



INTRODUCING THE NEW SOURDOUGH DONUT MIX

- Completely new donut experience
- Differentiate your bakery and delight your customers
- Mashup of Sourdough Bread and Yeast Raised Donut

AN EXCITING NEW TYPE OF DONUT JUST FOR YOU

Differentiate your bakery or donut shop by offering your customers an innovative new donut experience with Dawn's NEW Sourdough Donut mix.

At Dawn, we pride ourselves on innovating to bring our customers new and exciting products. We are excited to introduce the new-to-the-world Sourdough Donut mix. A mash-up that combines everything consumers love about sourdough bread and yeast raised donuts!

- Buttery, sourdough flavor
- Soft, light & airy texture
- Darker crust, like sourdough bread

With this versatile donut mix, you can create a wide variety of unique, on-trend, signature sourdough offerings that your consumers will pay a premium for. Just follow the recipes in this guide using Dawn's icings, glazes and fillings... or invent your own creative recipes, to delight your customers with a truly unique donut experience.

WHY SOURDOUGH?

Sourdough is growing in popularity.

In fact, it has grown 11% over the past four years*, and according to Mordor Intelligence, the global sourdough market is forecast to register a compound annual growth rate of about 6.9% through 2023**. Consumers are willing to pay a premium for upscale donut offerings. 65% of consumers are likely to try premium donuts[†] and 73% said they would pay \$2.99 for a donut.[‡] Outside of the Cronut®, there has not been a new donut texture introduced in decades. Instead, premium donut innovation has been driven by toppings and additions to existing donut offerings. Our new Sourdough mix brings the focus back to the donut, and gives bakers a creative new donut platform to work with.



*source: Datassentials Menu Trends Oct, 2018.

**source: Source: Baking Business.com <https://www.baking-business.com/articles/48166-is-sourdough-experiencing-a-resurgence>

†source: Datassentials Menu Trends Oct, 2018.

‡source: Donut Assortment Research 2018

A COMPLETELY NEW TYPE OF DONUT CO-CREATED WITH PASTRY CHEFS AND MADE FOR BAKERS

To help celebrate 100 years of partnering with customers to create the industry's best donuts, Dawn wanted to offer its customers a completely new type of donut.

We invited top pastry chefs from across the country to take part in a competition to develop the next big idea in donuts. At our Innovation Studio, 5 top pastry chefs developed 9 new types of donuts while members of Dawn's leadership team evaluated them based on their unique taste, texture, versatility and fit with trends.

The winner was the Sourdough Donut from Executive Pastry Chef, Mathew Rice, that delivered on all these criteria and more! As a mash-up of sourdough bread and a yeast raised donut, this new creation was on-trend with the growing popularity of Sourdough and had the unique flavor, darker crust and open cell structure of sourdough bread with the soft tender texture of a yeast raised donut.

Dawn's expert R&D team took this scratch recipe and transformed it into a premium donut mix that is perfect for artisanal bakeries.

This new Donut co-creation process proved so successful, we identified several other new types of donuts that we will develop and roll out in the near future. So stay tuned, we're just getting started!





BOURBON CARAMEL PECAN DONUT HOLES

BOURBON CARAMEL GLAZE INGREDIENTS

- 00920282 - Dawn Exceptional Classic Caramel Flavored Fudge Icing 24#
- Bourbon extract or whiskey extract
- Kosher salt

DONUT HOLES INGREDIENTS

- 02503698 - Dawn Exceptional Sourdough Raised Donut Mix 50#
- 00294199 - DDA Medium Chopped Pecans 5#

WORKING METHOD: GLAZE

1. Mix together 2 pounds caramel fudge icing, 1 TBL bourbon or whiskey extract, and 1 tsp kosher salt.

WORKING METHOD: DONUT HOLES

1. Prepare sourdough donut mix according to manufacturer's instructions.
2. Bulk ferment 40 minutes or until dough has risen by at least 50%.
3. Give the dough 2 tri-folds and bench for 35 minutes. Roll to half inch thick.
4. Cut donut holes and proof for 60 minutes or until little bubbles form under the dough and it has doubled in size.
5. Fry at 375° F. Heat prepared glaze, mix in pecans, and toss with donut holes while still warm.

CHOCOLATE COVERED CHERRY BISMARK

INGREDIENTS

- 02503698 - Dawn Exceptional Sourdough Raised Donut Mix 50#
- 02410265 - Dawn Exceptional Chopped Fruit Cherry Filling Pouch Pak 12/2#
- 00018895 - Dawn Exceptional Fon Dip Enhanced Stability Chocolate Flat Icing 50#
- Whole Cherries

WORKING METHOD

1. Mix desired amount of sourdough donut mix according to manufacturer's instructions.
2. Bulk ferment 40 minutes or until dough has risen by at least 50%.
3. Give the dough 2 tri-folds and bench for 35 minutes. Roll to half inch thick.
4. Cut rounds as desired and proof for 60 minutes or until little bubbles form under the dough and it has doubled in size.
5. Fry at 375° F and let cool completely.
6. Fill with cherry filling, ice with chocolate icing.



