

# SET YOURSELF APART WITH SOURDOUGHNUTS

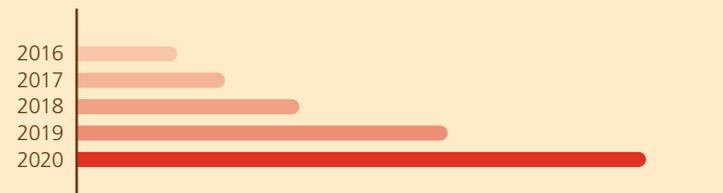


2020 will be known for many significant moments and world-changing cultural shifts - including being the year that sourdough went viral. When lockdowns hit across the world and people sought out new home-based hobbies and activities, sourdough baking took the spotlight.

However, the popularity of sourdough didn't just rise this year. It's grown by 11% over the past four years<sup>1</sup> and it isn't a trend that's due to fade out anytime soon. Mordor Intelligence forecasts that the global sourdough market will see an annual growth of about 6.9% through to 2023.<sup>2</sup>



## THE RISING SOURDOUGH TREND



**400%** Google searches for sourdough have increased by nearly 400% over the last 5 years<sup>3</sup>



**33%** 33% spike in sourdough products in European supermarket launches last year<sup>4</sup>



30% of bakeries across Europe offer sourdough bread<sup>5</sup>



42% of European consumers are purchasing or consider purchasing sourdough bakery weekly<sup>6</sup>

## SOURDOUGH MEETS DONUTS

This growing consumer demand for sourdough is just one of the reasons why we at Dawn Foods are thrilled to launch a world first: our sourdough donut mix. We pride ourselves on innovating to bring our customers new and exciting products and have developed this mix alongside expert pastry chefs.

Why donuts? Since the Cronut®, there hasn't 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 Sourdoughnut mix brings the focus back to the donut and gives bakers a creative new donut platform to work with.

This delicious mix combines everything consumers love about sourdough bread and yeast-raised donuts: a buttery, sourdough flavour with a soft, light and airy texture, and a uniquely darker crust, like sourdough bread.

<sup>1</sup>Datassentials Menu Trends, Oct, 2018 <sup>2</sup>BakingBusiness.com, August, 2019 <sup>3</sup>Google Trends, 2019 <sup>4</sup>Innova <sup>5</sup>FMCG Gurus <sup>6</sup>FMCG Gurus

With **65% of consumers interested in trying premium donuts<sup>7</sup>**, now is the time to put this mix - and your unique spin on it - to the test.

## WHERE TO START WITH YOUR SOURDOUGHNUT OFFERING

Many donut shops excel in giving you choice overload. But, if you look more closely, you'll see that most vary in their icings or fillings and not in their texture and consistency - a missed opportunity, since there are so many different types.

Sourdough donuts are sturdier than your regular donut with more bite but less overt sweetness. Introducing Sourdoughnuts will quickly diversify and upscale your offering but your differentiation needn't stop there. There are many delicious, complementary flavour combinations that you can use to make your Sourdoughnuts set you apart from the crowd.

Play around with fillings to see which ones keep your customers coming back. From classic fruit jams to an indulgent chocolate hazelnut or fresh cream filling. Add an eye-catching sheen to your Sourdoughnuts with one of our popular glazes. Prefer a pop of colour? Our bright fruit glazes have you covered.

For Sourdoughnuts with a twist, mix up the regular round or ring shape for snackable donut holes or sticks, finished off with a dip in chocolate icing, sprinkles or nuts.

**Contact us to request your sample today.**



**HAVE QUESTIONS OR WANT INSPIRATION?**

Visit [DAWNFOODS.COM/UK](http://DAWNFOODS.COM/UK)

<sup>7</sup> Datassentials Menu Trends, Oct, 2018

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