

Global Trends
INSPIRATION
guide



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Your Partner for *insights & inspiration*

In recent years, the baking industry has experienced significant changes in consumer behaviour. Dawn Foods' proprietary global research brings consumer insights directly to bakers—helping them achieve their aspirations and grow their business.

Technology *Transformation*

Pages 3 - 4: Social media is here to stay! With over half of consumers saying that social media can influence their purchase of sweet baked goods' — fun presentation or ornate decoration are just a few ways to get pictures of your bakery creations to go viral.

Experience *Exploration*

Pages 5 - 7: Today's consumers—especially younger generations—are exploring fresh and disruptive ingredients and enhancing their memories of comfort foods with new global flavour experiences. Aim to attract a younger demographic to your bakery with these recipes.

Daily *Delights*

Pages 8 - 11: As we place a stronger emphasis on mental health, consumers have increasingly changed their perceptions of sweet goods. These smaller sized portions are perfect for the consumer who wants just a little indulgence in their day.

Mindfulness *Matters*

Pages 12 - 13: Today's consumers are putting a great deal of thought into the foods they eat. Aware of how their choices affect their personal health, their community and their planet; these recipes were created for the mindful consumer.

Your Partner for
bakery success

Scan for more inspiration



Discover how we can help put these trends to work for you at 1-866-277-3663 or at dawnfoods.com/ca



Source: Dawn Global Bakery Trends Study, June 2022, n=3,727. Data is for North America Consumers.
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Technology Transformation

Technology has forever changed the consumer eating experience, transforming how we choose, receive and consume our favourite foods both in and out of home. From QR codes and touch screen ordering to social sharing before, during and after the meal, there's now a digital component to virtually every food occasion.

Over
half



of consumers say that
social media can influence
purchase of sweet baked goods



Valentine's Donut Bouquet

- Spectra Blue Crystal Sugar (02383925)
- Pink Non Pareils
- Pearls
- Spectra Red Sprinkles (03030790)
- Jumbo Red Heart
- Dawn Exceptional® Majestic® Cherry Flavoured Cake Donut Mix (03012987)
- Water
- Dawn Exceptional® Dip N Set White Donut Icing (02510487)
- Dawn Exceptional® Cherry Fruit Bits (01296202)
- Chefmaster® Red Red Liqua-Gel Color (02333912)

For sprinkles: Combine 50% blue sanding sugar, 50% pink non-pareils, 100% pearls, 100% red decorates, and 75% jumbo red hearts. Reserve.

Prepare the cherry cake donut mix according to the manufacturer's instructions. Fry and let cool completely. In a bowl, combine 100% white icing and 10% cherry fruit bits and mix to combine. Colour with red liqua-gel colour. Dip donuts into cherry icing and immediately top with prepared sprinkles.

Optional: To serve as a bouquet, glue pretty paper leaves onto donut sticks. Then, using the tapered end, push gently through one side of the donut, through to the center, and just into the next side. Affix the blunt end into floral foam, arrange, and serve.

Trend Tie-In:
Send to friends &
loved ones to
celebrate occasions
virtually!



Victorian-Style Buttercream Cake

- Dawn Exceptional® Baker's Request™ White Cake Mix (03013199)
- Water
- Vegetable Oil*
- Bakery Essentials™ No Stick Pan Coating (02498146)
- Dawn Exceptional® White Buttercream Icing Base (01292268)
- Chefmaster® Neon Pink Liqua-Gel Color (02333988)
- Chefmaster® Buckeye Brown Liqua-Gel Color (02333855)
- Chefmaster® Neon Orange Liqua-Gel Color (02333970)
- Chefmaster® Lemon Yellow Liqua-Gel Color (02333946)
- Chefmaster® Neon Blue Liqua-Gel Color (02333954)
- Chefmaster® Neon Green Liqua-Gel Color (02333962)
- Fresh Cherries
- Teal Luster Dust

Prepare white cake mix according to manufacturer's instructions. Deposit 454g of prepared batter into sprayed and papered 8-inch cake pans. Bake at 350°F / 176°C until cake springs back lightly when touched. Let cool completely. Each cake will use 4 layers. Prepare white buttercream according to the manufacturer's instructions. Fill one, two layer 8-inch cake. Insert internal supports. Place a 7-inch cardboard circle on top of cake and stack and fill a second two layer 8-inch cake on top. Crumb coat the 4 layer cake.