SOURDOUGH JELLY DONUTS



INGREDIENTS

- 02503698 - Dawn Exceptional Sourdough Raised Donut Mix 50#
- 02404888 - Dawn Exceptional Whole Fruit Blueberry Filling Pouch Pak 12/2#
- 02405282 - Dawn Exceptional Pureed Fruit With Seeds Raspberry Filling Pouch Pak 12/2# **or** 02405381 - Dawn Exceptional Pureed Fruit Seedless Raspberry Filling 35#
- 02405183 - Dawn Exceptional Rich Taste Lemon Filling Pouch Pak 12/2#
- 00010645 - Dawn Deluxe Donut Sugar 50#

WORKING METHOD

1. Mix desired amount of sourdough donut mix according to manufacturer's instructions.
2. Bulk ferment 40 minutes or until dough has risen by at least 50%.
3. Give the dough 2 tri-folds and bench for 35 minutes. Roll to half inch thick.
4. Cut rounds as desired and proof for 60 minutes or until little bubbles form under the dough and it has doubled in size.
5. Fry at 375° F and let cool completely.
6. Fill with desired donut filling, roll in donut sugar.





GLAZED SOURDOUGH SWEET ROLLS (PERSHING)

INGREDIENTS

- 02503698 - Dawn Exceptional Sourdough Raised Donut Mix 50#
- 00134262 - Dawn Thinnest Set Fast Finish Original Donut Glaze 24#
- 00091249 - DDA Korintje Cinnamon 10#

WORKING METHOD

1. Mix desired amount of sourdough donut mix according to manufacturer's instructions.
2. Bulk ferment 40 minutes or until dough has risen by at least 50%.
3. Give the dough 2 tri-folds and bench for 35 minutes. Roll to half inch thick.
4. Mist dough with water, sprinkle heavily with cinnamon, and mist lightly again.
5. Roll up dough and cut into 1-inch thick discs, place the discs swirl side up on screens and proof for 60 minutes or until little bubbles form under the dough and it has doubled in size.
6. Fry at 375° F and glaze while still warm.



SOURDOUGH DONUT STICKS

INGREDIENTS

- 02503698 - Dawn Exceptional Sourdough Raised Donut Mix 50#
- 02496372 - Van Leer Shine Milk Chocolate Flavored EZ Melt Coating 25#
- 02399906 - DDA Chocolate Flavored Decorettes 6#
- 02417211 - Kerry Carnival Blend Decorettes 6#
- 01093393 - DDA Rainbow 12/14 Non-pareils 8#
- 00093617 - M&M Candy Bulk 25#
- 00294199 - DDA Medium Chopped Pecans 5#
- 02493716 - Bakery Essentials Sweetened Coconut Flake 10#
- 02478255 - Callebaut Mini Chocolate Crispearls 10/14.5oz

WORKING METHOD

1. Mix desired amount of sourdough donut mix according to manufacturer's instructions.
2. Bulk ferment 40 minutes or until dough has risen by at least 50%.
3. Give the dough 2 tri-folds and bench for 35 minutes. Roll to half inch thick.
4. Cut into long john ovals, then cut each oval in half and proof for 60 minutes or until little bubbles form under the dough and it has doubled in size.
5. Fry at 375° F and let cool completely.
6. Dip in melted chocolate compound and roll in sprinkles, nuts, coconut, or candies..

CHOCOLATE HAZELNUT TRUFFLE DONUT

CHOCOLATE DONUT SUGAR INGREDIENTS

- 00920282 - Dawn Deluxe Donut Sugar 50#
- Cocoa Powder

FILLING INGREDIENTS

- 02405563 - Dawn Exceptional Rich Taste Chocolate Dobash Filling 20#
- 01384263 - Hazelnut Spread 2/6.6#

DONUT INGREDIENTS

- 02503698 - Dawn Exceptional Sourdough Raised Donut Mix 50#

WORKING METHOD: DONUT SUGAR

1. Mix 1 pound donut sugar and 1.5 ounces cocoa powder together, sift together and reserve.

WORKING METHOD: FILLING

1. Mix 50% Nutella and 50% Dawn Dobash filling together, whisk until no lumps remain.

WORKING METHOD: DONUTS

1. Mix desired amount of sourdough donut mix according to manufacturer's instructions.
2. Bulk ferment 40 minutes or until dough has risen by at least 50%.
3. Give the dough 2 tri-folds and bench for 35 minutes. Roll to half inch thick.
4. Cut rounds as desired and proof for 60 minutes or until little bubbles form under the dough and it has doubled in size.
5. Fry at 375° F and let cool completely.
6. Fill with prepared nutella donut filling, roll in prepared chocolate donut sugar.

