

**THE SCIENCE
OF FRYING**
Choosing the
right donut fry
shortening

**SOURDOUGH
DONUT**
A donut mix with
sweet and savory
possibilities

**DONUT
TOPPINGS**
Toppings can
make or break
your donuts

dessert style donuts

SPECIAL REPORT

BROUGHT TO YOU BY **BAKE**

GOURMET DONUTS

THE DONUT HAS
BEEN ELEVATED IN
RECENT YEARS

**USING DATA
TO DRIVE
DONUT
SALES**



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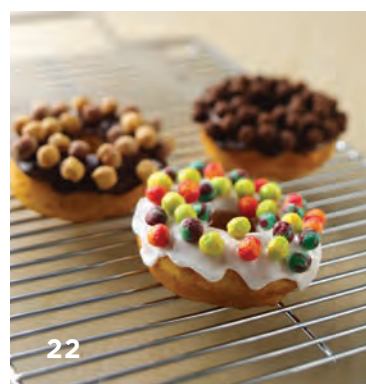
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from the EDITOR



BRIAN AMICK
associate editor

DONUTS ARE CANVASES TO CREATE ON

The world of donuts is quite exciting in 2020. Whether speaking with suppliers or donut shop owners, what I've found is that the possibilities for this treat are endless.

By creating dessert-style donuts that are not only tasty but visually stimulating, you encourage customers to come back to your shop again and again, and even line up around the block. This is especially the case with limited-time offerings.

"People line up over those three days. It's ridiculous," says PVDonuts co-founder Lori Kettelle, about the shop's "Friendsgiving" donut that makes an appearance around Thanksgiving every year. "People love that and we do it every year now."

It starts with thinking outside the box. Donuts are canvases to create on, so let your inventiveness guide you on flavor and presentation. According to Eleonora Lahud, corporate chef for C&H Sugar, trends that are currently hot in gourmet donuts include theme donuts (think cereal donuts or donuts based on Girl Scout cookie flavors) and "spiked donuts" infused with liqueurs, rum or bourbon. Use these ideas as jumping-off points for your creations.

No matter how good your donuts look and taste, it won't matter if customers can't access them. That is especially difficult right now during the COVID-19 pandemic, as households are less likely to make a special visit for donuts. Dawn has recommended that shops provide at-home decorating kits to families, so consumers can top their own gourmet donuts in the comfort of their homes.

"We've already seen some success with our customers implementing this in their local bakeries," says Sam Jones, Dawn Foods' director of category ingredient marketing, North America.

You can also utilize social media to showcase your donuts. As more bakers continue to engage with consumers on social media, especially as many are social distancing in the age of COVID-19, toppings are a fun way to make donuts pop on social feeds.

In *bake* magazine's second-ever digital special report, we look at all things donuts, from top (glazes and toppings) to bottom (shortenings and mixes).

the look and taste of gourmet donuts in **2020**

By Brian Amick

National Donut Day is set for the first Friday of June, and businesses are eagerly anticipating the rush of customers who will celebrate.

This unofficial holiday first started as a way to honor “Donut Lassies,” the women who served donuts to soldiers on the front lines during the First World War. While the day is mainly celebrated in the United States, other donut shops around the world participate. Traditionally, a free donut is given to customers of donut shops on the day.

While we are currently in the middle of the coronavirus pandemic and many businesses are prevented from welcoming donut lovers into their stores, there remains opportunity for curbside pickup and delivery. It all starts with offering decadent donuts that satisfy the eyes and the taste buds.

Donuts have been elevated from simple options like chocolate glazed to unique variations such as bacon-topped long johns. Gen Z and Millennials in particular appreciate adventurous flavors. According to a consumer survey from Dawn Foods, more than 80% of Gen Z

and Millennial consumers want to try outside-the-box donuts.

Among some of the donut flavors consumers are craving include s’mores, mango, alcohol-inspired, breakfast cereal, bacon-Infused, and peanut butter and jelly. From innovative toppings and glazes to mashup formats, the options to delight consumers seem almost limitless.

While cupcakes were once the preferred showcase for creativity, gourmet donuts have moved into the picture with their possibilities, says Eleonora Lahud, corporate chef for C&H Sugar.

“Move over cupcake, it’s donut time! With innovative flavor profiles and unexpected additions, donuts are canvas for the creative baker. The donut craze is strong and creativity is driving the industry forward,” she says. “The beloved old-fashioned yeast raised donut, glazed or dusted with cinnamon sugar, are staples in any donut shop operation. However, what is driving consumers to stand in line for hours are the trendy flavors available.”

America has spoken, and it

Limited-time offerings and special flavors are a great way to encourage consumers to purchase donuts from a bakery during off-peak times because they create a sense of urgency.”

Sam Jones, director of category ingredient marketing, North America, Dawn Foods



37

% of Americans consume donuts at least once a month.

wants more gourmet donuts. Dawn's survey found that 97% of North American donut volume come from the United States, with more than 10 billion donuts made in this country every year. The average American consumer eats 31 donuts per year and 37% of Americans consume donuts at least once a month.

Donuts are in demand, and all it takes to win over customers is the right look and flavors in your offerings.

Gourmet Flavors

In the United States, consumers rank flavor as the top attribute for donuts, more than type or packaging. They look for new and interesting flavor combinations and premium ingredients to create a unique donut experience.

One of the more interesting flavors for donut shops in recent years has been a flavor making its way into all sorts of desserts: birthday cake. According to a Datassentials report from March 2019, birthday cake market penetration will see 0.3% point growth by 2022, meaning that the flavor will appear in about 8,825 more full-service US restaurants—or in 19,822 more US restaurants overall.

According to Sam Jones, Dawn Foods' director of category ingredient marketing, North America, the company has seen significant demand for birthday cake flavors from its customers and released a new birthday cake donut mix in 2020 to meet this demand, as well as celebrate Dawn's 100th anniversary.

The flavor profile of Dawn's Birthday Cake Donut is a combination of a vanilla cake flavor with sprinkles. The company also wanted to make it look and taste like birthday cake, so the crumb inside of the donut is lighter and sprinkles were included in the mixing and frying process.

Dawn recommends serving the donut with white icing and sprinkles on top to give it that birthday cake experience.

Sweet-and-salty combinations are one of the fastest-growing dessert flavors. A good way to take



hot donut trends

Eleonora Lahud of C&H Sugar offers the following trends the company is seeing right now:

- **Theme donuts** – “Like cereal donuts (with marshmallow, fruit flavor or cinnamon cereals) or Girl Scout cookie donuts like Thin Mints and Samoas.”
- **Gourmet donuts** – “With flavors like brown sugar and butter glazed donuts topped with Maldon Sea Salt, lemon pistachio, Tres Leches and matcha.”
- **“Spiked donuts”** – “Amazing treats, but just for adults! These are donuts filled with pastry cream infused with coffee, almond or hazelnut liqueur. Rum and bourbon are used as well.”
- **Breakfast sandwich donuts** – “I know what you are thinking, but these for sure are worth a try. You will not be able to resist a parmesan donut filled with ham, cheese and a perfectly cooked egg.”
- **Vegan and gluten-free** – “No compromise here. These donuts taste as good as the originals; they are so good sometimes you cannot even tell them apart.”

