



# OUR NEW RANGE OF COCONUT PRODUCTS

Ready to Serve

A new seasonal range of finished and part finished individual products, comprising a muffin, cookie, cookie puck and donut, that make it easy for you to supply this on-trend bakery flavour to your customers

Ready to Serve

# COCONUT PRODUCTS

This NEW Dawn® range of coconut products combines the on-trend coconut flavour with classic chocolate and tangy fruit for totally irresistible taste and texture experiences. Coconut continues to increase in popularity and is fast becoming a flavour that is no longer seen as seasonal, but in demand all year round. It offers consumers delicious indulgence and a satisfying eat.

Have your coconut fix any way you want with our range of thaw and serve coconut products:

## CHOCOLATE & COCONUT COOKIE

An indulgent chocolate cookie with coconut pieces and dark chocolate chunks throughout for a truly delicious eat

### BENEFITS

- Authentic American style cookie with a soft inside and crunchy outer
- Rich chocolate taste combined with sweet coconut
- Ideal impulse purchase to eat on the go
- Generous inclusions, for a cookie that delivers on flavour and texture
- All butter recipe for premium taste
- Palm oil free
- Simple to provide - just thaw what you need and serve



## CHOCOLATE & COCONUT COOKIE PUCK

Offer freshly baked, deliciously smelling product with all of the fantastic attributes of our ready baked cookie

### BENEFITS

- Warm moreish cookies in minutes - just bake at 150-155°C for 9-11 minutes (depending on oven)
- Fill your premises with the tempting aroma of baking your customers won't be able to refuse!
- Truly delicious texture, for maximum appeal serve whilst still warm
- Bake off just what you need with minimum waste

## COCONUT RING DONUT

A classic ring donut with a creamy coconut filling and chocolate flavour coating that satisfies with every bite

### BENEFITS

- Light fluffy texture for an appetising eat
- A double coconut hit with a sweet coconut filling and a covering of coconut flakes
- Texture overload with soft fluffy dough, creamy filling, smooth chocolate flavour coating and crisp flakes on top
- Visually tempting - your customers won't want to miss out!
- The chocolate and coconut flavour can be clearly seen - helping you attract impulse purchases
- No dryness, no greasiness, just perfect!



## COCONUT & PINEAPPLE MUFFIN

A fresh tasting, light textured coconut flavoured muffin that's heavy on flavour and filled with a pineapple jam

### BENEFITS

- Soft, moist muffin with coconut pieces throughout
- Filled with a fruity pineapple jam for a delicious taste twist
- Great texture combinations with added crunch from a toasted coconut flake topping
- Popular tulip shape that looks (and tastes) premium
- Artisanal and hand-made look that is on-trend with consumers today
- Palm oil free
- Natural flavours



Item code	Product	Weight	Packaging
0.02415.653	Dawn® Chocolate & Coconut Cookie	76g	Wrapped in clear film
0.02415.679	Dawn® Chocolate & Coconut Cookie Puck	80g	Bulk packed
2.10015.006	Dawn® Coconut Ring Donut	70g	Bulk packed
0.02415.108	Dawn® Coconut & Pineapple Muffin	120g	Wrapped in clear film

# On-Trend COCONUT FLAVOUR APPEAL

Research shows coconut to be increasing hugely in popularity, with new product launches in cakes & pastries and sweet biscuits/cookies both showing strong growth over the last 3 years.<sup>(1)</sup> One of the world's largest privately owned fragrance and flavour companies, Firmenich, also reports coconut to be trending so strongly that in 2015, it was in 40% of new products launched in Europe and they named it flavour of the year for 2016.

Coconut has traditionally been associated with the warmer Summer months, but with an increase in general popularity it is now becoming an all-year-round flavour. Its creamy notes can be combined with fruit and chocolate to provide all kinds of delicious sweet treat creations with a multitude of textures that appeal to consumers' sense of adventure.



(1) Source: Innova Market Insights 2016



## Why Dawn®?

**Our products work hard because we mix quality with well-researched insights.**

So when you choose Dawn® for your bakery, you're choosing more than just a product to sell. You're choosing expert advice on the right way to sell the product. That means you'll get the return on your investment that will keep your shelves full and your bakery profitable.

While you're concentrating on bringing joy to your customers, we're bringing you the solutions that make your job easier.

Contact us on **01386 760843** or visit **dawnfoods.com**

## Living up to our Promises, Every Day

At Dawn Foods, we want to be a little bit better every day. So that you can keep surprising your customers with exciting new flavours, with delightful, high-quality products and delicious recipes. Every day, creating happiness with:

- **Better taste**, by being experts on traditional, local recipes since 1920 and passionately exploring the world for new tastes in sweet bakery.
- **Better ingredients**, by continuously striving for better quality, as only the best quality ingredients deliver the best end result.
- **Better fit for purpose**, by always improving our solutions to fit your changing specific needs and requirements.
- **Better creativity**, by constantly providing you with endless inspiration for delicious recipes and amazing applications, based on the latest trends.

## Providing the ingredients for life's sweet moments

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