



October is

National Donut Month

Drive traffic and sales at your bakery with support from Dawn. As your dedicated bakery partner, Dawn wants to help you promote your bakery during National Donut Month. Enclosed are the materials needed to remind customers that everyone deserves a donut. By using these, you will promote your bakery AND encourage your customers to do the same!

PREPARING FOR THE EVENT IS AS EASY AS 1-2-3!

Step 1: Plan the Menu

Perfect any new donuts that will be featured.

- Visit DawnFoods.com/Recipes for dozens of decorated donut ideas.
- Test new recipes and train staff to produce them quickly.
- Order extra ingredients to have on hand, including extra "You Deserve a Donut" packaging.



Step 2: Prepare your space to be picture worthy

Create spaces in your bakery that encourage your customers to share their experience (and your donuts) with their friends and followers.

- Open the "You Deserve a Donut" giant donut standee and position it where customers will be encouraged to stand behind it and take pictures.
- Hang the National Donut Month Poster on your front door where customers will be sure to see it.
- Add the National Donut Month cling to your donut case to remind customers of the approaching holiday.



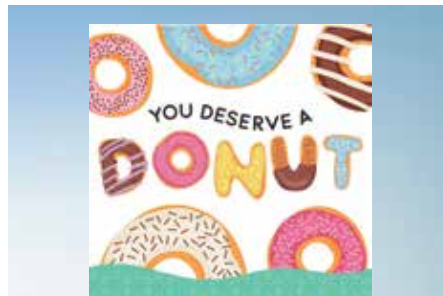
6.5' tall standee so your customers can create fun social media moments!

Step 3: Promote on Social Media

Social media is a great way to invite your customers to celebrate with you during National Donut Month! Download and use social media assets that can be found by scanning the QR code below or, by visiting DawnFoods.com/NationalDonutMonth2022



The kit includes animated social posts perfect for Facebook and Instagram.

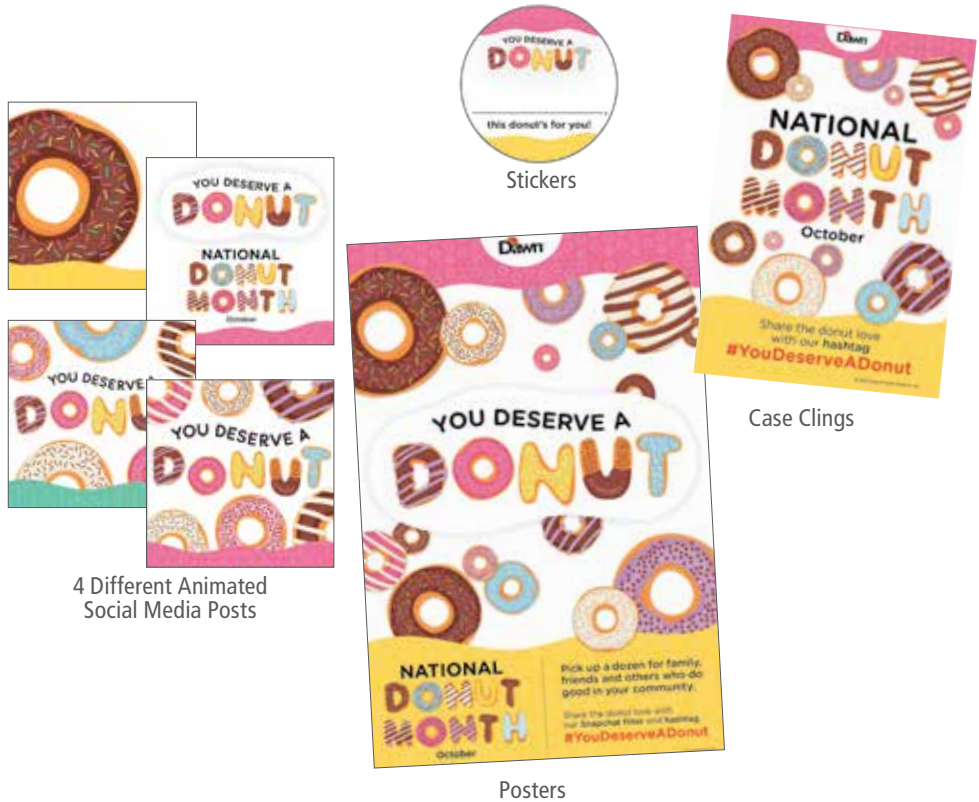


Assets are easy to download and ready to post!