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DONUT CONSUMPTION RISING

According to Statista, over 200 million Americans consumed donuts in 2019, and that number continues to trend upward.

2011 2012 2013 2014 2015 2016 2017 2018 2019

173 181 184 184 188 193 192 200 200

Number of consumers in millions INFORMATION COURTESY OF STATISTA



DAWN FOODS

82 % of Gen Z and Millennial consumers want to try outside-the-box donuts.

advantage of this in your donuts is salted caramel. This flavor profile has grown 74% on menus since 2015, according to Dataessentials. Salted caramel is an excellent way for bakers to appeal to this growing trend. In fact, Dawn is launching a salted caramel donut in 2020.

Another aspect of donut-making that can go overlooked is the branding. This is one of the keys to success for PVDonuts in Providence, R.I. Opened in 2016, the shop stood out early for introducing brioche-style donuts to the New England area. They believe that donuts should be enjoyed as an experience, which is why they've crafted an image of fun and flavorful donuts.

"Since day one, we've had this look to us. People see a donut and they automatically know it's ours, just because of this brand we've built for ourselves," says co-founder Lori Kettelle.

The shop's brioche-style donuts are not heavy with sugar and are more butter-based like a pastry,

"The donut craze is strong and creativity is driving the industry forward."

Eleonora Lahud, C&H Sugar

which is good to build off of with flavors. This allows PVDonuts to go in many different directions, both sweet and savory.

The most popular flavor at PVDonuts is the Dunkaroo, based on the beloved 90's snack. It was first introduced as part of the shop's limited-edition throwback menu in 2017, which also featured takes on Pop Rocks, Wildberry Pop-Tarts, Cosmic Brownies and much more.

To make the Dunkaroo donut, PVDonuts ordered Dunkaroos from Canada (you couldn't get them in the United States at the time; according to the snack's official Twitter account, they will be re-released in the United States in the summer of 2020). They taste-tested the snack and made sure to get the Dunkaroo glaze just right, then added a cinnamon graham cookie crumb topping.

Not only did these donuts wow the taste buds, but they also had eye-popping colors. This characteristic helps donuts to stand out on social media, an easy way to showcase your products to get customers to your store.

California Donuts in Los Angeles knows well the value of Instagram and Facebook to a donut shop's reputation. Its specialty donuts have helped elevate the humble donut into a gourmet dessert. Despite being in business for nearly four decades, California Donuts has been able to stay relevant with an image-heavy approach to donuts. Staying on top of what's trending is also important,



THE NOSTALGIA FACTOR

Dunkaroos, Pop Rocks, Cosmic Brownies: These were more than just snacks to young people growing up in the decade of the 1990s – they were a way of life. Much like fashion, pop culture, and so much more from the era, the nostalgia craze has hit full force when it comes to snacking.

PVDonuts in Rhode Island offers a limited-time '90s-themed menu full of mouthwatering millennial favorites, including:

- Dunkaroos
- Pop Rocks
- Wildberry Pop-Tart
- Moonpie
- Cosmic Brownie
- Oatmeal Cream Pie
- Rice Krispie Cereal
- Hershey's Chocolate Milk
- Hawaiian Punch Munchkins

Paying attention to trends and what's happening in the food world is what helps us be in the know."

Danette Kuoch, manager, California Donuts

manager Danette Kuoch says.

"Paying attention to trends and what's happening in the food world is what helps us be in the know," she says.

"We have now become a late-night dessert spot in Los Angeles."

The shop's specialty donuts sell for \$2, \$2.50 or \$3 apiece.

The menu includes the signature Panda donut, which is made with Oreo pieces, Blueberry Toast Crunch, Strawberry and Nuts, Samoa and Lucky Charms. All donut varieties are visually

appealing with an exceptional taste to match them.

Limited-Time Offerings

Exclusivity can be a powerful motivator in sales. Limited-time offerings (LTOs) encourage customers to come into your store immediately, and can lead to more exposure to the rest of your menu.

With summer right around the corner, ice cream will be a hot (or cold) draw for your shop's visitors. Consider offering an ice cream donut for the summer. In July of last

year, Busken Bakery in Cincinnati introduced donut ice cream sandwiches to the menu. The bakery's Halo donuts were stuffed with ice cream from regional companies Graeter's and United Dairy Farmers and then hot pressed for a sealed, caramelized glaze.

The Halo food truck parked outside of Busken headquarters, where the company added outdoor seating near where the truck is parked.

Busken Bakery president and chief executive officer Dan Busken was inspired to launch the food truck after seeing a similar concept in California.

"So, we never really added ice cream to our products. However, the summer months are not good bakery business months, so we are hoping that by bringing the ice cream into the doughnut that



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The average American consumer eats *31 donuts per year.*

we'll attract a lot of people during the summer," Busken says.

General Mills Foodservice corporate chef Nancy Maurer offers an additional way to use ice cream on your donuts.

"Another trend we are tracking is donuts topped with ice cream, with a scoop of ice cream placed in the hole, and topped with chocolate syrup and sprinkles—a donut cake sundae," Maurer says.

Breakfast sandwiches are another way to go with your donuts. Eleonora Lahud of C&H Sugar says that the company has noticed a rising trend in donut breakfast sandwiches. She suggests the idea of a parmesan donut filled with ham, cheese and a perfectly cooked egg.

PVDonuts finds a great deal of value in LTOs. Several years ago, it debuted a Thanksgiving meal-in-one pastry, the "Friendsgiving" donut. The item was so popular during the holiday that PVDonuts decided to bring it back for another year, and has done that ever since.

"Friendsgiving" starts with a brioche donut as the base. It is then topped with cranberry glaze, slices of fried chicken (chicken works better with the donut), mashed potatoes, stuffing, and gravy.

"People line up over those three days. It's ridiculous," says co-founder Lori Kettelle. "People love that and we do it every year now. We got great feedback from that one."

Another savory donut that PVDonuts offers only two days during the year is its Pizza Donut.

For National Pizza Day and Father's Day, the shop takes a brioche donut and fills it with red sauce. Then, the donut is topped with mozzarella and melted in an oven. Finally, it's sprinkled with more cheese and topped with a slice of pepperoni.

"For Father's Day, we were trying to think of something fun to do. We had seen other places do pizza donuts, but no one had done it filled. We decided to try it out, and it was a big hit," Kettelle says.

The shop also did a special donut to honor one of many Americans' favorite television shows, "*The Office*." Based on the show's free pretzel day episode, PVDonuts put 18 toppings on its Michael Scott Donut: sweet glaze, cinnamon sugar, chocolate, white chocolate, fudge, M&Ms, caramel dip, mint chip, chocolate chip, marshmallows, nuts, toffee nuts, coconut, peanut butter drizzle, Oreos, sprinkles, cotton candy bits, and powdered sugar.

Fun non-traditional "holidays" can be great opportunities for special flavors. For example, Sugar Shack Bakery in Virginia has seen significant success in its limited-time Harry Potter-themed donut, in honor of Harry Potter's birthday. The donut was so popular that the bakery allowed only two donuts per in-store purchase when launched to keep up with demand.

