



FUDGE ICINGS & BASES, WHIPPED ICINGS & SPECIALTY ICINGS

- Versatile icings to create elegant offerings
- Great taste & appearance

ADDING PREMIUM, VERSATILE PRODUCTS TO YOUR BAKERY JUST GOT EASIER

Customers seek premium, indulgent bakery offerings, and Dawn makes it easy to turn simple offerings into indulgent products your customers will love. From cakes and brownies to cupcakes and donuts, our Dawn Exceptional® Fudge Icings and Bases, Whipped Icings, and Specialty Icings will keep your customers coming back for more.



BENEFITS

ELEGANT VERSATILITY TO GROW YOUR BUSINESS

From everyday items to signature offerings that make your bakery unique, Dawn's range of icings provides an easy way to delight your customers every time.

Fudge Icings and Bases Deliver a Luxurious Experience

With 20% of sweet baked goods occasions being fueled by consumers' need to escape, decadent products provide the biggest dose of luxury to fill these needs.* Dawn's versatile fudge icings and bases hold designs and maintain a beautiful shine, creating easy, indulgent products that deliver the luxury customers crave.

Whipped Icings to Smile About

Our light and airy whipped icings deliver the perfect balance of delicious taste, creamy texture, and visual appeal. Whether used for cake icing, icing layers, or a filling, the opportunities are endless to broaden your portfolio with products that keep customers smiling.

Specialty Icings with Premium Flavor

Dawn's decadent German Chocolate icing features large chunks of coconut and pecans, ensuring every bite delivers premium taste and enhances the senses. Our German Chocolate icings pair perfectly with cakes, brownies, donuts and more, giving you multiple ways to delight customers and grow your business.



* Key sources: Euromonitor, Gallup, The Sound, LP, egg strategy consumer need states, trend sights



Trusted products that meet Dawn's quality and performance standards.

Dawn® Fudge Icings, Whipped Pastry & Topping, and Specialty Icings are made from high-quality ingredients that create delicious products your customers will love.



Dawn's premium product line that delivers outstanding quality and performance.

Dawn Exceptional® Fudge Icings and Bases, Whipped Icings and Fillings, and Specialty Icings made from our best ingredients and deliver eye-catching, indulgent products your customers crave.



WITH DAWN, YOU CAN HAVE IT ALL



Cake Mixes

With our Dawn Exceptional® Baker's Request™ Cake Mixes, you get reliable cakes with outstanding flavor, incredible texture and eye-catching appeal. Dawn makes it simple and easy to create delicious cakes, every single time.



Brownie Mixes

Our Dawn R&H® Fudgie Brownie Mix and Dawn Exceptional® R&H® Enhanced Performance Fudgery Brownie mix are our best performing brownie mixes that are versatile and easy to use.





Yeast Raised Donut Mixes

Dawn Exceptional® Raised A® Yeast Raised Donut Mix is our top performing yeast raised donut mix that delivers consistent reliability to create delicious donuts and increase your sales.



FUDGE ICINGS & BASES, WHIPPED ICINGS & SPECIALTY ICINGS

Category	Item #	Description	Unit of Sale	Gross Cs Wt (lbs)	Net Cs Wt (lbs)	Tie (Cs)	Tier (Cs)	Pallet Count (Cs)
	FUDGE ICINGS							
	01023704	DAWN CHOCOLATE FUDGE ICING 46#	Pail	48.10	46	12	3	36
	WHIPPED ICINGS							
	00208595	DAWN VANILLA WHIPPED PASTRY & TOPPING LIQUID 4/8#	Case of 4	34.41	32	11	5	55
SPECIALTY ICINGS								
	00071746	DAWN FONDANT 50#	Case	50.97	50	12	3	36
	00019174	DAWN GERMAN CHOCOLATE SPECIALTY ICING 21#	Pail	22.12	21	20	4	80

