DAWN EXCEPTIONAL® DONUT MIXES AND BASES
RAISED A® AND MAJESTIC®

- Consistent performance
- High-quality ingredients
- Easy to use

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CONSISTENT RELIABILITY TO CREATE DELICIOUS DONUTS

Dawn Exceptional® Raised A® and Majestic® donut mixes make it simple and easy to create delicious and consistent donuts. Our top-performing mixes are made from high-quality ingredients with superior taste and stand up to varying operational conditions. This saves you time, reduces loss and gives you confidence to deliver an incredible donut every time.

THE MOST CONSISTENT MEMBERS OF YOUR TEAM
It can be difficult to control every variable in the bakery. Dawn Exceptional® Raised A® and Majestic® donut mixes, help you serve donuts customers will love even when your dough isn't proofed, mixed or fried the same way.

Consistent Mixes, Because No Two Days are the Same
Labor is one of the top business challenges in the bakery*, and incorrect proofing and mixing times or ingredient temperature can lead to high waste. Our mixes are highly tolerant, so you can avoid costly inconsistencies. In fact, versus a national competitor, our Dawn Exceptional® Majestic® cake donut mixes are significantly more consistent**. That's a recipe for a more efficient donut operation, improved customer satisfaction and a better bottom line.

Great Taste Begins with Great Ingredients
With Dawn Exceptional® Raised A® and Majestic® donut mixes, the proof is in the donut, and it’s been there for decades. That’s because we never shortcut or compromise taste. Each harvest, we carefully source and test our raw materials to ensure quality and consistency in our bakery mixes regardless of weather, planting, yield or other variables. We evaluate every ingredient so that you can bake your best every day.

* 2017 Trends in U.S. Retail Bakery Operations and Market Opportunities - Cypress Research
**Difference in standard deviation across height, width and weight. Ask your Dawn Sales Representative for more details.
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PRODUCT CATEGORIES

When you partner with Dawn, you get more than just great products. You get the partnership, expertise and dedication to help make your bakery a business success. Dawn Exceptional® Raised A® and Majestic® donut mixes deliver consistent, delicious donuts because they’re formulated to be incredibly reliable and made with one unyielding purpose - to help you succeed.

“Dawn donut mixes are very easy to work with, very forgiving and really easy for new hires to make.”

– Independent Family Bakery Owner

Dawn’s premium product line that delivers category-leading quality and performance.

Dawn Exceptional® donut mixes and bases deliver premium quality with unparalleled consistency and performance to differentiate your bakery.

COMMITTED TO BAKERY SUCCESS
DAWN EXCEPTIONAL® RAISED A® AND MAJESTIC® MIXES
Reliable mixes that deliver delicious, tender donuts and help your bakery thrive.

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Detailed product information can be found in Product Data Sheets.

WITH DAWN, YOU CAN HAVE IT ALL
Glazes, icings, and flavored cake donuts to make your bakery exceptionally popular.

**Donut Glazes**
Take your donuts to the next level with our full line of easy-to-use glazes. Count on consistent sheen, easy application and rich flavors for donuts your customers will love.

**Icings**
Whether you need a chocolate icing that gives you smooth coverage or a high-sheen white icing for pastries, Dawn icings provide enhanced stability and quick drying times.

**Majestic® Flavored Cake Donuts**
Our wide variety of Dawn Exceptional® flavored mixes satisfy your customers’ appetite for fresh options while being a top-performing, highly consistent product for your bakery team.

ESTABLISHED TRUST
For nearly 100 years, customers have counted on Dawn Foods to help them grow their bakery businesses with the right mix of products, innovations, global perspectives and inspired bakery expertise. From corner bakeries to leading manufacturers, Dawn Foods helps our customers mark the moments in life that matter.

HAVE QUESTIONS OR WANT MORE INSPIRATION?
Contact us at 1.800.292.1362 or visit DAWNFOODS.COM