Based on the famous butterbeer beverage, the Golden Snitch donut features the taste of crème soda and butterscotch. It's topped with gold stars and a donut hole with wings.



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choosing the right shortening for **DONUT FRYING**

By Brian Amick

A dessert style donut is an indulgent treat that benefits greatly from the right shortening being utilized. Flavor and performance are the most important factors to consider for a bakery when choosing a preferred donut fry shortening. With these products, the key benefits are taste, performance and tradition.

“For me flavor and performance would be up there,” says Peter Kolavo, executive chef for leading shortening manufacturer South Chicago Packing, when considering

what product to use in donut frying. “In general, you would like a shortening that tastes great, holds up well under extended high heat cooking applications, is economical and ideally a harder fat for better shelf life and mouthfeel. You want something that enhances, but not overpowers, the end product.”

Chef Peter says that you should stick with a hard fat, as opposed to a liquid shortening. Although some people have good results with liquid shortenings, there are several

considerations for your own process.

“A more solid, harder shortening helps with fat migration and weeping, which in turn help with better shelf life and stability,” he says. “If the fat is too liquid and soft, it can blot and get soggy. If the fat is too hard, it may leave a waxy feeling on the palate, so it is good to go with a happy medium like lard or tallow or palm or coconut. They do not polymerize or form gums as readily as liquid shortenings and hold up better under continuous





high heat cooking applications.”

South Chicago Packing’s All Donut looks to check all the boxes when it comes to the donut frying process. It is a hard fat, made from deodorized beef tallow, that is very heat stable, resistant to oxidation and other stressors, has longevity and stability and has a great mild flavor that enhances fried dough products.

The advantage tallow has over modern engineered vegetable shortening, according to Kolavo, is that it has an edge in flavor, performance and longevity.

“Modern engineered vegetable shortenings can be made to hold up very well under high heat, as well as be very hard fats to help with migration and blotting issues, but they often do not have the flavor profile that tallow or lard does,” he says. “Tallow matches or exceeds the fry life of palm, coconut or interesterified/ hydrogenated vegetable

products, while contributing a desirable flavor profile.”

The choice of fat is a large component of the final donut experience and should be carefully considered based on your tastes and needs. Kolavo says that certain guests or customers may prefer an even more flavorful experience and opt for SCP Lard, a filtered, full flavored lard for traditional recipes like apple cider donuts or fritters, or SCP Wagyu Beef Tallow, a more full flavored beef tallow that is extremely silky and rich, good for fruit beignets and frybreads.

Roger Daniels, vice president of research, development and innovation at Stratas Foods, concurs that hard fats, including high oleic soybean shortening, are optimum for frying donuts.

“If you have a hard fat, that prevents more oil from transferring to the surface of the donut,”

“A more solid, harder shortening helps with fat migration and weeping, which in turn help with better shelf life and stability.”

Peter Kolavo, executive chef, South Chicago Packing

Daniels says. “Also, the longer the donut sits under a heat lamp, the more grease is going on the donut. A donut is a sponge. But a hard fat solidifies post-fry.”

Stratas’ Golden Flex donut frying shortening is an all soybean formula shortening made from high oleic soybean and soybean oils. It replaces the need for PHOs (partially hydrogenated oils), whose nutritional negative was that the process to achieve them also caused trans fat. Golden Flex is able to achieve PHO attributes without trans by using the process of IE (Enzymatic Interesterification) and Flex technology.

“Golden Flex delivers a combination of shortening components which contribute to the desired flavor components of a dessert donut. The Stratas approach

achieves PHOs performance without the PHOs,” Daniels says.

The IE process creates an integrated shortening as opposed to a blend of oil and fat components. Utilization of high oleic soybean oil confers frying stability and the IE process places this oil input into a preferred ratio with soybean oil to yield a shortening with the desired functional characteristics.

Daniels says that an all soybean formula shortening made from high oleic soybean and soybean oils is ideal for this process.

“During the frying operation, the donut dough is placed in the fryer and subjected to the frying process. This is in essence a dehydration process as the moisture in the dough is liberated as steam and the remaining dough components, primarily carbohydrates and protein,

You want something that enhances, but not overpowers the end product.”

Peter Kolavo, executive chef,
South Chicago Packing

are transformed into a donut with the desired finished product characteristics,” he says.

According to Daniels, three critical items come to mind when selecting a frying shortening for donut optimization: flavor, desired appearance and aroma. Flavor is the most important, but appearance and aroma can also make or break a donut.



The average fat absorption for cake donuts and yeast donuts

This can vary widely, depending on things like the specific recipe, surface area to mass ratio, proofing times, shape and size. Kolavo says that he has seen 20-45%, which is very significant. For cake donuts, it's around 25-35% and that picks up a little more for yeast raised. In any case, the choice of fat is a large component of the final donut experience and should be carefully considered based on your tastes and needs.



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Peter Kolavo's troubleshooting tips

"Everyone's setup and equipment are unique, so you must think for yourself and pay attention. You have to test what works best for you and try your best to write down the variables. Donuts are an art and a science, there are some surprising things that can happen. Pay attention to where you are in your cycle, many fats and oils are at their best when they are slightly 'broken in.' Don't be afraid to do a little mad science and keep tasting and testing. Happy frying!"

The choice of frying shortening greatly impacts whether a donut has that optimal golden brown appearance. All frying shortenings progress from fresh to spent due to degradation reactions in the fryer driven primarily by heat and moisture. These two things can shorten the life of the shortening, causing it to break down and darken, leading to darker fried products over time.

You also want to produce a dry-looking donut. During the frying process, the donut gives up water as steam and the carbohydrates and proteins form the finished texture. The frying shortening primarily serves as a heat transfer source. During this temperature driven process, the dough takes up frying shortening as the water is liberated from the dough.

When the donut is removed from the fryer the donuts are rested to allow them to cool. It is at this point that the frying shortening contributes functionality in

minimizing surface oil development on the donut.

"Stratas' Golden Flex donut frying shortening is a shortening which is comprised of oil and fat," Daniels says. "This means that this shortening is formulated with components that are liquid (e.g. oil) at room temperature and components which are solid (e.g. fat) at room temperature. This blend of oils coupled with our Flex technology process serves to minimize the fried product surface oil phenomena in dessert donut applications."

Another role of the shortening is to accent the donut's aroma. Dessert donuts prepared in a donut shop benefit from frying in oxidatively stable frying shortenings. Stratas' Golden Flex donut frying shortening is made from high oleic soybean and soybean oils, offering a traditional PHO (partially hydrogenated oil) aroma, without the actual PHOs.

A final important factor in the donut frying process is the shelf life of the shortening used. Although shortenings should be used and replenished regularly and what is being fried alters your needs, Peter Kolavo of South Chicago Packing says that more saturated fats like palm, tallow, coconut and lard are more resistant to oxidation, polymerization and thermal stress, and thus hold up better under extended high heat frying applications.

If one is regularly topping off and filtering their oil, it may be able to go a very long time before needing to be totally replaced, Kolavo says. However, if one is frying something highly spiced, with lots of particulate, and not filtering, that would need more frequent replacement. "Some people decide when to change out based on flavor and color, some use Total Polar Material testing, some go by length of time."