CREAM CHEESE TRUFFLE DONUT

FILLING INGREDIENTS

- 02503698 - Dawn Exceptional Sourdough Raised Donut Mix 50#
- 02405208 - Dawn Exc Rch Tst Crmchs Fill 18#
- 00010645 - Dawn Deluxe Donut Sugar 50#

WORKING METHOD

1. Mix desired amount of sourdough donut mix according to manufacturer's instructions.
2. Bulk ferment 40 minutes or until dough has risen by at least 50%.
3. Give the dough 2 tri-folds and bench for 35 minutes. Roll to half inch thick.
4. Cut rounds as desired and proof for 60 minutes or until little bubbles form under the dough and it has doubled in size.
5. Fry at 375° F and let cool completely.
6. Fill with cream cheese donut filling, roll in prepared donut sugar.



FRUIT ICED DONUTS

INGREDIENTS

- 02503698 - Dawn Exceptional Sourdough Raised Donut Mix 50#
- 00672560 - Dawn Exceptional Enhanced Stability White Flat Icing 43# **or** 00018945 - Dawn Exceptional Fon Dip Enhanced Stability White Flat Icing 24#
- 00015818 - Orange Icing Fruit Bits 10#
- 23338717 - Chefmaster Sunset Orange Liqua-Gel 10.5oz
- 00015867 - Strawberry Icing Fruit Bits 10#
- 02457621 - Chefmaster Princess Pink Liqua-Gel 10.5oz
- 02333912 - Chefmaster Red Red Liqua-Gel 10.5oz
- 00015743 - Blueberry Icing Fruit Bits 10#
- 02333821 - Chefmaster Royal Blue Liqua-Gel 10.5oz

WORKING METHOD: DONUTS

1. Mix desired amount of sourdough donut mix according to manufacturer's instructions.
2. Bulk ferment 40 minutes or until dough has risen by at least 50%.
3. Give the dough 2 tri-folds and bench for 35 minutes. Roll to half inch thick.
4. Cut rounds as desired and proof for 60 minutes or until little bubbles form under the dough and it has doubled in size.
5. Fry at 375° F and let cool completely.

WORKING METHOD: ORANGE ICING

1. Mix together 2 pounds flat icing and 2 ounces of orange fruit bits.
2. Divide the icing in half and mix sunset orange food coloring into half.
3. Heat icings, swirl together and dip cooled donuts.

WORKING METHOD: STRAWBERRY ICING

1. Mix together 2 pounds flat icing and 2 ounces of strawberry fruit bits.
2. Divide the icing in half and mix princess pink and red red food coloring into half.
3. Heat icings, swirl together and dip cooled donuts.

WORKING METHOD: BLUEBERRY ICING

1. Mix together 2 pounds flat icing and 2 ounces of blueberry fruit bits.
2. Divide the icing in half and mix royal blue, princess pink, and red red food coloring into half.
3. Heat icings, swirl together and dip cooled donuts.





MIXING INSTRUCTIONS: RAISED A[®] VS SOURDOUGH

Steps	Raised A [®]	Sourdough
Mix with a hook	yes	yes
Water	48%	45%
Dry Yeast	1.50%	2.70%
Unsalted Butter or Margarine	n/a	10%
Mix on low speed	1 min	4 mins
Mix on medium speed	10 mins	2 mins
Dough Temp	78-80° F	78-80° F
Dough description	Should be fully developed, only slightly sticky	Dough is very soft, not developed, very sticky
Fermentation	45 mins	40 mins
Bench time	10 mins	35 mins
Sheeting	Rolling pin and/or sheeter	Rolling pin only
3 inch cutter, scaled	60 gr	60 gr
Proofing (100 ° F, 70% RH)	30 mins	45 (up to 60) mins
Frying at 375 ° F	1 min, flip, 1 min	55 sec, flip, 50 sec
Description of donuts	Golden crust color, 1/2 " skunk line, tight grain	Darker brown crust color, less than 1/2 " skunk line, open grain

Directions may vary based upon equipment, technique and environmental conditions of each bakery.



SOURDOUGH PAIRINGS



Fruit Fillings

Our Exceptional Blueberry, Blackberry, Cherry, Lemon, Peach, Strawberry and Raspberry fruit fillings pair especially well with the flavor and texture of Sourdough.



Flat Icings & Glazes

Our line of Flat Icings and Glazes are a perfect way to finish your new Sourdough creation. Count on consistent sheen, easy application and enhanced stability for donuts your customers will love.



Creame Fillings

Other perfect pairings to compliment the light and airy texture of the Sourdough donut are any one of our Dawn Dulce de Leche, Exceptional Bavarian Cream Cheese or Chocolate Dobash creame fillings.

