



NEW IMPROVED AMERICAN MIXES & BASES

Authentic American Bakery

Make Crème Cake, Muffin, Cookie and Carrot Cake products that are even more delicious than ever, with the best taste and texture around!

All of our **newly redeveloped** Mixes and Bases contain only **natural flavours and colours.**



dawnfoods.com
dawnbakery.co.uk

Dawn®

Authentic American Bakery

OUR CLASSIC MIXES & BASES ARE BETTER THAN EVER

Our mixes and bases are based on authentic American recipes and are all incredibly tolerant, perfect for today's busy baker. Easy to use, with a wide range of applications, our products give great results every time. They are on trend for customers enabling you to create your own signature sweet bakery ranges quickly and easily by adding inclusions, injections and individual finishes to a range of formats - plus they have natural colours and flavours, are palm oil free and halal certified for greater peace of mind.



CRÈME CAKE

Easy to use and incredibly tolerant, our deliciously adaptable Crème Cake range is perfect for today's busy baker

Crème Cake can be used for a wide variety of applications, including sheet cakes, loaf cakes, round cakes, steamed puddings and even muffins. Their reliability and ease of use mean a great result every time, even for unskilled staff, and because they suspend inclusions and combine with other ingredients well, their potential is endless. Our products are available in classic plain and chocolate flavours so you can produce great tasting favourites in your own personalised range.



BENEFITS

Consumer benefits

- Excellent textures providing a moist and tasty eat
- Peace of mind ingredient attributes

Ingredient benefits

- Natural flavours
- Palm oil free
- FSA 2017 salt compliant
- Halal certified
- Chocolate variants contain UTZ cocoa powder

Application benefits

- Easy to make: just add egg, oil and water
- Great batter strength
- Good volume - holds shape well
- Ideal for carrying inclusions and fillings
- Multipurpose use: make a wide range of formats
- Freeze/thaw stable

| Item code | Product | Packaging |
|-------------|---------------------------------|------------|
| 0.02410.801 | Dawn® Plain Crème Cake Base | 12.5kg bag |
| 0.02410.778 | Dawn® Plain Crème Cake Base | 25kg bag |
| 0.02412.005 | Dawn® Chocolate Crème Cake Base | 12.5kg bag |
| 0.02412.013 | Dawn® Chocolate Crème Cake Base | 25kg bag |

MUFFINS

With the simple addition of water and oil, you can create deliciously moist, airy textured muffins every time

High quality and versatile, our muffin bases suspend inclusions well, always dome and are ideal not just for all types of muffins but also cakes too. Whether you want to make traditional American-style muffins, loaf cakes, tray bakes, or round family cakes, these bases perform no matter what. Just top, fill and customise for a product assortment that will stand out. Available in two classic flavours - plain and chocolate, just add chocolate chunks, fresh or dried fruit, nuts or other fillings of choice and finish with Dawn® Icings or Frostings for truly irresistible results.

BENEFITS

Consumer benefits

- Authentic American taste, volume and texture
- Deliciously moist eat
- Peace of mind ingredient attributes

Ingredient benefits

- Natural flavours
- Palm oil free
- FSA 2017 salt compliant
- Chocolate variant contains UTZ chocolate powder and cocoa powder
- Halal certified

Application benefits

- Easy to make: just add oil and water
- Suspends all inclusions well
- Freeze/thaw stable



| Item code | Product | Packaging |
|-------------|---|------------|
| 0.02412.386 | Dawn® Extra Moist Plain Muffin Base | 12.5kg bag |
| 0.02411.825 | Dawn® Extra Moist Chocolate Muffin Base | 12.5kg bag |

COOKIES

Just add water and butter to create truly authentic American cookies, with an appetisingly crisp bite and moreish chewy centre

Our bases are available in two popular flavours: vanilla and chocolate, allowing you to add your choice of inclusions and create a range all of your own that will tempt and excite your customers.

BENEFITS

Consumer benefits

- Authentic American taste and texture
- Satisfying crispy outside and chewy inside
- Peace of mind ingredient attributes

Ingredient benefits

- Natural flavours
- Palm oil free
- FSA 2017 salt compliant
- Chocolate variants contain UTZ chocolate powder and cocoa powder
- Halal certified

Application benefits

- Easy to make: just add water and butter
- Less spread during baking
- Attractive cracked surface



| Item code | Product | Packaging |
|-------------|--|------------|
| 0.02410.760 | Dawn® American Cookie Base Prairie Vanilla | 12.5kg bag |
| 0.02410.752 | Dawn® American Cookie Base Prairie Vanilla | 25kg bag |
| 0.02410.794 | Dawn® American Chocolate Cookie Base Dark Devils | 12.5kg bag |
| 0.02410.786 | Dawn® American Chocolate Cookie Base Dark Devils | 25kg bag |

CARROT CAKE

Our versatile Carrot Cake products are full of all the spices and flavour you need to produce fantastic tasting, classic carrot cake

Decorate your carrot cake creations with Dawn® Cream Cheese Frosting for a real winner that is sure to satisfy the taste buds of your customers. The base is so versatile it can even be used to make classics such as ginger cakes and parkin, yet the spiced flavour profile it provides also pairs well with so many other flavours like apple, blueberry and pineapple, so you can make exciting product twists to wow your customers.

BENEFITS

Consumer benefits

- Classic, spiced full flavoured sponge
- Peace of mind ingredient attributes

Ingredient benefits

- Easy to make: add oil, water and grated carrot to the base, just add water to the mix
- Natural colours
- Palm oil free
- 50% salt reduction in dry carrot cake mix
- Halal certified

Application benefits

- Fresher, natural coloured batter
- Multipurpose use: can also make ginger cake and parkin



For inspirational recipes using our authentic American Mixes and Bases, and other Dawn® ingredients, visit: dawnbakery.co.uk

| Item code | Product | Packaging |
|-------------|------------------------|------------|
| 0.02412.336 | Dawn® Carrot Cake Base | 12.5kg bag |
| 0.02410.653 | Dawn® Carrot Cake Mix | 12.5kg bag |

Why Dawn®?

Our products are effective and relevant to today's busy baker because we mix high quality with well-researched insights.

So when you choose Dawn® for your bakery, you're choosing more than just a product to sell. You're choosing expert advice on the right way to sell the product. That means you'll get the return on your investment that will keep your shelves full and your bakery profitable.

While you're concentrating on bringing joy to your customers, we're bringing you the solutions that make your job easier.

Contact us on **01386 760843** or visit dawnfoods.com

Living up to our Promises, Every Day

At Dawn Foods, we want to be a little bit better every day. So that you can keep surprising your customers with exciting new flavours, with delightful, high-quality products and delicious recipes. Every day, creating happiness with:

- **Better taste**, by being experts on traditional, local recipes since 1920 and passionately exploring the world for new tastes in sweet bakery.
- **Better ingredients**, by continuously striving for better quality, as only the best quality ingredients deliver the best end result.
- **Better fit for purpose**, by always improving our solutions to fit your changing specific needs and requirements.
- **Better creativity**, by constantly providing you with endless inspiration for delicious recipes and amazing applications, based on the latest trends.

Providing the ingredients for life's sweet moments

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