THE SOURDOUGH DONUT:

How distinctive flavor drives new pathways

By John Unrein

A vitally important part of the job for Mathew Rice, executive pastry chef for Niche Food Group in Nashville, Tennessee, involves seeking out creative ideas — including mashups — to keep food attractive and interesting. Exhibit A is the sourdough donut, an exciting new creation this year from Dawn Foods,

“The reason why I thought this

concept would be a winner was because sourdough is on the rise among consumer palates,” says Rice, one of the nation’s most innovative pastry chefs and a Johnson and Wales University graduate. “I wanted to do something that could go sweet or savory, depending on how you treat the dough. I like the idea of a deeper, more complex

flavor than the traditional donut.”

Not unlike the Cronut effect that swept the country’s sweet goods culture starting in 2013 when acclaimed pastry chef Dominique Ansel devised this popular donut-croissant hybrid, the new sourdough donut mix from Dawn enables retail bakeries and others the unique opportunity

DAWN FOODS

It's fitting this launch coincides with our 100th anniversary and continues our legacy of providing the best donuts on the market."

Carrie Jones-Barber, chief executive officer of Dawn Foods

to introduce a new flavor and texture to the marketplace. And better yet, this process is virtually mistake-proof.

According to Dawn, one unique property of the mix is an authentic dried sourdough starter as an ingredient. The dried sourdough starter contributes a distinctive sour flavor without requiring the time-intensive procedures involved in producing a scratch sourdough starter. Dawn's expert research and development team

transformed a scratch recipe from Niche Food Group's pastry chef and transformed it into a premium donut mix that is perfect for retail bakeries of all sizes.

"It is critical that Dawn pushes the leading edge of innovation, since it's what drives our customers' business," says Carrie Jones-Barber, chief executive officer of Dawn Foods. "At Dawn, we pride ourselves on bringing customers new and exciting products and this new sourdough donut is just

the latest example of how we're staying true to this commitment. It's fitting this launch coincides with our 100th anniversary and continues our legacy of providing the best donuts on the market."

Dawn's journey to the sourdough donut started in June 2019, when Dawn hosted five of the nation's hottest pastry chefs for their Donut Co-Creation Competition at Dawn's Innovation Studio. Rice won the competition for his sourdough donut concept, meeting the four criteria for the new product's development: a combination of taste, texture, versatility and fit with current trends.

"As a baker myself, my motivation in creating a sourdough donut was to stretch bakers' offerings beyond traditional desserts." Rice says. "Sourdough can be used in sweet

Celebrating "Donuts for Good"

As part of its yearlong celebration of its 100th anniversary, Dawn Foods has announced a new campaign called "Thank You to Bakers," in which it aims to raise awareness for the hard work the baking community puts in each day and thank bakers across the globe for their dedication. A new promotion called "Donuts for Good" encourages bakers to use the hashtag on social media to highlight the positive deeds they do in their local communities. This effort includes a raffle for Dawn customers using the hashtag #DonutsForGoodEntry when sharing their story. Participating customers will be entered for the chance to win a \$5,000 donation in their name, to a 501c3 charitable organization of their choice. Dawn will raffle 10 donations, totaling \$50,000. Raffle winners will be drawn at random and announced on National Donut Day on June 5. "We want to celebrate our 100 years of growth and accomplishments by recognizing those who have made our success possible — the bakers who bring joy every day to their customers and communities around the world," said Carrie Jones-Barber, chief executive officer of Dawn Foods. "As we look back at the legacy we've created, in partnership with our customers, we've grown from a small family business to nearly 5,000 team members. Additionally, we continue to lead the way in digital advancements and industry leading product innovations like the sourdough donut and birthday cake donut. Dawn recognizes the 'good' bakers do in their community and we are committed to safely supplying and supporting our customers, especially during this uncertain time."

“The reason why I thought this concept would be a winner was because sourdough is on the rise among consumer palates.”

Mathew Rice, executive pastry chef for Niche Food Group

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treats as well as savory offerings, which are extremely popular with Millennials and Gen Z consumers. In my experience, this type of new twist can be the creative kickstart to new possibilities.”

The mix can be used in both sweet and savory offerings, such as sourdough jelly donuts, glazed sourdough sweet rolls and honey butter-fried chicken sandwich rolls, providing bakers with versatility and myriad ways to innovate their menu offerings.

Bakeries are seeking additional versatility in these current times, so it is important to have new tools.

Dawn's sourdough donut mix is available for purchase by bakers and is the latest in Dawn's full line of donut mixes, fillings and glazes, including new gourmet and vegan offerings. For more information on the sourdough mix, visit www.DawnFoods.com/sourdough.





NATIONAL DONUT DAY

National Donut Day returns this year with great fanfare on Friday, June 5, opening doors for a wide range of sales-driving promotional ideas.

Cake Donut Mix

Dawn's cake donut mixes make it simple and easy to create delicious and consistent donuts time after time. These mixes are made from high-quality ingredients with superior taste and stand up to varying operational conditions. They are highly tolerant and that saves time, reduces loss and gives customers confidence that they will deliver incredible donuts for their patrons. With great volume, a perfect center, soft crumb and a thin golden-brown crust, Dawn donut mixes have been creating smiles for years.

Yeast Raised Donut Mix

Dawn understands what customers need to grow their

businesses. Dawn extended shelf life donut mixes and bases are designed to run on automated equipment with longer runs. That means customers get the high-quality performance of our best-selling donut mixes and bases all wrapped in an increased shelf life format. That affords them the opportunity to expand their geographical footprint and reach new customer bases. With the ability to stay fresh for longer, their donuts can travel to a wider distribution network and increase their sales. Moreover, these products aren't just designed for manufacturers. Most local artisanal bakeries start small and grow bigger. Along the way they develop delivery routes that may require longer shelf life donuts, and Dawn has a full line of products for support.

Sourdough can be used in sweet treats as well as savory offerings, which are extremely popular with Millennials and Gen Z consumers."

Mathew Rice, executive pastry chef for Niche Food Group

Dress Up Your Donuts with **TOPPINGS**

By Brian Amick

For any kind of flavor, there are three main sensory components: aroma, taste, and feeling factors (sensations detected in the eyes, mouth, or nose). Taste will always be a primary driver of donut sales, but you can't get customers to keep coming back if they don't look the part.

Texture is also vital to satisfaction, which is why it's trending in desserts. Creative textures and toppings can do wonders for gourmet donuts. Whether soft and creamy, crunchy and crispy, or chewy, mouthfeel (how food or drink feels inside our mouths) can be just as important to the dining experience.

Toppings can make or break your donuts. Knowing what consumers are looking for in their donut

toppings will keep you ahead of the game. An expert in her field, Chef Nancy Maurer, corporate chef with General Mills Foodservice, helps track culinary trends and share insights and recipe inspiration for foodservice customers.

One of Chef Nancy's specialties is the use of cereal as an ingredient in everything from pancakes to other desserts. General Mills offers a wide range of beloved cereals and some of the biggest household names in the category - everything from Honey Nut Cheerios and Cinnamon Toast Crunch to Lucky Charms and Trix.

