting those expectations means putting bread flour within easy reach.



**of flour shoppers
say variety matters.¹**

- ◆ Bread flour is outpacing the Total Flour Category and creating new buying occasions.
- ◆ Stocking bread flour isn’t just meeting demand—it’s building baskets, loyalty and repeat trips.

The Opportunity

Bread baking has become a category essential. Once a specialty, bread flour is now a must-have in modern baking aisles—driving category growth and creating repeat buying occasions.

Bread Flour Performance

Application specific flour shows incredible growth and will continue to show growth in the coming years. Bread flour is the driver of the flour type, growing double digits (+22.3%) and making up 75.9% of App. Specific flour market.¹

| APPLICATION SPECIFIC FLOUR | UNIT SHARE | UNIT CHG | CAGR |
|-------------------------------|---------------|-------------|--------|
| Bread Flour | 75.9% | +22.3% | +29.8% |

Now the #4 flour type overall behind only bleached/unbleached all-purpose and corn flours.¹

National brands are leading the charge in Application Specific Flour with a 7.7% CAGR (+15% vs LY)—proving branded shelf presence matters.¹

But the real breakout opportunity? **Private label bread flour—growing at an impressive 12.7% CAGR (+7.2% vs LY) with wide-open potential.**¹

Bread flour isn’t a niche, **it’s a must-have for modern baking aisles and belongs in your core lineup.**



Flour That Performs— For Bakers and Your Brand

Bread bakers expect performance, recognizable ingredients and consistent results. Private label bread flour delivers the strength, rise and texture that give homemade breads their signature quality.



| PRODUCT | APPLICATIONS | VARIETIES |
|--------------------|---|---|
| Bread Flour | Pan breads, buns, dinner and soft rolls, pretzels, thick crust pizza, breadsticks, pita, flat breads, batters and breadings | Non-GMO, Kosher, Organic Available, Bleached & Unbleached |

Ask us about additional sizes to meet your specific needs.

Private label packaging minimums vary per product.
Standard MOQ: 20,000 - 25,000 bags.



Low volume option for emerging retailers

If you are unable to create or reach standard manufacturer packaging minimums for a private label brand, try BakeHaven® — our consumer-tested, manufacturer's packer label. BakeHaven® can help support your growth in the baking aisle — available in the most popular and in-demand, traditional wheat- and alternative grain-based flours. **With a minimum order quantity of only three pallets, this gives you the opportunity to expand your offerings, regardless of your size.**



Food safety. It's ingrained in us.

At Ardent Mills, safety is a core value that guides everything we do. To help reduce risks associated with raw flour and support your brand's commitment to consumer safety, we offer proprietary treatment options on select grains and flours. Our products include industry recommended labeling guidance that reminds consumers flour is not ready to eat.

Ready to grow shelf share with bread flour? To learn more or request a sample, connect with your Sales Representative or contact us at (888) 680-0013 or info@ardentmills.com today.

¹ Ardent Mills Proprietary Research/Analysis 2025

² Our proprietary process is implemented into our traditional, conventional flours, which include the following: All-Purpose Bleached Flour, All-Purpose Unbleached Flour, Self-Rising Flour, Bread Flour and Pizza Flour.

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