

NESTLÉ® Toll House Unveils 2015 Baking Season Trends

As temperatures drop, NESTLÉ® Toll House is inviting consumers to warm up their ovens and share their best baking this holiday season. Nestlé Toll House and leading pastry chefs from around the country looked at how baking is evolving and identified three core trends that will influence how America bakes this season — **Speed Scratch**, **Farmer's Market Inspired Baking** and **Tradition Reinvented**.

SPEED SCRATCH

Today's bakers can tap into pastry chef creativity and ensure success by leveraging proven baking shortcuts like using premade cookie dough.



Of the consumers who buy cookies or cookie ingredients at least once per week,



say they buy cookie dough



4 in 10 respondents say they **customize premade baked goods** with their own added ingredients or toppings

FARMER'S MARKET INSPIRED BAKING



Just picked seasonal items are available year round at farmers markets and grocery stores to inspire bakers to create desserts with a distinct seasonal flavor.

Nearly **2 in 5** consumers said they would most want to be **known as the best baker** during the holiday season



TIP

Leverage seasonal flavors to impress your guests!

Operating farmers' markets are up by **180%** from 2006 to 2014

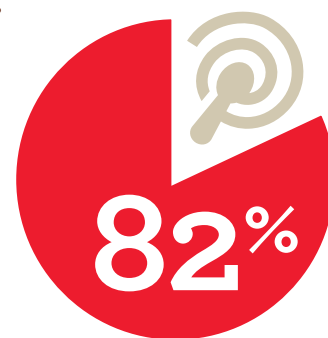


TRADITION REINVENTED

The memories behind classic recipes are timeless, but today's baker is looking to create new traditions.



8 out of **10** bakers enjoy experimenting with **unique recipes**

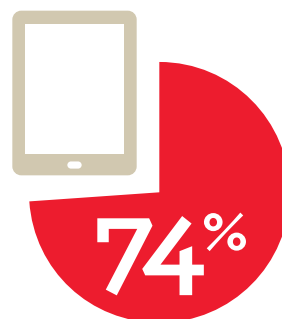


of consumers say that they're **willing to try new flavors**

Bakers are just as likely to be using an **online recipe** as a **handed-down family recipe**



handed-down family recipe



online recipe

Did You Know?

Nestlé makes about

18 MILLION

morsels an hour or about a half-billion morsels per day