Chef Nancy vouches for the flavor and visuals of cereals in their use as donut toppings.

"Whether it's for visual appeal

Whether it's for visual appeal or their unique flavor profile and texture, cereals make an excellent topping that will help donuts stand out in the bakery case."

Chef Nancy Maurer, corporate chef,
General Mills Foodservice

Popular cereal choices

According to Chef Nancy Maurer, some of the cereals that very popular for toppings and ingredients in desserts right now include:

- Lucky Charms, with colorful marshmallow bits in fun shapes
- Trix, with fruity flavors and vibrant colors
- Cinnamon Toast Crunch, with its beloved flavor profile
- Cocoa Puffs, which offer a great chocolate flavor



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“Adding another ingredient, and one that the consumer perceives as added value, definitely warrants a higher price point.”

Chef Nancy Maurer, corporate chef,
General Mills Foodservice

encourage them to share posts about what they are eating on their social media.

“Combining cereal with a beloved baked good like a donut is a win-win!” she says.

In addition to drawing in customers, these special toppings also provide an opportunity to command a higher price point for your donuts.

“Adding another ingredient, and one that the consumer perceives as added value, definitely warrants a higher price point. Particularly, if you are tying in a unique ingredient like a specific cereal brand that consumers know and love,” Chef Nancy says.

Another innovative use for cereal in donuts is to create cereal milk. This is made by soaking cereal in milk and then straining the cereal out. It can be used to make glazes and mousses to top donuts.

Cereal-based donuts are some of the most widely-found at shops across the country, and for good

stay-at-home topping fun

With families being stuck inside during stay-at-home orders around the country due to the coronavirus, bakeries can help in not only supplying them with tasty treats, but also a fun activity to keep the kids busy.

Dawn Foods recommends that bakeries provide at-home decorating kits to families, so consumers can top their own gourmet donuts from their local bakery.

“We’ve already seen some success with our customers implementing this in their local bakeries,” says Sam Jones, Dawn’s director of category ingredient marketing, North America.

OH Donut Co. in Boardman, Ohio, has experienced this success with its create-your-own donut kits. Each kit features vanilla and chocolate cake donuts, frosting in piping bags and an assortment of toppings. Some of the toppings included in the kits are marshmallows, Fruity Pebbles, chocolate chips, gummy bears and sprinkles.

or their unique flavor profile and texture, cereals make an excellent topping that will help donuts stand out in the bakery case,” she says.

According to Chef Nancy, nostalgia plays an important role in consumer enjoyment of cereal as

a donut topping. They are drawn to the favorite foods of their childhood, including their beloved breakfast cereals. They also appreciate baked good with a “wow” factor.

Not only will it make for a satisfying donut, but the visuals will



Donuts No Longer Just for Breakfast

87% of people eat them in the morning **38%** in the afternoon
33% in the evening **23%** late at night

reason. PVDonuts in Providence, RI, lists them among its top-sellers.

“We always carry a cereal milk donut. We take Fruity Pebbles and soak them in milk overnight. Then we take that milk and turn it into a glaze. We top it with fresh Fruity Pebbles cereal,” says co-founder Lori Kettelle. “Everybody loves that one. Kids, grown-ups. It’s colorful, really pretty, and tastes delicious.”

Donuts may use many different breakfast foods as toppings, including cereal, bacon, and fruit, but donuts are no longer a breakfast-only item. According to a survey from Dawn Foods, 87% of people eat them in the morning, 38% in the

afternoon, 33% in the evening and 23% late at night.

The dessert-style donut and its variety of toppings is popular at all hours of the day, as noticed by PVDonuts. Lori Kettelle says that chocolate toppings that add special texture to donuts are valuable in donut sales.

“Brownie is always popular. Oreo is also very popular,” she says. “The donut is really soft and then there’s a crunch on top.”

Candy remains a strong topping on donuts. At Hurts Donut Co., based in Springfield, Mo., the shop has had great success with its Andes Mint Donut. Topped with

crushed Andes Chocolate Mints, the donut is a top seller at Hurts’ many franchise locations. Another best seller is its Maple Bacon Bar, piled with sweet and savory maple bacon, considered by many to be “the candy of meats.”

Hurts Donut Co. is never afraid to experiment with toppings, and that boldness has led to a variety of delicious donuts. Co-owner Tim Clegg recalls the early trials and errors of offering any crazy topping — potato chips, Cheetos, all types of sugar cereals — they may imagine.

“At first, it didn’t matter what we put on a donut. It sold,” he says.



Add excitement to limited-time offerings with **COLLABORATIONS**

By Brian Amick

Limited-time donuts bring excitement and variety to your menu, but sometimes they need a little more. An outside influence, perhaps, that can push your donuts forward with unique flavor combinations. Customers may even be more likely to visit your shop knowing that another local business or brand took part in a donut's creation.

Collaborations have long been a valuable marketing tool for businesses, so why not use the same principle at yours? Across the country, donut shops are teaming up with professional chefs, restaurants

and even alcohol suppliers to spice up their selections.

New York City's The Doughnut Project (TDP) is very familiar with the concept. Unique collaborations have become the calling card for the shop. Living up to its name, the "doughnut projects" it experiments with are one-of-a-kind creations. Some of the businesses that have taken part in these projects in the past include Carnegie Deli, Angry Orchard Hard Cider and Ruffino Wines.

The shop's Reuben Doughnut Sandwich featured doughnut buns with Carnegie Deli's beloved

pastrami, brûléed Swiss cheese and "Russian dressing" glaze with a cornichon (small pickle) garnish. The Angry Crisp Doughnut channeled the flavors of the beloved apple crisp dessert, combining TDP's gourmet doughnuts with hard cider for the perfect amount of juicy fresh apple notes balanced with the sweet crunchy goodness of the doughnut. For National Prosecco Day, The Doughnut Project made Prosecco-infused doughnuts. The doughnuts featured Ruffino Prosecco and were glazed with Prosecco frosting. TDP also added a fancy element to the

ERICA MAE ALLEN



doughnuts by sprinkling them with edible gold leaf and pink glitter.

“The apple crisp is such an iconic fall dessert and we wanted to give people a taste of it like they’ve never had before,” said Leslie Polizzotto, co-founder of The Doughnut Project, about its partnership with Angry Orchard.

One of the biggest partnerships The Doughnut Project has taken part in was teaming up with Marvel to promote the ultimate team-up movie, “*Avengers Endgame*.” In August of 2019, the shop released a one-day-only, limited-edition Avengers Endgame Doughnut with “Infinity Stone fillings.” Customers who were lucky enough to get a hold of one of the 75 doughnuts offered were surprised with what Infinity Stone Power (filling) they received.

While you may not be able to partner with one of the biggest

names in entertainment, there are plenty of other options available, such as a prominent local chef or restaurant. The Doughnut Project’s 2019 Restaurant Series showcased top New York City chefs for a six-week run. Each week included a different limited-edition doughnut inspired by specific dishes from the creator’s favorite restaurants throughout New York City.

