A trend is a name we give to the constant change around us; inspiration for new thoughts, ideas, and approaches. Consumer trends are a reflection of this constant change, driven by large-scale societal, economic, demographic, and industrial shifts. Trends remain in the market for a significant period of time and can influence many types of products, including food.

In this guide, we will focus on the consumer trend of That’s Eater-tainment, help you understand this trend and how to create bakery products to meet this demand.

For many, busier lives are resulting in shorter meal times, causing food to become just another task to squeeze into a hectic schedule. Consequently, the opportunity to enjoy a traditional sit-down meal is more often being made into a special occasion where the food takes center stage.* What does this mean for your bakery? It means you have the opportunity to get your customers excited to enjoy sweet baked goods as a special occasion that has value beyond the food.

How do you bring the That’s Eater-tainment trend to life in your bakery? Encourage your customers to gather around their food by offering almost finished products, such as cupcakes, that engage family and friends in frosting and decorating together. Design over-the-top cakes that turn any day into a celebration. Include an element of surprise to create an experience your customers will never forget. Finally, use your creativity to offer products designed to capture your customer’s eye and desire for something fun and engaging.

At Dawn, we understand you and your customers, which is why we developed this trend guide with ideas to help you create life’s sweet moments and drive your business forward.

Please use the Dawn Trends Guide to inspire your creativity, your business growth and your customers.

*bls.gov
**Donut Party**

Make any celebration special with customizable donut letters topped with colorful icing and sprinkles.

**Prepare** – Use scrap Raised A® dough if available, or scale Raised A® Donut Mix according to bag directions. Allow dough to rest 1-2 hours. Roll dough to ½” sheet and cut with alphabet letter cutters.

**Proof** – 30 minutes.

**Fry** – 375°F for 1 minute on each side. Cool.

**Finish** – Separate equal parts Select™ White Roll & Donut Icing into 4 bowls. Add blue, purple, yellow and pink gel food colorings, 1 to each bowl until desired color is reached. Dip donut letters into warm colored icings and release excess drip in bowl. Immediately garnish with sprinkles.

**Yield: 50 letters**

- #00007914 – Majestic® Spice Cake Donut Mix 5 lbs
- #01100370 – Majestic® Red Velvet Cake Donut Mix 5 lbs
- #00464561 – VelvTop® Vanilla Pre-Whipped Non-Dairy Icing 1 lb
- #02410314 – Select™ Sliced Apple Filling 1 lb
- #00018580 – Dawn® Caramel Donut Icing 1 lb
- #02405290 – Exceptional™ Cream Cheese Filling 1 lb
- Vegetable Oil 12 oz
- Cinnamon To garnish
- Waffle Maker
- Alphabet Letter Cutters

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**Donut Waffle Sandwiches**

Traditional cake donut mix crafted as waffle sandwiches make for a fun, flavorful and unique offering.

**Prepare** – Scale Majestic® Spice Cake Donut Mix and Majestic® Red Velvet Cake Donut Mix according to bag directions, adding 6 oz vegetable oil to each.

**Bake** – Scoop approximately 3 oz batter at a time onto waffle maker for 2-5 minutes. Cool.

**Finish** – Separate spice cake donut waffles into quarters, topping half with Vanilla VelvTop® and Select™ Sliced Apple Filling. Top with remaining waffle quarters. Garnish with Vanilla VelvTop®, cinnamon and Dawn® Caramel Donut Icing. Separate red velvet cake donut waffles into quarters, topping half with Exceptional™ Cream Cheese Filling. Top with remaining waffle quarters. Garnish with cream cheese filling and red velvet cake donut crumbs.

**Yield: 72 sandwiches**

- #00025437 – Raised A® Donut Mix 5 lbs
- #00329052 – Select™ White Roll & Donut Icing 4 lbs
- Blue Gel Food Coloring As desired
- Purple Gel Food Coloring As desired
- Yellow Gel Food Coloring As desired
- Pink Gel Food Coloring As desired
- Sprinkles To garnish
- Alphabet Letter Cutters

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**Make any celebration special with customizable donut letters topped with colorful icing and sprinkles.**

**Prepare** – Use scrap Raised A® dough if available, or scale Raised A® Donut Mix according to bag directions. Allow dough to rest 1-2 hours. Roll dough to ½” sheet and cut with alphabet letter cutters.

