

**HOW THE MANUFACTURE OF BISCUIT MOULDS AND CUTTERS IN TERMS OF INNOVATION HAS BEEN AFFECTED BY CUSTOMERS' NEEDS AND TRENDS** 



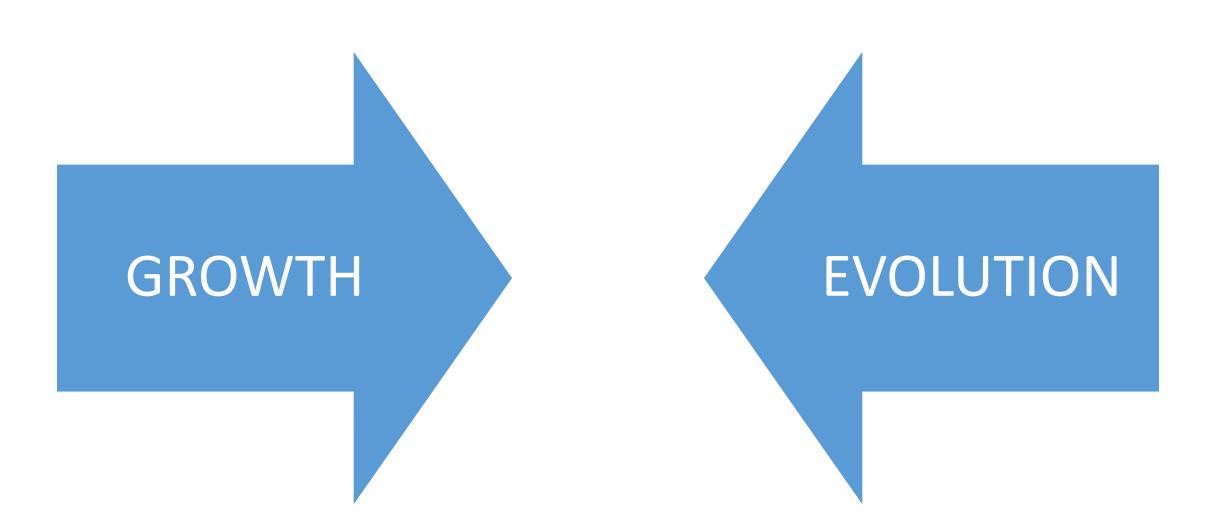
## FRANCA LUPPI

1990 graduated at Bologna University

1991 started as a translator at Errebi Technology

1998-today responsible for global market sales at Errebi Technology, assisting and supporting customers' needs and requests.

## **BISCUIT MARKET**



## Sweet biscuits most popular in Asia-Pacific + Western Europe + North America

## Glucose biscuits + chocolate coated biscuits declining

Global baked food & cereals market growing at CAGR (Compound Annual Growth Rate) 4,2% by 2023

(www.researchandmarkets.com)

Premium segment including cream filled biscuits + sweet biscuits + health biscuits increasing

Supermarket / hypermarket dominant share 45% market

Online retail growing

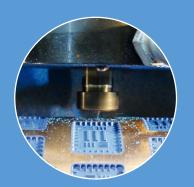


Metamorphosis of biscuit into something more accurate and sophisticated piece of food...

- New products
- Product improvement



Metamorphosis of tools



Construction & technical features



Consumers & Biscuit Producers



Biscuit producers : difficult challenges KEYWORDS:

- Production for following general trends
- Production for third parties
  - Legislation
  - Costs involved with production

#### **BISCUIT CONSUMERS:**









critical issues for release and abrasion due a different consistence of the dough affecting moulding process.



TODAY recipe = combination of "natural ingredients" (whole grains)



ONCE recipe =
simple
combination of
ingredients such
as eggs, flour,
milk, butter and
sugar.



Demand for

"quality & taste"

→ chocolate
chips & "natural"
ingredients =
optimum
nutritional
product profile



FOOD = first medicine for human & animal beings vs food with high energy and low nutrients contents = obesity + deseases.



Biscuit recipes with "severe" ingredients ( raisins, sultanas, brown cane sugar, crystal sugar, oat flakes, seeds, vegetables)



vegetarian, vegan, gluten free, no added sugar, no fat contents, lactose free products.