The lineup included

- The Lilia Doughnut – Inspired by Chef Missy Robbins’ Italian Job Dessert, it featured vanilla gelato, sea salt, honey, olive oil, and fennel pollen.
- The Rosso Pomodoro Doughnut – Inspired by Chef Simone Falco’s Zucchetta Pizza, it featured mozzarella di bufala, delicata squash, taleggio cheese, and Villa Manodori balsamic.
- The Oxomoco Doughnut – Inspired by Chef Justin Bazdarich and Chef de Cuisine Matt Conroy’s Lamb Barbacoa, it featured Salsa de Pipicha, watercress, and squash blossoms.
- The JeJu Noodle Bar Doughnut – Inspired by Chef Douglas Kim’s Hotteok, it featured Korean street food and a sweet filled pancake.
- The Quality Italian Doughnut – Inspired by Chef Nick Gaube’s Ricotta, it featured sicilian oregano, flower honey, and pine nuts.
- The Cannibal – Inspired by Chef Ryan Skeen’s Roasted Bone Marrow, it featured pickled beets and crispy shallots.

Think outside-the-box on flavors for your donuts.





Primo's Donuts, which has been a staple of the Los Angeles food scene for over 60 years, teamed up with local chefs and restaurateurs last year on a limited-edition donut. Jon Shook and Vinny Dotolo of Los Angeles restaurants Animal, Son of a Gun and Jon & Vinny's worked with Primo's to develop several recipe ideas.

After trying five new creations, the favorite donut and the one that made its debut in the second half of November 2019 at the shop was the Curry Mango Chocolate Fudge. The buttermilk mango donut was covered in a chocolate curry fudge glaze and topped

with dried mango and mandarin orange zest.

"The Curry Mango Chocolate Fudge donut is an amazing combination of sweet and savory flavors. The mango is chopped and is infused into our famous buttermilk dough, topped with the curry chocolate fudge icing and then finished with orange zest," said Ralph Primo Jr. "Vinny was wonderful to work with, and he really made our old-school home-grown donuts amazing with this new flavor, it's incredible."

An unconventional partnership, but one that worked out well, was between Glaze Donuts in Milford,

The Apple Crisp is such an iconic fall dessert and we wanted to give people a taste of it like they've never had before."

Leslie Polizzotto, co-founder of The Doughnut Project

ANGRY ORCHARD, KRISPY KREME

CANDY COLLABS

Krispy Kreme Doughnuts has used collaborations with major confectioners like Ferrero and The Hershey Company to dress up its doughnuts. Chocolate, peanut butter and doughnut lovers rejoiced in August 2019 with the news that the company had teamed up with Reese's Peanut Butter Cups for two new flavor innovations.

The Reese's Original Filled Chocolate Lovers Doughnut was a chocolate Original Glazed doughnut filled with Reese's peanut butter Kreme, dipped in chocolate fudge icing and decorated with a Reese's peanut butter icing drizzle. The Reese's Original Filled Peanut Butter Lovers Doughnut was a chocolate Original Glazed doughnut filled with chocolate peanut butter Kreme, dipped in Reese's peanut butter icing and decorated with a chocolate icing drizzle.

In February of 2020, the company got "Crispety, Crunchety, Peanut Butter" with two new items. Krispy Kreme teamed up with Butterfinger to use the iconic candy bar on its new Butterfinger Original Filled Doughnut and Butterfinger Fudge Cake Doughnut.

The Butterfinger Original Filled Doughnut was an Original Glazed doughnut filled with Peanut Butter Chocolate Kreme, dipped in Butterfinger icing and topped with Butterfinger pieces and a chocolate drizzle. The Butterfinger Fudge Cake Doughnut featured a rich chocolate cake doughnut dipped in chocolate icing, topped with a Peanut Butter Chocolate Kreme and Butterfinger pieces.



NJ, and area Mexican restaurant chain Taqueria Los Gueros. The two teamed up for the Guacadonut, a chocolate-frosted donut filled with sweet avocado cream. The product was made available at multiple Taqueria Los Gueros locations throughout New Jersey.

Sweet and savory combinations are trendy, and the collaboration between Glaze Donuts and Taqueria Los Gueros took advantage of that trend as curious customers tried out this unconventional donut.

The collaboration can be about more than just the donut itself; it can also be about the packaging. Earlier this year, The Salty Donut in Miami collaborated with Uber Eats and former New England Patriots star Rob Gronkowski on the shop's limited-edition Uber Eats x Gronk Box. Available in the lead-up to the Super Bowl, the specially-designed box featured four Salty Donut treats. Among those was a new flavor designed by Gronkowski himself: The Whipped Piña Colada. It was made with 24-hour brioche and filled with piña colada whip, covered in coconut glaze and topped with salted coconut streusel and a pineapple flower.





Answering the call for enhanced

DONUT SOLUTIONS

By John Unrein

Leavening performance is vitally important for producing flavorful donuts, according to the research and development technical team at Lesaffre's baking centers. Donut volume, crumb structure and flavor are all impacted by the leavening, both chemical leavening and yeast fermentation.

In addition, dough and batter temperatures and fry oil temperature will impact fat absorption, donut shape, volume and crust color, according to Lesaffre. All of these factors play influential roles in the success of your donut program.

For those seeking new donut ideas, Lesaffre points out that yeast raised sourdough donuts can be made using Livendo F100 wheat sour and Livendo S400 rye sour. Such innovations help keep retail bakery customers craving more.

Yeast recommendations from Lesaffre include Red Star fresh yeast, and Saf Instant Gold and Saf Instant Red are dry yeast options.

Available in block, crumbled and cream form, Lesaffre fresh yeasts are derived from a pure culture of *Saccharomyces cerevisiae* that is grown under carefully controlled conditions to ensure optimum consistency, stability, and activity in baking processes.

Dough conditioning options include the following:

- Encore Plus 6340 allows bakers to remove sodium stearoyl lactylate and improve dough handling, donut volume and improved texture
- Saf Pro Volume 3.1 will improve yeast dough tolerance in fresh and frozen dough. It will also improve donut volume
- Saf Pro Relax 100 will improve the dough sheetability, which results in shape uniformity
- For antistaling, AST 300 and AST 350 reduce the staling rate of both cake and yeast raised donuts, according to the R&D technical team at Lesaffre's baking centers

Answering the call

Dunkin' is expanding its delivery options to include Uber Eats, according to the company. With this new partnership, Dunkin' is now available for delivery through Uber Eats at more than 1,700 restaurants, with more than 4,000 total locations nationwide to offer the service by the end of May.

Dunkin' delivery with Uber Eats is available at select stores across eight states, including California, Florida, Georgia, Illinois, Massachusetts, North Carolina, Ohio and South Carolina. With Uber Eats, guests can have their Dunkin' favorites delivered directly to them quickly and reliably. To place an order, customers can simply open the Uber Eats website or mobile app, select their nearest Dunkin' location, choose their food and beverages, customize them just the way they like, and then check out.

Guests can also track their order as it is prepared, picked up and delivered by their Uber driver, who



“Dough and batter temperatures and fry oil temperature will impact fat absorption, donut shape, volume and crust color.”

R&D technical team at
Lesaffre's baking centers

will leave the items at their door for a contactless experience.