**Proof** – 30 minutes.

**Fry** – 375°F for 1 minute on each side. Cool.

**Finish** – Separate equal parts Select™ White Roll & Donut Icing into 4 bowls. Add blue, purple, yellow and pink gel food colorings, 1 to each bowl until desired color is reached. Dip donut letters into warm colored icings and release excess drip in bowl. Immediately garnish with sprinkles.

**Yield: 50 letters**

- #00025437 – Raised A® Donut Mix 5 lbs
- #00329052 – Select™ White Roll & Donut Icing 4 lbs
- Blue Gel Food Coloring As desired
- Purple Gel Food Coloring As desired
- Yellow Gel Food Coloring As desired
- Pink Gel Food Coloring As desired
- Sprinkles To garnish
- Alphabet Letter Cutters
Donut Celebration Cake

Showcase donuts as never before; a unique piece of art made using layers of chocolate and vanilla donuts.

**Prepare** – Scale Majestic® Vanilla Cake Donut Mix and Dawn® Dark Devil’s Food Cake Donut Mix according to bag directions.

**Fry** – 375°F for 1 minute on each side. Cool.

**Finish** – Dip each vanilla ring in warm Select™ Maple Donut Icing and release excess drip into bowl. Dip each devil’s food ring in warm Select™ Chocolate Donut Icing and release excess drip into bowl. Allow icing to set, then stack donuts to desired shape and height. Add pink gel food coloring to .5 lbs Vanilla VelveTop® and green gel food coloring to the remaining .5 lbs until desired colors are reached. Pipe decorative flowers around the donut cake.

Yield: 130 donuts

- #00007997 – Majestic® Vanilla Cake Donut Mix 5 lbs
- #01153072 – Dawn® Dark Devil’s Food Cake Donut Mix 5 lbs
- #00317446 – Select™ Maple Donut Icing 1 lb
- #00329086 – Select™ Chocolate Donut Icing 1 lb
- #00464561 – VelveTop® Vanilla Pre-Whipped Non-Dairy Icing 1 lb
- Pink Gel Food Coloring As desired
- Green Gel Food Coloring As desired

Maple Bacon Donut Fries

Have fun with your food by turning yeast raised donuts into sharable, dippable fries topped with chocolate and maple icings and a sprinkle of crispy bacon.

**Prepare** – Use scrap Raised A® dough if available, or scale Raised A® Donut Mix according to bag directions. Allow dough to rest 1-2 hours. Roll dough into log approximately 2 feet long and ¾” wide.

**Proof** – 30 minutes.

**Fry** – 375°F for approximately 1 minute. Cool.

**Finish** – Break donuts with hands into 6” fries. Drizzle with warm Select™ Maple Donut Icing and Select™ Chocolate Donut Icing. Garnish with bacon and powdered sugar.

Yield: 80 fries

- #00025437 – Raised A® Donut Mix 5 lbs
- #00317446 – Select™ Maple Donut Icing 1 lb
- #00329086 – Select™ Chocolate Donut Icing 1 lb
- Bacon To garnish
- Powdered Sugar To garnish
Mini Whoopie Pies

These colorful whoopie pies are finger food at its finest. Mix and match these fun-sized treats for everything from an office party to a wedding shower.

Prepare – Scale R&H® RichCreme® Cake Base according to bag directions. Separate equal parts into 4 bowls. Add orange, green, purple and pink gel food colorings, 1 to each bowl until desired color is reached. Scoop approximately .25 oz batter onto lined baking sheets.

Bake – 350°F for 8-10 minutes. Cool.

Finish – To assemble mini whoopie pies, pipe Vanilla VelveTop® onto half the rounds and top with a round of the same color.

Yield: 300 mini whoopie pies

• #00435926 – R&H® RichCreme® Cake Base 5 lbs
• #00464561 – VelveTop® Vanilla Pre-Whipped Non-Dairy Icing 2 lbs
• Orange Gel Food Coloring As desired
• Green Gel Food Coloring As desired
• Purple Gel Food Coloring As desired
• Pink Gel Food Coloring As desired

Piñata Cake

Create an element of surprise for your customers by filling this bright and boldly decorated vanilla cake with chocolate candy; colorful variations can be created for any occasion.

Prepare – Scale R&H® RichCreme® Cake Base according to bag directions. Pour into 10” stainless steel mixing bowl until half full.

Bake – 340°F for 50-60 minutes. Cool.

Fill – Using a knife, cut 3” circle into the flat bottom of the cake. Scoop out cake inside the circle to make a cavity 4” deep. Fill cavity with chocolate candies. Cover cavity with cake board and carefully flip cake right-side up.