#### **BISCUIT CONSUMERS:**

SIZE OF PRODUCTS:
everyday life
dramatically changed

→ three classical
meals a day replaced
by flexible mealtime.

→ Snacks, bars and cookies in single portions = "rescuers"

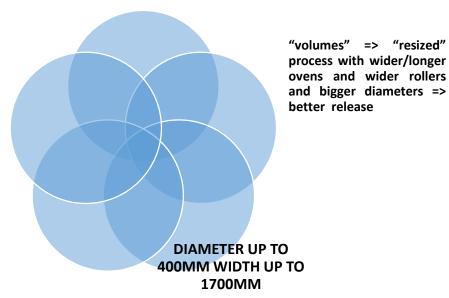
CONFIGURATION/LAY
OUT OF THE ROLLER IS
IMPORTANT FOR A
DIFFERENT PACKAGING
CONCEPT

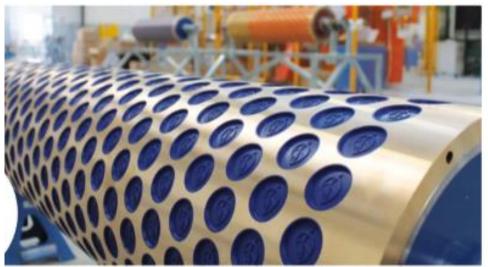
SPECIAL MATERIALS
FOR HIGH SPEED
PRODUCTION

→ SPECIAL MATERIALS, FOR SPECIAL PRODUCTS LIKE BARS.



## **BISCUIT MANUFACTURERS:**

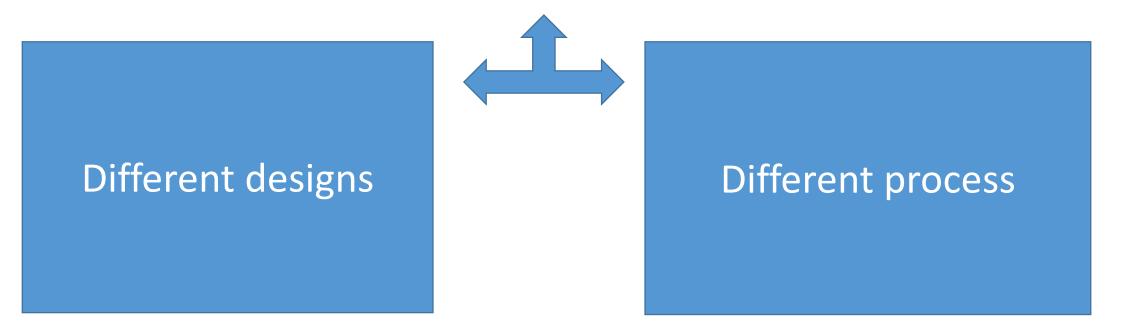




## **NEW TRENDS**

## **COST REDUCTION**

Price for raw materials more and more expensive



## **COST REDUCTION (d)**

SOFT & HARD BISCUITS: to get less weight with illusion of new re-styled product: "bite size" and/or "thin" products:

=> IMPORTANCE OF THE DESIGN





# SEASONAL PRODUCTS/CARTOON CHARACTERS

## CONCLUSION

No limit to our imagination when creating new ideas or listening to marketing proposals: with the right tools a "mission impossible" can be successfully fulfilled





"No sooner had the warm liquid mixed with the crumbs touched my palate than a shudder ran through me and I stopped, intent upon the extraordinary thing that happening to me. An exquisite pleasure had invaded my senses, something isolated, detached, with no suggestion of its origin. [...] Whence did it come? What did it mean? [...] ... And suddenly the memory revealed itself. The taste was that of the little piece of madeleine which Sunday on mornings at Combray [...] my aunt Léonie used to give me, dipping it first in her own cup of tea or tisane. The sight of the little madeleine had recalled nothing to my mind before I tasted it. And all from my cup of tea."

In the Search
of Lost Time,
Swann's
Way,
M.Proust

**Ideas** or questions for a new **???** product and the possibility to achieve it

# THANK YOU FOR YR ATTENTION

Contact details: FRANCA LUPPI

Cell/ wsp + 39 366 56 35 257 Skype: Franca Luppi – Errebi Technology Srl

Email: contact@errebi.net

**ERREBI TECHNOLOGY S.P.A** 

www.errebi.net