

GONNELLA

Since 1886

WE BAKE TO DIFFER®

SOURDOUGH

Sourdough
is predicted to
OUTPERFORM 86%
of all other foods and
ingredients over the
next 4 years¹

Sourdough has become a staple in American kitchens. Now is your time to capitalize on the sourdough trend with Gonnella's breadth of offerings. We have a variety of sourdough products that will satisfy mainstream consumer preferences with our balanced flavors.

GREAT SOURDOUGH STARTS WITH

CONNELLA

Since 1886

GONNELLA DELIVERS ON ALL THE SOURDOUGH FLAVORS PREFERRED BY US CONSUMERS

While most consumers no longer have the time to make sourdough at home, they are still craving the distinctive flavor of sourdough bread. Consumers appreciate sourdough for its robust, yeasty, fermented, slightly fruity flavors, as well as soft, airy crumb and moistness. Gonnella makes it simple for you to offer a variety of core sourdough breads for all your customers to savor.

The essential sourdough flavor is a fermented profile. In addition to the overall fermented flavor, Gonnella sourdoughs also deliver the following nuances:

MILD SOUR Flavor Profile: Our mild sourdough has a yeasty aroma, delicate fruity sour notes and a soft, airy interior crumb with a crisp crust Gonnella Items: Sour Round Dough Sour French Bread Dough	MEDIUM SOUR Flavor Profile: This smooth-bodied, nutty, mellowly fruity sourdough has a clean finish and fresh toasted crust Gonnella Items: San Francisco Sourdough Round Dough 2# Sourdough Bread Dough CL 2# Sourdough Bread 5/8" SL
ELEVATED SOUR Flavor Profile: Our most distinguished sourdough is complex and pungent with a tangy aftertaste. The hearty crust reveals a soft, light interior texture Gonnella Items: CL Sourdough Round Dough CL Sourdough Baguette Dough CI Sourdough Bread SL LBL	SPECIALTY SOUR RYE Flavor Profile: Prominent rye flavors redolent with caraway provide a toasty, almost smoky loaf with an airy, soft center Gonnella Items: Sour Rye Bread w/SD Dough

Choose from our frozen dough or thaw & sell varieties, which are freshly baked and frozen to lock in freshness, and are delivered frozen for the customer's convenience.

Sell in a wide range of footprints and formats:
Freshly baked • Deli made-to-order sandwiches • Retail shelf

Customers associate Sourdough with:
BETTER TASTE, RUSTIC/ARTISAN, HEALTHY/NATURAL²

Consumer preference for specific sourdough notes varies by region:

- **Midwest, Plains, & South:** most consumers enjoy the traditional fermented flavor of sourdough
- **West Coast:** prefers a high level of sharp, penetrating sour flavors, plus those with fruity and toasted cereal notes
- **East Coast:** classic fermented flavors are most desired, with pockets enjoying more piquant acidic, fruity, and roasted undertones

Our variety of high-quality sourdough offerings have all the right flavors to be intriguing for locations across the US.

Gonnella is delivering the sourdough flavor preferred by the majority of US consumers

Clean Label Sourdough:

While we have many clean label offerings for you to choose from -- made with simple, real ingredients that are sustainably sourced -- your end consumer can rest assured that all of our sourdough products offer the following benefits:



- No Bleached Flour
- Plant-Based / Vegan-Friendly
- Free From Artificial Colors, Flavors, and Preservatives

- Free From High Fructose Corn Syrup
- Low Cholesterol
- Low Saturated Fat
- Kosher / Pareve

SOURDOUGH PRODUCT OFFERINGS

CATEGORY	GONNELLA SKU #	PRODUCT DESCRIPTION	UNIT WEIGHT	CASE COUNT	TI/HI	DOT NUMBER
CRUSTY BREADS	13059	 Sour Round Dough 	19 oz.	20	10 x 6	660515
	13069	 CL Sourdough Round Dough 	22 oz.	16	10 x 6	769639
	13079	San Francisco Sourdough Round Dough 	19 oz.	20	10 x 6	658014
	24099	 CL Sourdough Baguette Dough 	12 oz.	30	10 x 6	769641
TRADITIONAL BREADS	11649	 Sour French Bread Dough 	20 oz.	18	10 x 6	658018
	36159	2# Sourdough Bread Dough 	37 oz.	8	15 x 6	657825
PAN BREADS	11079	Sour Rye Bread w/SD Dough 	19 oz.	20	10 x 6	658019
	55900	 CL Sourdough Bread SL LBL 	18 oz.	12	6 x 9	758573
	58206	 CL 2# Sourdough Bread 5/8 SL 	32 oz.	8	6 x 9	688355

FROZEN DOUGH

THAW & SELL

 CLEAN LABEL

 MILD SOUR

 MEDIUM SOUR

 ELEVATED SOUR

 SOUR RYE

WHY GONNELLA?

- **Superior Ingredients** – The highest quality flour and ingredients guarantee a product that is not only consistent but has a great taste and eating experience.
- **Baking Expertise** – With over 135 years of experience, Gonnella's highly qualified bakers know how to craft products that are authentic and delicious.
- **Unparalleled Variety** – Gonnella offers a wide variety of clean label offerings, from fresh baked to frozen dough, that satisfy many consumers' varying tastes.
- **Customer Service** – With a nationwide tech team that has deep knowledge of dough, we are committed to helping your team deliver the very best bread to your customers.

18% GROWTH
of SOURDOUGH
on the menu
over the last
10 years³

Sources: 1Datassential Sourdough Snap food profile, 2Puratos online survey, 3Datassential SNAP, April 2024
Contact your Gonnella Sales Representative for more information: 800.262.3443 • nationalsales@gonnella.com