“We’re excited to partner with Uber Eats to give even more guests a convenient way to enjoy their favorite Dunkin’ food and beverages, whenever and however they want them, even when staying at home,” says Brandy Blackwell, director of new business, delivery and catering, for Dunkin’ U.S. “We understand that many of our guests are missing their daily Dunkin’ routine, and we want them to know we’ve got their backs by continuing to expand our Dunkin’ delivery footprint with Uber Eats in the coming weeks.”

Most Dunkin’ stores across the country remain open and have enhanced preventative health and safety measures in place during the COVID-19 crisis. In an ongoing effort to help keep its guests and

restaurant employees safe, Dunkin’ is currently limiting service to drive-thru, carry-out and curbside pick-up at select locations, in addition to delivery at participating locations with Uber Eats, Grubhub and other providers. Guests can order and pay contactless on the Dunkin’ App for a quick, grab-and-go experience.

Navigating murky waters

For Tim Hortons in the first quarter of 2020, the decrease in system-wide sales growth was primarily driven by comparable sales of 10.3%, including Canada comparable sales of 10.8%, partially offset by net restaurant growth of 1.2%. The global spread of COVID-19 in March had a significant impact on sales performance in the quarter. In the last two weeks of March there was a daily comparable sales decrease on average

by a percentage in the mid-forties, however daily comparable sales are now down in the negative high thirties on a percentage basis.

At Tim Hortons in Canada, the company announced they partnered with its restaurant owners across the country to establish a \$40 million CAD employee support fund to continue paying team members affected by COVID-19 for up to 14 days so that they could stay home without worrying about providing for themselves or their families.

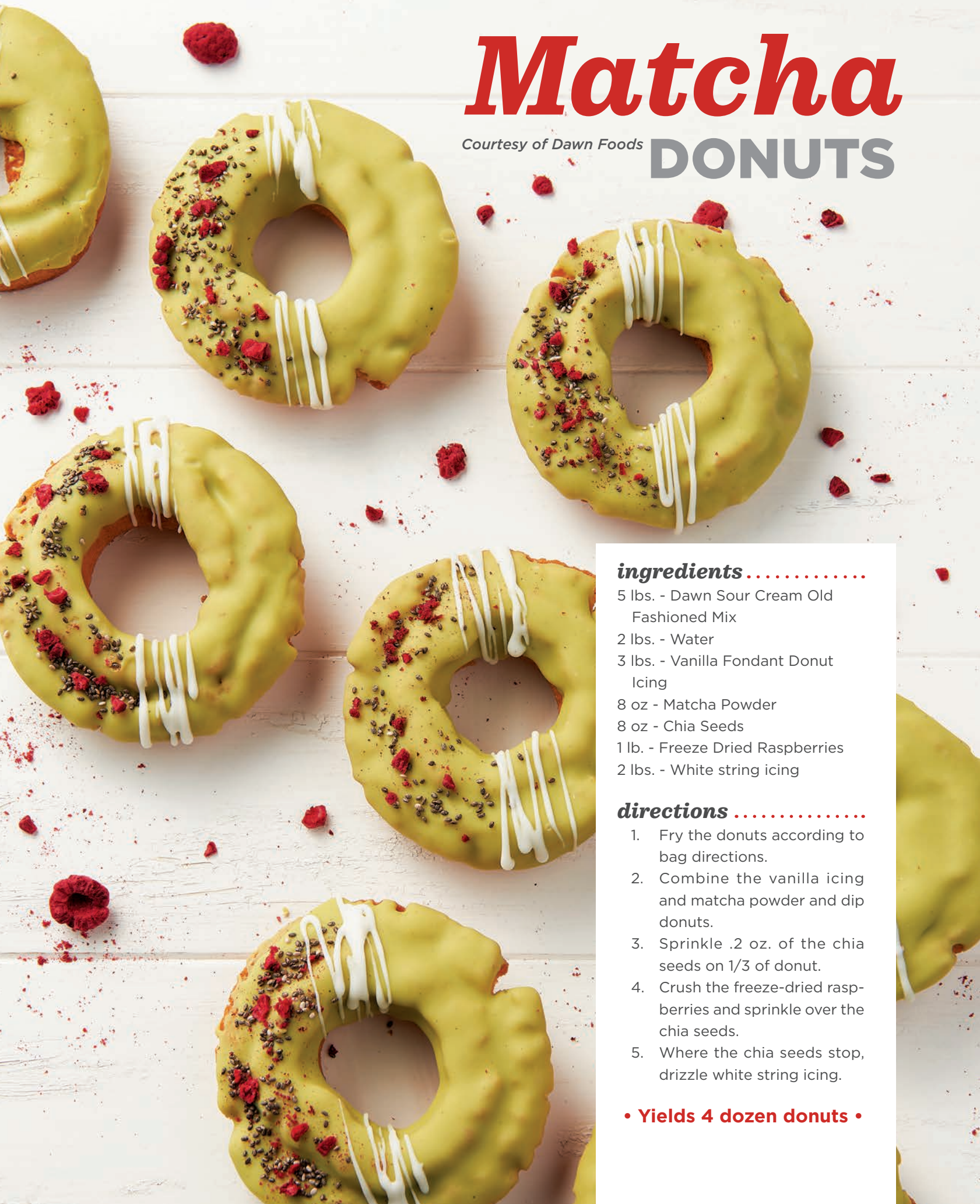
Tim Hortons is also introducing enhanced mobile pick up functionality on its app and will soon launch safe operational procedures for curbside takeout or front door takeout.

With this new feature, team members will walk orders out to guests directly.

Matcha

Courtesy of Dawn Foods

DONUTS



ingredients

- 5 lbs. - Dawn Sour Cream Old Fashioned Mix
- 2 lbs. - Water
- 3 lbs. - Vanilla Fondant Donut Icing
- 8 oz - Matcha Powder
- 8 oz - Chia Seeds
- 1 lb. - Freeze Dried Raspberries
- 2 lbs. - White string icing

directions

1. Fry the donuts according to bag directions.
2. Combine the vanilla icing and matcha powder and dip donuts.
3. Sprinkle .2 oz. of the chia seeds on 1/3 of donut.
4. Crush the freeze-dried raspberries and sprinkle over the chia seeds.
5. Where the chia seeds stop, drizzle white string icing.

• **Yields 4 dozen donuts** •



CHOCOLATE

BRIOCHE DONUTS *Courtesy of Rachel Wyman, owner of Montclair Bread Co.*

This basic formula is used to create chocolate brioche donuts, basic glazed rings, beer and peanuts donuts, Boston cream donuts, and tres leches donuts. The versatility makes them suitable for many additional applications. Formula courtesy of Rachel Wyman, owner of Montclair Bread Co. in Montclair, N.J.

ingredients

4.876 kilograms bread flour
0.680 kilograms specialty flour*
0.454 kilograms sugar
0.227 kilograms cocoa powder
0.085 kilograms baking powder
0.085 kilograms instant yeast
0.017 kilograms salt
3.289 kilograms whole milk
0.680 kilograms egg
0.017 kilograms brewed espresso
0.907 kilograms unsalted butter
*A flour of choice, such as whole wheat or pastry, to add flavor and texture.

directions

- MIX**
1. Place dry ingredients in a mixer bowl and combine using a dough hook.
 2. Add milk and egg (and brewed espresso, if making chocolate brioche donuts).
 3. Mix on low for 2 minutes.
 4. Add the butter in small chunks as the milk and egg combine.
 5. Mix on medium for 10 minutes or until the dough is fully developed.

