



Dawn Balance™

VEGAN PORTFOLIO

- Meet Consumer Demand and Increase Sales
- Great tasting, easy to use products
- Consistent quality
- Comprehensive portfolio

Vegan products do not contain ingredients of animal origin.

From the FDA

Including:

• No meat



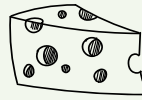
• No fish



• No eggs



• No cheese



• No dairy



• No honey



Dawn has secured validation from all suppliers that the ingredients in our vegan products are vegan

Our Global R&D team tested hundreds of recipes in order to create the best tasting Vegan products. After extensive testing, we have replaced the non Vegan items in our products (primarily eggs) with plant-based ingredients that mimic the functionality of the original ingredients and deliver the same great taste! We have secured validation from all suppliers that the ingredients we use are Vegan.

Additionally, acceptable steps are taken to thoroughly clean and sanitize all surfaces, vessels, utensils, and machinery used between vegan and non-vegan production cycles to cross-contamination if shared machinery is used.



84%

of consumers **know** about **vegan** and **39%** of Consumers have **tried Vegan.**

Datassential FLAVOR™

34%

of consumer **eat a vegan meal at least once a week.**

Datassential TrendSpotting

90%

of **plant-based consumers** are **not vegetarian or vegan.**

NPD, "The Future of Plant-Based Snapshot,"

25%

average **vegan price premium**

Market Audit Nov '19

Vegan is on the rise!

6X GROWTH

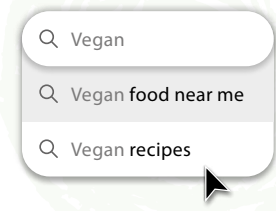
6% of Americans described themselves as vegan in 2017, up from 1% just three years earlier.*



U.S. consumers spent \$3.3 billion on plant-based foods in 2018.**



The launch of the Impossible Burger drove sales growth of 5% at Burger King and drove incremental sales and attracted new guests.‡



Vegan gets almost 3x more interest than vegetarian and gluten free searches.™

Sources: † Datassential SNAP 2019 ‡ Global Data ** The Atlantic *** Forbes † Food Business News

We've got you covered.

Donut Mixes

Dawn Vegan donut mixes make it simple and easy to create delicious and consistent vegan donuts. At Dawn, we know Donuts. We created the first industrial donut mix in the 1920s and continue to innovate. All of our donut mixes, including Vegan are top-performing and 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.



Crème Cake Mixes

Dawn's Vegan Creme Cake Mixes give you the same superior flavor, volume and texture of our renowned R&H RichCreme® Creme Cake bases. Plant based ingredients have been incorporated directly into the mix to mimic the functionality of eggs in baked crème cakes which normally have a 35% egg content. Just add water and oil! The mix is versatile enough for muffins, loaf cakes, ring cakes and more — and they are excellent for suspending fruit and inclusions, which allows you to add your own special touches. The mixes are offered in two flavors, vanilla and chocolate.



Brownie Mix

Our Vegan Brownie Mix is sure to be a hit with your customers. It delivers rich, fudgy brownies adored by both vegan and non vegans. Just add water to create a batter that is pourable, self-leveling and perfect for suspending nuts and other ingredients.



Cookie Base

Dawn's Vegan Cookie Mix is a flexible formula designed to make a wide variety of vegan cookies, from classics like chocolate chip, oatmeal raisin, and sugar, to your bakery's signature creations. Just add water, margarine, and your desired inclusions, like Vegan Chococolate Chips (available from Dawn), to the mix to create delicious Vegan cookies that will delight your customers.



Fillings, Icings, and Glazes

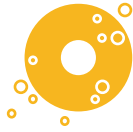
Take your Vegan products to the next level with our complimentary line of great tasting, easy to use Vegan Fillings, Icings, and Glazes . We've qualified a subset of our top selling and most popular flavors of Fillings, Icings, and Glazes as Vegan.



Vegan Handling Tips



After non-vegan production cycles, thorough cleaning and sanitizing prevents contamination of surfaces, vessels, utensils and machinery.



To produce a fully vegan donut, we recommend frying in vegetable-based oils.



Icings, glazes, fillings, and toppings must also be vegan.



Filtering, cleaning and discarding frying oil is recommended

ITEM #	DESCRIPTION	UNIT OF SALE	NET CASE WT (LBS)	PALLET COUNT (CS)
DONUT MIX				
2464048	DAWN BALANCE VEGAN RAISED DONUT MX 50#	BAG	50	50
2464022	DAWN BALANCE VEGAN SPICE CAKE DONUT MIX 50#	BAG	50	50
FILLINGS, ICINGS, AND GLAZES				
2470342	DAWN BALANCE CLEANER INGREDIENTS APPLE FILLING 35#	PAIL	35	36
2467456	DAWN BALANCE CLEANER INGREDIENTS STRAWBERRY FILLING 35#	PAIL	35	36
2467498	DAWN BALANCE CLEANER INGREDIENTS RASPBERRY FILLING 35#	PAIL	35	36
2470235	DAWN BALANCE CLEANER INGREDIENTS LEMON FILLING 35#	PAIL	35	36
2470079	DAWN BALANCE CLEANER INGREDIENTS BLUEBERRY FILLING 35#	PAIL	35	36
204123	DAWN EXCEPTIONAL MEDIUM-THICK SET ENHANCED STABILITY ORIGINAL DONUT GLAZE 50#	PAIL	50	36
2467547	DAWN BALANCE CLEANER INGREDIENTS WHITE BUTTERCREME STYLE ICING 28#	PAIL	28	36
2473924	DAWN EXCEPTIONAL TRIPLE CHOCOLATE FUDGE ICING 50#	PAIL	50	36
CREME CAKE MIX				
2501981	DAWN BALANCE VEGAN VANILLA CREME CAKE MIX 25#	BAG	25	84
2502012	DAWN BALANCE VEGAN CHOCOLATE CREME CAKE MIX 25#	BAG	25	84
COOKIE BASE				
2502004	DAWN BALANCE VEGAN COOKIE BASE 25#	BAG	25	84
BROWNIE MIX				
2501999	DAWN BALANCE VEGAN BROWNIE MIX 25#	BAG	25	84
DONUT FAT & OIL				
	HO IE SOY DONUT FRY - VENDOR A	CASE	50	36
	PALM DONUT FRY -VENDOR A	CASE	50	36
	IE SOY DONUT FRY -VENDOR A	CASE	50	36
2504323	HO IE SOY DONUT FRY - VENDOR B	CASE	50	36
	PALM DONUT FRY -VENDOR B	CASE	50	36
	IE SOY DONUT FRY -VENDOR B	CASE	50	36
INCLUSIONS & TOPPINGS				
1288134	BARCL CHOCCHP SEMISWET 1M 50#	CASE	50	40
1332460	BARCL CHOCCHP SEMISWET 4M 50#	CASE	50	40
2313493	KERRY SPKKG SEQUIN PSTL NPHO 5#	CASE	50	40



HAVE QUESTIONS OR WANT MORE INSPIRATION?

Contact us at **1.800.292.1362** or visit **DAWNFOODS.COM**

