



In-Store Bakery Support and Business Solutions to Drive Profits and Smiles

At Dawn Foods, We Inspire Bakery Success Every Day

Dawn Foods is the global bakery partner known for bringing in-store bakeries of all sizes the outstanding products, business strategies, and innovative solutions they need to grow their business. We started as bakers, and today, we're a global company serving local and international customers by delivering the insights, innovations, products, services, and bakery expertise you need to achieve your business aspirations. With proven top-quality and consistent ingredients along with decades of experience from our technical support team, Dawn can help improve consistency, performance, and efficiencies in your operation.

Your lasting success is the secret behind our smile.

We help drive customers to your cases while improving your bottom line.

From giving consumers fresh bakery creations they feel good about, to attracting them to your bakery counter time and time again with on trend desserts and more, Dawn works to make in-store bakeries a profit center for your operation.

Let Dawn partner with you to ensure your bakery success

We give you product knowledge and support, as well as decorating inspiration and consumer insights that all work together to help take your bakery to the next level. We offer in-store bakeries everything you need including the best ingredients to create cakes, donuts, brownies, pastries, and seasonal items, along with seasonal and product point of sale materials to improve sales and generate higher profits.



When Consistency and Quality Are Key

We know what matters most to your operations. Our combination of people, products, and personalized support all come together to give you a portfolio of solutions that drives business growth, now and in the future.



Delivering a Powerful Product Mix

Whether you need dry, wet, or commodity products, our extensive portfolio of tested and highest quality products has you covered. We will also work with you to commercialize and integrate new products that meet your specifications and increase consumer price points, all while ensuring your customer's bakery needs are met. Additionally, we can partner with you to develop best-in-class frozen goods with our bakery solutions. Plus, the Dawn Distribution network ensures our products are delivered to you when you need them.

World-Class Technical Support

We have the best technical experts in the industry who understand how to maximize product and equipment performance and collaborate with your teams to achieve optimal results. They can help with decorating, production assistance, training bakery staff, merchandising, and are committed to responsive trouble-shooting. With Dawn, you're never far from a solution that moves your business in the right direction, as quickly as possible.

Innovative Bakery Solutions

Through our renown Market Research team as well as our industry-leading trends & insights, our Category Marketing and R&D teams continuously develop innovative bakery solutions designed to drive consumer engagement and excitement. Inspirational cake and donut flavors, better for you products such as vegan and cleaner label offerings, and extended shelf life mixes are just some of the innovative products we've developed with our customers and consumers in mind. Dawn makes sure you have access to both every day and innovative solutions for your customers.



Understanding the End Consumer

Understanding changing consumer needs is imperative to your business. Our extensive market research, industry-leading consumer trends, and market research partners helps us ensure that we fully understand the ever-changing bakery world and deliver the key information you need to bring the right mix of products and ideas to your customers.

Commercialization Capabilities

Sometimes our customers need products that meet certain specifications, work best within their operations, or fulfill specific customer needs. We get that. Dawn's extensive Commercialization process allows us to evaluate, create, and deliver bakery ingredients that meet customers' particular needs. Our Sales and R&D teams work with you every step of the way, customizing the right products for you while ensuring profitability for your bakery.

Purposeful Innovation Focused on Customer Needs

Dawn innovates products, processes, and ideas in ways that mean real impact for customers and the bakery industry. Our collaborative approach acknowledges that true innovation must be achieved hand-in-hand with our customers. Whether onsite at a customer's facility, at Dawn's multi-million-dollar Innovation Studio in Michigan, or through virtual collaboration meetings, our innovation combines the art and science of baking, inspiration, and training, and brings new advancements to consumers.

The Bottom Line

Supermarket Bakeries like you turn to Dawn for ongoing solutions and support with impact. If you're ready to start a partnership that works for every part of your business – products, sales, compliance and more, contact us. We're ready to start and we know you are too. Connect with a Dawn Sales Representative today and let us help you grow your business!

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