

Miniature chocolates, bite-size pastries – the current trend towards all things “mini” is huge. The question is, why?

In the current economic climate, the biggest sensations come in the smallest of packages. Shrinking household budgets and dwindling purchasing power has resulted in a predictable shift towards discount

and value-for-money products. Less predictable, however, is the parallel shift at the premium end of the market. Today’s consumers, it seems, are still prepared to spend money on indulgence. It often boils down to the simple fact that people continue to want to spoil themselves and are turning more and more to small premium treats as a form of affordable and guilt-free pleasure. As such, miniatures are the ideal response to this growing desire and are evidently capable of

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straddling an increasingly polarized marketplace.

When it comes to trends like this, innovation is essential to meeting the demand. Barry Callebaut is accommodating this trend with a range of original solutions, offering premium products in tiny packages. The provision of a range of fully customized decorations and inclusions to respond to market requirements is proving to be a recipe for success for Barry Callebaut. For example, the Barry Callebaut Mignature™

range of mini decorations and inclusions, such as chocolate vermicelli, Shiny Pearls™, blossoms and Crispearls®, present manufacturers with an endless array of options for adding a touch of individuality, luxury and guilt-free indulgence to their products. As a growing number of consumers turn to affordable indulgence, these small ingredients are already cooking up big results for major brands around the globe. That seems to confirm that mini is the new big. JMK