DAY OF THE EVENT

- Make plenty of your featured or promoted donuts to satisfy extra demand.
- Consider dropping off a dozen complimentary donuts at your local police department, fire station, nursing home, radio station, newspaper and/or hospital. This will help create news that is easily shared on social media to promote your bakery.
- Promote your event on your own social media accounts using posts downloaded from DawnFoods.com/NationalDonutMonth2022
- As shoppers enter your bakery, encourage them to take pictures behind your giant donut standee, post them to their social media pages and tag your bakery in the photos.
- Encourage customers to purchase a donut (or several) for someone else who deserves a treat and place a "You Deserve a Donut" sticker on the bag or box.
- Pro Tip: Have a marker available for your customer to write the recipient's name on the sticker.



Stickers

Case Clings

4 Different Animated Social Media Posts

Posters



National Donut Month is the perfect occasion for your bakery to launch a new LTO menu item!

STRAWBERRIES & CREAM CROISSANT DONUT

- Dawn Croissant Squares (01378993)
- Water
- Dawn Exceptional® Bavarian Crème Filling Pouch Pak (02404903)
- Dawn Exceptional® Diced Fruit Dark Red Strawberry Filling Pouch Pak (02407824)
- Dawn Exceptional® Fon Dip White Flat Icing (00018952) OR Dawn Exceptional® E-Z Open™ White Flat Icing (03012130)
- Dawn Strawberry Fruit Bits (00015867)
- Kerry™ Pink Sanding Sugar (01053157)

Place croissant squares on papered sheet trays and let thaw until just pliable. Spray half of the squares with water then lay a second square on top and press together. Cut with a ring donut cutter. Place onto fry screens. Let come to room temperature. Proof for 30 minutes. Fry at 350°F for 2 minutes per side. Let cool completely. Using a long tip or nozzle, fill donut first with Bavarian cream, then with strawberry filling, piercing the top of the donut and filling through the top. The top of the donut will now become the bottom. For every pound of flat icing, mix in 1 oz. of strawberry fruit bits. Dip donuts into prepared flat icing and immediately dip into pink sanding sugar.



Scan the QR code to learn more



LEMON GLAZED CROISSANT DONUTS



- Dawn Croissant Squares (01378993)
- Water
- Dawn Exceptional® Medium-Thick Set Vegan Original Donut Glaze (00204123)
- Dawn Lemon Fruit Bits (00015784)

Place croissant squares on papered sheet trays and let thaw until just pliable. Spray half of the squares with water then lay a second square on top and press together. Cut with a ring donut cutter. Place onto fry screens and let come to room temperature. Proof for 30 minutes. Fry at 350°F for 2 minutes per side. Let cool completely. For every pound of donut glaze used, mix in 1 oz. lemon fruit bits. Dip donuts in prepared glaze.



AUTUMN PUMPKIN DONUTS



- Dawn Exceptional® Majestic® Pumpkin Cake Donut Mix (00008201)

For all donuts, start by preparing the pumpkin donuts according to the manufacturer's instructions. Fry and let cool completely.

Refer to the full recipe for specific decorating combinations.



CARAMEL APPLE DONUTS



- Dawn Exceptional® Majestic® Apple Crisp Cake Donut Mix (00006742)
- Water
- Dawn Caramel Flavored Flat Icing (00018580)
- Dawn Exceptional® Classic Caramel Flavored Fudge Icing (00920282)
- South Georgia Pecan Company Fancy Medium Pecan Pieces (02407692)

Fry donuts according to bag instructions. Once cool, dip donuts into heated Caramel Donut Icing and sprinkle lightly with South Georgia Pecan Company Fancy Medium Pecan Pieces. String ice with warmed caramel fudge icing, used, mix in 1 oz. lemon fruit bits. Dip donuts in prepared glaze.



Dawn Foods helps customers grow their business by providing industry-leading products, innovation, profitable solutions, and expertise you can depend on. From corner bakeries and leading manufacturers to foodservice operators and in-store bakeries, **Dawn is your partner for bakery success.**

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