



Introducing the New Sourdough Donut Mix

- Differentiate your bakery and delight your customers
- Mashup of sourdough bread and yeast raised donut
- Completely new donut experience

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.bakingbusiness.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

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

DONUT HOLES INGREDIENTS

- Dawn Exceptional Sourdough Raised Donut Mix 50# (03019221)
- 00294199 - DDA Medium Chopped Pecans 5#

WORKING METHOD

Glaze

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

Donut Holes

Prepare the sourdough donut mix according to manufacturer instructions, using a donut hold cutter. Fry. Warm prepared glaze, mix in pecans, and toss with donut holes while still warm.

Chocolate Covered Cherry Bismark

INGREDIENTS

- Dawn Exceptional Sourdough Raised Donut Mix 50# (03019221)
- Dawn Exceptional Chopped Fruit Cherry Filling Pouch Pak 12/2# (02410265)
- Dawn Exceptional Fon Dip Enhanced Stability Chocolate Flat Icing 50# (00018895)
- Whole Cherries

WORKING METHOD

Prepare the sourdough donut mix according to manufacturer instructions. Fry and let cool completely. Fill with cherry filling, dip in chocolate icing and let it set completely.



Sourdough Jelly Donuts

INGREDIENTS

- Dawn Exceptional Sourdough Raised Donut Mix 50# (03019221)
- Dawn Exceptional Whole Fruit Blueberry Filling Pouch Pak 12/2# (02404888)
- Dawn Exceptional Pureed Fruit with Seeds Raspberry Filling Pouch Pak 12/2# (02405282) or Dawn Exceptional Pureed Fruit (02405381) Seedless Raspberry Filling 35#
- Dawn Exceptional Rich Taste Lemon Filling Pouch Pak 12/2# (02405183)
- Dawn Deluxe Donut Sugar 50# (00010645)

WORKING METHOD

Prepare the sourdough donut mix according to manufacturer instructions. Fry and let cool completely. Fill with desired fruit filling, roll in donut sugar.





Glazed Sourdough Sweet Roles (Pershing)

INGREDIENTS

- Dawn Exceptional Sourdough Raised Donut Mix 50# (03019221)
- Dawn Thinnest Set Fast Finish Original Donut Glaze 24# (00134262)
- DDA Korintje Cinnamon 10# (00091249)

WORKING METHOD

Prepare the sourdough donut mix according to manufacturer instructions through benching the dough. Roll to half inch thick. Mist dough with water, sprinkle heavily with cinnamon, and mist lightly again. Roll dough and cut into 1 inch thick discs, place the discs swirl side up on screens and proof until the dough has doubled in size Fry, glaze while still warm, and let cool completely.

Sourdough Donut Sticks

INGREDIENTS

- Dawn Exceptional Sourdough Raised Donut Mix 50# (03019221)
- Van Leer Shine Milk Chocolate Flavored EZ Melt Coating 25# (02496372)
- DDA Chocolate Flavored Decorettes 6# (02399906)
- Kerry Carnival Blend Decorettes 6# (02417211)
- DDA Rainbow 12/14 Non-pareils 8# (01093393)
- M&M Candy Bulk 25# (00093617)
- DDA Medium Chopped Pecans 5# (00294199)
- Bakery Essentials Sweetened Coconut Flake 10# (02493716)
- Callebaut Mini Chocolate Crispearls 10/14.5oz (02478255)

WORKING METHOD

Prepare the sourdough donut mix according to manufacturer instructions, cut into long john ovals and then cut each oval in half, continue with make-up. Fry and let cool completely. Dip in melted chocolate compound and roll in sprinkles, nuts, coconut, or candies.



Chocolate Hazelnut & Cream Cheese Truffle Donuts

INGREDIENTS: CHOCOLATE HAZELNUT

- Dawn Deluxe White Donut Sugar 50# (00010645)
- Cocoa Powder
- Dawn Exceptional Rich Taste Chocolate Dobash Filling 20# (02405563)
- Hazelnut Spread 2/6.6# (01384263)
- Dawn Exceptional Sourdough Raised Donut Mix 50# (03019221)

WORKING METHOD

Donut Sugar

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

Filling

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

Donuts

Prepare the sourdough donut mix according to manufacturer instructions. Fry and let cool completely. Fill with prepared Nutella donut filling, roll in prepared donut sugar.

INGREDIENTS: CREAM CHEESE

- Dawn Exceptional Sourdough Raised Donut Mix 50# (03019221)
- Dawn Exc Rch Tst Crmchs Fill 18# (02405208)
- Dawn Deluxe White Donut Sugar 50# (00010645)

WORKING METHOD

Prepare the sourdough donut mix according to manufacturer instructions. Fry and let cool completely. Fill with cream cheese donut filling, roll in donut sugar.



Fruit Iced Donuts

INGREDIENTS

- Dawn Exceptional Sourdough Raised Donut Mix 50# (03019221)
- Dawn Exceptional Enhanced Stability White Flat Icing 43# (00672560) or Dawn Exceptional Fon Dip Enhanced Stability White Flat Icing 24# (00018945)
- Orange Icing Fruit Bits 10# (00015818)
- Chefmaster Sunset Orange Liqua-Gel 10.5oz (02333871)
- Strawberry Icing Fruit Bits 10# (00015867)
- Chefmaster Princess Pink Liqua-Gel 10.5oz (02457621)
- Chefmaster Red Red Liqua-Gel 10.5oz (02333912)
- Blueberry Icing Fruit Bits 10# (00015743)
- Chefmaster Royal Blue Liqua-Gel 10.5oz (02333821)

WORKING METHOD: DONUTS

Prepare the sourdough donut mix according to manufacturer instructions. Fry and let cool completely.

WORKING METHOD: ICINGS

Orange Icing

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

Strawberry Icing

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

Blueberry Icing

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



Featured Products

ITEM #	DESCRIPTION	SALE UNIT	NET CS WT	PALLET COUNT (CS)
Mix				
03019221	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	Dawn 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 Ligua Gel Color 10.5oz	BTLE	7.8	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	8.23	144
00391251	Cargill Diamond Crystal Kosher Salt 12/3#	CS	36	50

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