



Do **HAPPY** with **DONUTS!**



81% of consumers like/love donuts

Although donuts are only found on 6% of menus, they have continued to grow...

+35% 4-year menu growth

+10% menu growth in the past year

Source: Datassential Snap! Donut May 2021

WE KNOW DONUTS

YEAST-RAISED DONUTS (yeast leavened)

Finished Forms:

- Visible Rings
- Bismarks/filled
- Twists
- Long Johns/Bars



CAKE-DONUTS (chemical leavened)

Old Fashion:

- Visible cracking

Cake:

- Star formation

Yeast ferments sugar which also creates carbon dioxide gas; provides more expansion which gives a lighter texture

Chemical leavening is a customized baking powder which gives off carbon dioxide gas bubbles when it reacts with acids causing dough to rise

KR Pro Cake Donut Mix #735-0140
KR Pro Yeast Donut Mix #735-0180



Check out how these concepts are using donuts to fill a hole in the market...

DONUT you feel inspired?



TGI Friday's FLAMING DONUT CHICKEN SANDWICH

Crispy fried chicken with Nashville Hot sauce, pickled jalapeños, Ranch dressing & bacon served on glazed donuts.



Sheetz HAPPY HOLE-IDAZE

A limited-edition deep golden pale ale brewed with Shweetz Glazed Vanilla Donut holes with notes of fresh baked donuts, vanilla frosting, graham crackers, honey & malted barley.



Upcoming 2021 Celebrations

- May 31: Memorial Day
- **June 4: National Donut Day**
- June 11: National German Chocolate Cake Day
- June 20: Father's Day
- June 22: National Onion Ring Day



Dot Item #730588

Have You Heard?

Our Ready to Bake Brownie Batter in a Bag is **#instantAMAZING**

[Click here to request a sample!](#)

It's the Year of the **BROWNIE!**

Check out our [website](#) to learn how to put this peanut butter-y Buckeye Brownie on your menu...



BROWNIE OF THE MONTH
BUCKEYE BROWNIE
#instantAMAZING