REST

Rest dough for 20 minutes.
Roll dough to a thickness of ½ inch; cut to form rounds, rings or bulls-eyes. Bulls-eyes are cut rings with the center dough balls left in place.

PROOF

Proof at 80°F for 45–60 minutes.

FRY

Fry at 375°F; 1 minute per side. Cool to room temperature except when used with vanilla glaze.



BLUE MOON DONUTS

Courtesy of Dawn Foods

ingredients

Donuts

- 5 lbs. - Raised A Donut Mix
- 2 lbs. 4 oz. - Water
- 1.3 oz - Active Dry Yeast
- 1 lb. - Select Donut Glaze
- 2 oz - Blue Moon
- 1 lb. - Dawn Exceptional Extra-Rich Flavor White Buttercreme Style Icing
- 3 oz - Blue Moon
- 2 per donut - Candied Orange Peels
- 1 per donut - Mini Pipettes filled with Blue Moon

Candied Orange Peels

- Peel of 6 oranges - Citrus Peel
- 3 lbs. - Granulated Sugar
- 6 lbs. - Water

directions

(candied orange peels)

1. Cut the ends of each orange and slice into thin slices.
2. Combine 1lb of sugar with 2 lbs. of water in a saucepot.
3. Add the citrus peel and bring to a boil.
4. Let the mixture boil for 5-7 minutes.
5. Strain the sugar water and repeat the process twice.
6. Place citrus peels on a cooling rack and let rest for 20 minutes.
7. Roll citrus slices in granulated sugar and let the dry overnight.

assembly

1. Fry ring donuts according to bag directions.
2. Mix together the first blue moon with the donut glaze.
3. Dip donuts in glaze and set aside.
4. Combine the second blue moon with the buttercreme.
5. Pipe 2 oz. of buttercreme into center of the donut.
6. Place Orange Peel on top of buttercreme.
7. Fill a mini Pipette with Blue moon and insert into donut.

• **Yields 3 dozen donuts** •

DONUT MUFFINS

ingredients

Water, cool approx. 72°F - 2 lb 6.00 oz or 4 3/4 cups
Gold Medal™ Variety Muffin Mix (11544) - 5 lb or 1 box
Cinnamon, ground - 2 Tbsp
Nutmeg, ground - 1 Tbsp

Topping

Granulated sugar - 7 oz or 1 cup
Cinnamon, ground - 1 oz
Butter, unsalted, melted - 10 oz or 1 1/4 cups

directions

Batter

1. Combine water, muffin mix, cinnamon and nutmeg in large mixing bowl until smooth
2. Deposit #30 scoop of batter into greased or paper-lined muffin cups.
3. Bake as directed below.
4. Convection Oven* - 350°F for 9-11 minutes
5. *Rotate pans baked in convection oven one-half turn (180°) after 4 minutes of baking.
6. Standard Oven - 400°F for 14-16 minutes

*Courtesy of
General Mills Foodservice*

Finishing

Combine cinnamon and sugar in small bowl.
Dip tops into melted butter then lightly press into cinnamon and sugar mixture; serve warm.
Tip: Try dipping tops of muffins in melted icing and sprinkles, or add a filling of your favorite flavor for a surprise inside.

• Yields 115 servings •





USING DATA TO DRIVE DOUGHNUT SALES

A leading doughnut shop in Washington, D.C., looks to innovate with a customer-driven seasonal doughnut menu and more affordable options.

District Doughnut has typically focused on seasonal trends for its menu, with flavors such as Nutella Cream and the festival-inspired Cherry Blossom in the spring.

Recently, the shop has switched it up by rolling out a data-driven monthly menu. New flavors are selected through online polls, flavor sales and customer feedback. These new monthly flavors will then compete for longer term spots on the menu at District Doughnut's five locations throughout the D.C., Maryland, and Virginia area.

"There's a reason why District Doughnut has been voted Best Doughnut in the Nation's Capital. It's not just our commitment to quality but also our commitment to innovation and using data to give our customers what they want," says District Doughnut co-founder and executive pastry chef Christine Schaefer.

The change in menu design also comes with a change in pricing. In the spring, District Doughnut conducted a customer survey to better identify their needs and wants. One of the biggest things they asked for were more affordable options. In response, District Doughnut has introduced bulk doughnut pricing discounts, with a half dozen for \$16 or a dozen for \$29.

"Our commitment to pursuing the perfect doughnut and to providing joyful experiences remains steadfast," says Greg Menna, co-founder and chief executive officer of District Doughnut. "There's a reason our teal doughnut bags say 'Happiness found'. District Doughnut is not just for a select few that can afford an artisanal doughnut experience free from artificial preservatives and flavors. District Doughnut is for everyone, and we are committed to offering more affordable pricing to allow our customers to enjoy more "hole foods" without the whole paycheck."

american delivery ORDERS CHANGE



Over the past two months, many Americans have been spending a majority of their time in their homes as they wait out stay-at-home orders. This has led to changes in their daily lives, including ordering more food for delivery.

One of the nation's top food delivery companies, Grubhub, examined which foods rose in popularity

on its platform during the first month of social distancing for most Americans. According to *The Huffington Post*, the company analyzed what food items were more frequently ordered in four regions of the country (Midwest, Northeast, South, West) from March 15 to April 14 and compared that with orders from February 15 to March 14.

Here are the top five items that have grown in popularity in each region during social distancing:

Midwest

- Sausage, egg and cheese burrito: **341%**
- Chili con queso: **204%**
- Plant-based sausage breakfast sandwich: **119%**
- Glazed doughnut: **115%**
- Red velvet cupcake: **113%**

Northeast

- Mac and cheese: **220%**
- Carne asada bowl: **203%**
- Barbecued bacon chicken sandwich: **198%**
- Nashville hot chicken sandwich: **173%**
- Shrimp Alfredo: **151%**

South

- Burrito bowl: **345%**
- Grilled steak burrito: **293%**
- Nashville hot chicken sandwich: **157%**
- Baby back ribs: **108%**
- Bourbon chicken: **100%**

West

- Chicken croissant: **375%**
- Doughnut hole: **369%**
- Chili con queso: **234%**
- Grilled chicken sandwich: **149%**
- Green chile cheeseburger: **127%**



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to come

next issue

Our next edition of Bake Magazine's Digital Special Report will spotlight Clean Label, and how this trend is transforming the baking industry. Consumer desire for clean label continues to grow. People are more aware of what they're buying and the ingredients they're consuming, but they still want foods that are appetizing. We'll explore how bakeries can find that balance.

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SOSLAND PUBLISHING COMPANY

4801 Main Street, Suite 650,
Kansas City, MO 64112
Phone: (816) 756-1000
Fax: (816) 756-0494
Web: bakemag.com
Email: bakemag@sosland.com



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