

WHOLESOME MAPLE SUPPORTS BETTER BAKED GOODS



Case Study



BETTER-FOR-YOU BAKING ON THE RISE

Consumers are increasingly seeking baked goods that balance indulgence with better-for-you ingredients.

While taste and enjoyment remain essential, many shoppers also look for portion-controlled formats, ingredient transparency, and natural or organic alternatives that align with their health priorities.¹

Brands that deliver this “permissible indulgence” are well positioned to capture consumer attention in the rapidly expanding global bakery market, which was valued at \$248.8 billion in 2024 and is projected to grow at a CAGR of more than 4.4% through 2034.²

66%

of consumers worldwide say that clean labels influence their purchasing decisions.³

72%

of consumers prefer food and beverage products with recognizable, simple, and natural ingredients.⁴



MAPLE UNLOCKS OPPORTUNITIES IN BAKING

As consumers prioritize transparency and better ingredients, **maple is quickly becoming a standout ingredient for brands looking to balance flavor and function.** Its naturally derived sweetness and rich, complex flavor elevate both sweet and savory formulations. Maple unlocks new opportunities for brands to create better-for-you baked treats while supporting clean label reformulation by reducing reliance on refined sugars.⁴



41%

of U.S. consumers find maple appealing as a dessert flavor.⁵



37%

of consumers are interested in maple for fall and winter menu items, specifically indulgent foods like snacks, pastries, bakery items, and sweet treats.⁶

SUCCESS STORY

Maple in Action



CHALLENGE

A health-focused baked goods manufacturer wanted to create a new, better-for-you snack cookie/cracker to appeal to health-conscious consumers, as well as consumers with allergy concerns.

Their requirements were simple:

- **Natural**
- **Non-GMO**
- **Less refined sugar**

They set out to find a clean label sugar alternative that would complement other ingredients while delivering their desired flavor profile. Having previously used coconut sugar, they were interested in expanding their portfolio with a new product featuring maple.

PARTNERSHIP + SOLUTION

While initially looking for maple extract, the customer discovered Bascom Maple Farms via their website, www.maplesource.com. The team at Bascom took the time to educate the customer—guiding them through the differences between extract and pure maple. While all maple syrup grades share the same sugar content, the key variable is flavor profile. Together, they explored grade options and flavor profiles to determine how best to satisfy the needs of the customer's desired product format.

Bascom's expertise in maple ingredients and collaborative, solutions-oriented approach made them the right partner to support development from concept through commercialization.

Over the course of a two-year collaboration, the teams worked through grade selection and multiple rounds of sampling and formulation. The process followed a systematic path—from ingredient sampling and small-scale formulation to a small trial run and larger production trial—while also aligning on QA and certification requirements. Color impact was also evaluated and found to be negligible for this application, enabling the selected maple grade to deliver the desired flavor without affecting the final product appearance.

Maple syrup offers a clean label, lower-glycemic alternative that delivers functional benefits via minerals and antioxidants—helping brands meet the needs of the 77% of consumers who prefer natural sweeteners.⁷

DELICIOUS RESULTS

TURNING MAPLE EXPERTISE INTO MARKET INNOVATION

Bascom Maple Farms helped a health-focused baked goods manufacturer successfully incorporate pure maple syrup into a new snack cookie/cracker product.

This two-year collaboration reflects Bascom's relationship-driven approach. Working closely with the customer's R&D team, Bascom provided consultative expert guidance on maple syrup grade selection, flavor profiling, and formulation to help the customer identify the right maple solution for their product—achieving the desired taste and performance.

Drawing on deep knowledge of maple grades and their flavor characteristics, Bascom helped the customer balance sweetness, flavor intensity, and cost. Using maple as an ingredient also aligned well with the brand's use of alternative flours and better-for-you positioning, supporting development of a new product that fit seamlessly within their portfolio.

Bascom's hands-on technical support, including maple grade selection, formulation guidance, and iterative sampling helped to optimize flavor and performance in the final application.

Following several successful production runs, shelf life studies, and internal marketing reviews, the product is now targeted for launch in late 2026 or early 2027. Development followed a typical 18–24-month innovation timeline, allowing time for formulation refinement, consumer studies, and validation.



KEY RESULTS

- **Maple syrup satisfied non-GMO, minimally refined, and clean label requirements**
- **No scale-up challenges reported during larger production runs**
- **Customer expanded into a second product using maple sugar, deepening the partnership**
- **Maple helped expand the brand's better-for-you product offerings while delivering the target flavor profile**





THE MAPLE INDUSTRY'S MOST TRUSTED PARTNER

Bascom Maple Farms is the leading independent U.S. supplier of 100% pure maple syrup and maple sugar. With more than 150 years of maple mastery—spanning eight generations—Bascom pairs deep knowledge of maple grades, flavor profiles, and technical applications with a customer-first approach to help brands move confidently through the product development journey, from concept to commercialization.

With sustainable farming roots dating back to the mid-1800s, Bascom Maple Farms embraces its heritage while supporting modern innovation through rapid coast-to-coast distribution and SQF certification—reinforcing Bascom Maple Farms as one of the maple industry's most trusted partners.

WHY BRANDS PARTNER WITH BASCOM MAPLE FARMS

- Eight generations of maple expertise and sustainable farming practices
- Deep knowledge of maple grades, flavor profiles, and technical applications
- Long-term partnerships that support innovation and growth
- Formulation guidance, expert-level grading, and ingredient consistency
- SQF-certified production, coast-to-coast distribution, and manufacturing scale

BASCOM
your *maple* source

Coombs
FAMILY FARMS

**Connect with the experts at
Bascom Maple Farms.**

🌐 maplesource.com

✉ info@maplesource.com

**Elevate your next baked goods product
with natural, clean label maple.**

¹ Mintel, Baking and Mixes – US – 2025

² Global Market Insights, 2025, www.gminsights.com/industry-analysis/bakery-products-market

³ Innova Market Insights, Global Trends in Clean Label Products, 2025

⁴ Mintel, Better for you Eating Trends – US – 2025

⁵ Mintel, Flavor Lifecycles – US – 2024

⁶ Mintel, Seasonal Flavors on the Menu – US – 2026

⁷ Mintel, Sugars & Alternative Sweeteners – US – 2024

Bascom Maple Farms

PO Box 117 | Brattleboro, VT 05302

maplesource.com

© 2026 Bascom Maple Farms