Finish – Fill four pastry bags with Dawn® Cotton Candy Pink Frosting, Dawn® Granny Smith Green Frosting, Dawn® Sky Blue Frosting and Dawn® Canary Yellow Frosting, cutting tips off of each bag. Place all four bags in a larger pastry bag fitted with a 1M star tip. Pipe rosettes around the outside of the cake.

Yield: 3 cakes, 10”

• #00435926 – R&H® RichCreme® Cake Base 5 lbs
• #02311992 – Dawn® Cotton Candy Pink Frosting 1 lb
• #02312023 – Dawn® Granny Smith Green Frosting 1 lb
• #02312081 – Dawn® Sky Blue Frosting 1 lb
• #02311976 – Dawn® Canary Yellow Frosting 1 lb
• Chocolate Candy 1 lb
Creme Pie Flight

Pair fruity flavors to create an engaging experience with this Creme Pie Flight. Offer a variety of textures by combining fillings with moist creme cake and flaky pie crust.

Prepare – Place pre-made pie dough over 6” baking pans, gently pressing the dough into each pan. Remove scrap dough around the outer edges. Using your fingers, crimp dough to create a scalloped edge. Using a fork, poke holes in the dough at the bottom of the pan. Scoop 5 oz Exceptional™ Cherry Pie Filling into ⅓ of the total baking pans. Repeat using Select™ Sliced Apple Filling and Exceptional™ Strawberry Pie Filling in remaining baking pans.
Scale R&H® RichCreme® Cake Base and R&H® Chocolate RichCreme® Cake Base according to bag directions. Scoop 4 oz R&H® RichCreme® batter into each baking pan over cherry and apple fillings. Scoop 4 oz R&H® Chocolate RichCreme® into each baking pan over strawberry filling.
Bake – 350°F for 60-90 minutes. Cool.
Finish – Pipe Vanilla VelveTop® around the center of each pie. Garnish with additional filling or fresh fruit.

Yield: 70 pies, 6”

- #00435926 – R&H® RichCreme® Cake Base 5 lbs
- #00546814 – R&H® Chocolate RichCreme® Cake Base 5 lbs
- #02407915 – Exceptional™ Cherry Pie Filling 8 lbs
- #02410314 – Select™ Sliced Apple Filling 8 lbs
- #02404961 – Exceptional™ Strawberry Pie Filling 8 lbs
- #00464561 – VelveTop® Vanilla Pre-Whipped Non-Dairy Icing 3 lbs
- Pre-made Pie Dough 70 rolls
Cupcake Cones

A childhood favorite is reimagined with these exciting desserts that are perfect for family fun.

Prepare – Scale Baker’s Request™ White Cake Mix according to bag directions. Pour into ice cream cones until approximately \( \frac{2}{3} \) full. Place filled ice cream cones into cupcake baking pans to prevent from falling over while baking.


Finish – Using 1 lb of Dawn® White Frosting, separate equal parts into 2 bowls. Add pink gel food coloring to each bowl until desired light and dark colors are reached. Fill a decorating bag with both light and dark pink frostings, being careful not to mix the colors. Pipe swirled frosting onto \( \frac{1}{4} \) of the cupcake cones. Using 1 lb of Dawn® White Frosting for each, repeat steps using blue and green gel food coloring. Immediately garnish cupcake cones with sprinkles after frosting.

Yield: 64 cones

- #00499865 – Baker's Request™ White Cake Mix 5 lbs
- #01385980 – Dawn® White Frosting 3 lbs
- Cake Ice Cream Cones 64
- Pink Gel Food Coloring As desired
- Blue Gel Food Coloring As desired
- Green Gel Food Coloring As desired
- Sprinkles To garnish

Surprise Inside Cake

There is more than meets the eye with this classic chocolate and vanilla cake that tastes as great as it looks.

Prepare – Scale Baker’s Request™ White Cake Mix and Baker’s Request™ Devil’s Food Cake Mix according to bag directions. Pour into 8” baking pans.


Finish – Using 5” and 2” round cutters, cut concentric circles into each round. Create bullseyes, alternating white and chocolate cake circles. Build 3 layers, alternating the vanilla and chocolate outer rings (3 vanilla and 3 chocolate 8” layers yield 2 3-layer cakes). Use Dawn® Chocolaty Chocolate Frosting between layers and to ice each cake, piping around the bottom edge.