Category	Item #	Description	Unit of Sale	Gross Cs Wt (lbs)	Net Cs Wt (lbs)	Tie (Cs)	Tier (Cs)	Pallet Count (Cs)	
	FUDGE ICING								
	01215971	DAWN EXCEPTIONAL VANILLA FUDGE ICING 22#	Pail	23.13	22	20	4	80	
	02477687	DAWN EXCEPTIONAL FIRM VANILLA FUDGE ICING 40#	Pail	41.80	40	12	3	36	
	00920282	DAWN EXCEPTIONAL CARAMEL FLAVORED FUDGE ICING 24#	Pail	25.126	24	20	4	80	
	02473891	DAWN EXCEPTIONAL CARAMEL FLAVORED FUDGE ICING 40#	Pail	42	40	12	3	36	
	00019331	DAWN EXCEPTIONAL SOFT CHOCOLATE FUDGE ICING 24#	Pail	25.12	24	20	4	80	
	00019356	DAWN EXCEPTIONAL SOFT CHOCOLATE FUDGE ICING 50#	Pail	52.6	50	12	3	36	
	00924705	DAWN EXCEPTIONAL CLASSIC CHOCOLATE FUDGE ICING 24#	Pail	25.13	24	20	4	80	
	01094010	DAWN EXCEPTIONAL CLASSIC CHOCOLATE FUDGE ICING 50#	Pail	52.42	50	12	3	36	
	00929549	DAWN EXCEPTIONAL TRIPLE CHOCOLATE FUDGE ICING 24#	Pail	25.13	24	20	4	80	
	02473924	DAWN EXCEPTIONAL TRIPLE CHOCOLATE FUDGE ICING 50#	Pail	52.42	50	12	3	36	
	00878720	DAWN EXCEPTIONAL DARK-COLORED CHOCOLATE FUDGE ICING 40#	Pail	42.04	40	12	3	36	
	01299975	DAWN EXCEPTIONAL DARK-COLORED CHOCOLATE FUDGE ICING 500#	Drum	521.7	500	4	1	4	
	00075085	DAWN EXCEPTIONAL FIRM DARK-COLORED CHOCOLATE FUDGE ICING 40#	Pail	42.10	40	12	3	36	
	00018481	DAWN EXCEPTIONAL EXTRA DARK-COLORED CHOCOLATE FUDGE ICING 24#	Pail	25.12	24	20	4	80	
	00018499	DAWN EXCEPTIONAL EXTRA DARK-COLORED CHOCOLATE FUDGE ICING 50#	Pail	52.42	50	12	3	36	
	ICING BASES								
		01235953	DAWN EXCEPTIONAL CLASSIC CHOCOLATE FUDGE ICING BASE VERSATILE 40#	Pail	42.60	40	12	3	36
		00897473	DAWN EXCEPTIONAL SOFT CHOCOLATE FUDGE ICING BASE VERSATILE 40#	Case	41.40	40	12	3	36
		00017673	DAWN EXCEPTIONAL SOFT CHOCOLATE FUDGE ICING BASE VERSATILE 40#	Pail	42.40	40	12	3	36
		00017665	DAWN EXCEPTIONAL SOFT CHOCOLATE FUDGE ICING BASE VERSATILE 18#	Pail	19.12	18	20	4	80
WHIPPED ICINGS									
	00492687	DAWN EXCEPTIONAL VELVETOP VANILLA WHIPPED ICING & FILLING LIQUID 4/8.8#	Case of 4	37.63	35.2	11	5	55	
	00464561	DAWN EXCEPTIONAL VELVETOP VANILLA WHIPPED ICING & FILLING PRE-WHIPPED 15#	Pail	16.24	15	16	6	96	
	00492695	DAWN EXCEPTIONAL VELVETOP CHOCOLATE WHIPPED ICING & FILLING LIQUID 4/8.8#	Case of 4	37.80	35.2	11	5	55	
	00464579	DAWN EXCEPTIONAL VELVETOP CHOCOLATE WHIPPED ICING & FILLING PRE-WHIPPED 15#	Pail	16.24	15	16	6	96	
SPECIALTY ICINGS									
	02383298	DAWN EXCEPTIONAL VIBRANT WHITE FONDANT 50#	Case	50.97	50	12	3	36	
	00075093	DAWN EXCEPTIONAL INDULGENT GERMAN CHOCOLATE SPECIALTY ICING 34#	Pail	36.10	34	12	3	36	
	00999360	DAWN EXCEPTIONAL INDULGENT GERMAN CHOCOLATE SPECIALTY ICING 20#	Pail	21.20	20	20	4	80	



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**