Category	Item #	Description	Unit of Sale	Net Cs Wt (lbs)	Pallet Count (Cs)
MIX					
	02503698	DAWN EXCEPTIONAL SOURDOUGH RAISED DONUT MIX 50#	BG	50	50
GLAZE					
	00134262	DAWN THINNEST SET FAST FINISH ORIGINAL DONUT GLAZE 24#	PL	24	80
ICINGS					
	00018895	DAWN EXCEPTIONAL FON DIP ENHANCED STABILITY CHOCOLATE FLAT ICING 50#	PL	24	80
	00018945	DAWN EXCEPTIONAL FON DIP ENHANCED STABILITY WHITE FLAT ICING 24#	PL	50	36
	00672560	DAWN EXCEPTIONAL ENHANCED STABILITY WHITE FLAT ICING 43#	PL	43	36
	00725822	DAWN EXCEPTIONAL ENHANCED STABILITY CREAM CHEESE FLAVORED FLAT ICING 43#	PL	43	36
	00920282	DAWN EXCEPTIONAL CLASSIC CARAMEL FLAVORED FUDGE ICING MASS BALANCE CERTIFIED 24#	PL	24	80
FILLINGS					
	02410265	DAWN EXCEPTIONAL CHOPPED FRUIT CHERRY FILLING POUCH PAK 12/2#	BX	24	70
	02405183	DAWN EXCEPTIONAL RICH TASTE LEMON FILLING POUCH PAK 12/2#	BX	24	70
	02405381	DAWN EXCEPTIONAL PUREED FRUIT SEEDLESS RASPBERRY FILLING 35#	PL	35	36
	02404888	DAWN EXCEPTIONAL WHOLE FRUIT BLUEBERRY FILLING POUCH PAK 12/2#	BX	24	70
	02405282	DAWN EXCEPTIONAL PUREED FRUIT WITH SEEDS RASPBERRY FILLING POUCH PAK 12/2#	BX	24	70
	02405208	DAWN EXCEPTIONAL CREAM CHEESE FILLING 18#	BX	18	80
	02405563	DAWN EXCEPTIONAL RICH TASTE CHOCOLATE DOBASH FILLING 20#	PL	20	80
DONUT SUGAR & FRUIT BITS					
	00010645	DAWN DELUXE WHITE DONUT SUGAR 50#	BG	50	50
	00015743	DAWN BLUEBERRY FRUIT BIT 10#	PL	10	120
	00015818	DAWN ORANGE FRUIT BIT 10#	PL	10	120
	00015867	DAWN STRAWBERRY FRUIT BIT 10#	PL	10	120
DAWN BUY/SELL ITEMS					
	00294199	DAWN DISTRIBUTORS ADVANTAGE PECAN PIECES CHOICE MEDIUM 5#	BX	5	192
	00091249	AWN DISTRIBUTORS ADVANTAGE CINNAMON KORINTJE 2% 10#	BX	10	200
	00093617	M & M'S/MARS PLAIN M&M CANDY BULK 25#	BX	25	90
	01093393	DAWN DISTRIBUTORS ADVANTAGE RAINBOW NONPAREILS 12/14 8#	CT	8	240
	01384263	FERRERO NUTELLA SPREAD 6.6#	CS	13.2	75
	02333821	CHEFMASTER LIQUID ROYAL BLUE GEL COLOR 10.5OZ	BTLE	7.872	2436
	02333871	CHEFMASTER LIQUID ORANGE GEL COLOR 10.5OZ	BTLE	7.872	2436
	02333912	CHEFMASTER LIQUID RED RED GEL COLOR 10.5OZ	BTLE	7.872	2436
	02399906	DAWN DISTRIBUTORS ADVANTAGE NO PHO DARK CHOCOLATE DECORETTE 6#	CS	6	60
	02417211	KERRY NO PHO CARNIVAL BLEND SPRINKLES 6#	CS	6	60
	02457621	CHEFMASTER PRINCESS PINK LIQUA GEL COLOR 10.5OZ	BTLE	7.800	2436
	02478255	BARRY CALLEBAUT MILK CHOCOLATE COATED CEREAL 10/.95#	CS	9.5	84
	02493716	BAKERY ESSENTIALS SWEETENED FLAKED COCONUT 10#	CS	10	140
	02496372	VAN LEER SHINE MILK CHOCOLATE FLAVORED COATING EZMELT 25#	CS	25	70
	02340024	BARRY CALLEBAUT NATURAL 10/12 COCOA POWDER 4/4#	CS	16	50
	02381101	DAWN PURE BOURBON MADAGASCAR VANILLA EXTRACT 1 GAL	BTLE	8.230	144
	00391251	CARGILL DIAMOND CRYSTAL KOSHER SALT 12/3#	CS	36	50



ESTABLISHED TRUST

For 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**