Yield: 4 cakes, 8”

- #00499865 – Baker's Request™ White Cake Mix 5 lbs
- #00495128 – Baker's Request™ Devil's Food Cake Mix 5 lbs
- #02316398 – Dawn® Chocolaty Chocolate Frosting 3 lbs
CAKES

THAT’S EATER-TAINMENT

Birthday Cake

Take your next birthday cake over-the-top with this colorful and flowing design that will become the focal point of any celebration.

Prepare – Scale Baker’s Request™ White Cake Mix according to bag directions. Pour into 10”, 8” and 6” baking pans.
Finish – Build a 3 tier cake made up of 2-layer cakes in 10”, 8” and 6” diameters filled and iced with Vanilla VelveTop®. Separate equal parts Select™ White Roll & Donut Icing into 5 bowls. Add red, orange, yellow, green and blue gel food colorings, 1 to each bowl until desired color is reached. Pipe warm icings in alternating colors around the edge of each cake tier, allowing icing to drip down the sides of the cake.

Yield: 1 cake

• #00499865 – Baker's Request™ White Cake Mix 5 lbs
• #00464561 – VelveTop® Vanilla Pre-Whipped Non-Dairy Icing 2 lbs
• #00329052 – Select™ White Roll & Donut Icing 2 lbs
• Red Gel Food Coloring As desired
• Orange Gel Food Coloring As desired
• Yellow Gel Food Coloring As desired
• Green Gel Food Coloring As desired
• Blue Gel Food Coloring As desired

Jelly Bean Cupcakes

Combine two classic treats, cake and jelly beans, in these simple cupcakes for a colorful and fun experience.

Prepare – Scale Baker’s Request™ Dark Devil’s Food Cake Mix according to bag directions. Pour into lined cupcake baking pans.
Finish – Pipe Dawn® White Frosting onto each cupcake. Immediately garnish with gourmet jelly beans and sprinkles.

Yield: 64 cupcakes, 1.25 oz

• #00581167 – Baker's Request™ Dark Devil’s Food Cake Mix 5 lbs
• #01385980 – Dawn® White Frosting 1 lb
• Gourmet Jelly Beans To garnish
• Sprinkles To garnish
As society becomes more diverse, more people are either celebrating their ethnic heritage through food or are exposed to dishes from other regions and countries. As a result, nearly everyone can experience a world of new and different cuisine without having to leave their own country.

Being plugged-in and constantly connected has become a way of life now, and people are longing for an escape – a moment to relax or return to simpler times. Whether it’s browsing Pinterest and Etsy for craft ideas and handmade goods, growing containers of heirloom tomatoes for canning, or watching reruns of TGIF, we find comfort in the experiences from our youth and look to make them a part of our modern lives.

For some, there’s an experiential aspect to food that goes beyond mere sustenance. Many want to find ways to make eating more of a celebration. Shared involvement and preparation of the food becomes a big part of the experience. Retailers and restaurants are using the theatrics of demonstrations, pairings and tastings to engage their customers with a full sensorial experience.
At Dawn, we want to make every celebration as sweet as possible. That’s why we’ve made it easy for you to create delicious, on-trend products with our high-quality ingredients. We’ve identified eight market trends to help create life’s sweet moments.

Magazines, T.V. and social media are exposing consumers to more new and unique food textures, forms and flavors. Experimenting with new foods and flavors is exhilarating and an adventurous way to express one’s personality, but also carries the risk of disappointment. In response, more chefs, bakers and food companies are combining the relative safety of a known food or ingredient with the excitement of something new and different.

The rules of healthy eating are changing, and we’re less willing to compromise quality and taste when looking for options that fit our lifestyle. People increasingly look for the best of both worlds: choosing products that combine great taste with something that makes them feel a little bit better.

Changing household dynamics, longer commute times, and ever-more hectic lifestyles all mean that the traditional image of a sit-down meal is evolving. Whether it’s “deskfast,” dashboard dining or one of the dizzying arrays of meal bars that are available, food is increasingly becoming fuel for our busy lives instead of an occasion to connect. Serving sizes, ease of preparation and cleanup, satiety and portability are becoming major factors in determining food choices.

Empowered by social media, more people are sharing (and sometimes showing off) their choices of what, where, and how they eat. But it’s not just about fabulous and trendy meals. People are increasingly making purchase decisions that express their attitudes and beliefs, and sharing those choices with their network as a new form of social activism and influence.

Watch for a new guide that highlights one of the eight consumer trends.
While you’re concentrating on bringing joy to your customers, we’re bringing you the solutions that make your job easier.

Contact us at 1.800.248.1144 or dawnfoods.com