In separate bowls, colour white icing using gel colours. For the base light pink buttercream use neon pink and a drop of brown to tone down if needed. To colour peach buttercream use neon orange, buckeye brown, lemon yellow and neon pink. To colour dark pink buttercream use neon pink and buckeye brown. To colour teal use neon blue and neon green. You will need to make a light and dark teal buttercream. Finish ice the cake with the light pink buttercream. Use various sizes of tips to create your decoration. To finish, heavily dust fresh cherries with teal luster dust using a paint brush. Place cherries on top of cake.

*Please reach out to a Dawn Sales Representative for item number.

Experience Exploration

Everything old is new again. Consumers frequently turn to familiar foods for comfort in times of stress. This has been especially true in the past few years. Today's consumers—especially younger generations—are approaching tradition with a twist.



78%
of consumers like to
try new foods and
food experiences



Marshmallow Peanut Butter Donuts

- Dawn Exceptional® Raised Donut Mix (03009635)
- Fresh Yeast*
- Water
- Dawn Exceptional® White Buttercream Icing Base (01292268)
- Creamy Peanut Butter
- Marshmallow Creme Fluff
- Dawn Exceptional® Chocolate Fudge Icing (01292325)
- Peanut Butter Sandwich Cookies

Prepare the donut mix according to manufacturer's instructions and shape dough into Bismarck's. Fry and let cool completely. Prepare buttercream base according to manufacturer's instructions.

For Filling: in the bowl of a stand mixer fitted with a paddle attachment mix 100% peanut butter, 100% marshmallow fluff, and 50% white buttercream on medium speed for 1 minute to combine. Slowly add 18.75% water on low speed and mix to combine. Fill donuts with desired amount of filling and dip into fudge icing. Immediately top with peanut butter sandwich cookie pieces to finish.

Love yeast raised donuts but don't want the hassle of mixing dough, proofing, and frying? Try our line of frozen yeast raised donuts instead. Ask your Dawn Sales Representative for details.

*Please reach out to a Dawn Sales Representative for item number.

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Trend tie-in: Remember those special after school treats? Try this modern mashup of nostalgic flavours.
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Globally Inspired Cookie Platter

* Please reach out to a Dawn Sales Representative for item number.



Hot Honey Peanut Butter Cookie

Blueberry Cashew Pink Peppercorn Cookie

Hot Honey Peanut Butter Cookie

- Granulated Sugar*
- Cayenne Pepper
- Dawn Exceptional™ Moist & Rich Vanilla Cake Base (00015679)
- Creamy Peanut Butter*
- Unsalted Butter
- Whole Eggs*
- Hot Honey
- Bakery Essentials™ 42DE Clear Glucose Syrup (02505660)
- Roasted Chopped Medium Peanuts*

Cayenne Sugar: in a bowl mix together 100% granulated sugar and 1.56% cayenne pepper

In a stand mixer fitted with the paddle attachment, mix 100% creme cake base, 50% peanut butter, 12.5% melted butter, 25% egg, 20% honey, and 5% glucose. Mix on low speed for one minute, scrape the bowl and add 20% peanuts. Mix 30 seconds longer. Using a #30 black scoop, portion cookie dough rounds, roll in cayenne sugar, place on paper covered sheet trays and score the tops of the cookies with a cross hatch pattern. Bake at 350°F/176°C until cookies are set all the way through. Let cool completely.

Blueberry Cashew Pink Peppercorn Cookie

- Dawn Exceptional™ Moist & Rich Vanilla Cake Base (00015679)
- Unsalted Butter
- Whole Milk
- Whole Eggs*
- Dawn Bakery Magic Pure Vanilla Extract (00830879)
- Infused Dried Wild Blueberries
- Cashew Pieces
- Pink Peppercorns

In the bowl of a stand mixer fitted with the paddle attachment, mix 100% creme cake base, 25% softened butter, 12.5% milk, 2.81% egg, and 1.25% vanilla extract. Mix on low for 1 minute, scrape the bowl. Mix on medium speed for 15 seconds. Add 12.5% blueberries and 12.5% cashews and mix for 15 seconds. Using a #30 black scoop, portion cookie dough rounds and place on paper covered sheet trays. Press each cookie to ½-inch thick circles. Top with a small amount of ground peppercorns. Bake at 350°F/176°C until completely set and just starting to color around the edges. Let cool completely.



Mexican Hot Chocolate Cookie

Tahini Chocolate Chip Cookie

Tahini Chocolate Chip Cookie

- Dawn Exceptional™ Moist & Rich Vanilla Cake Base (00015679)
- Unsalted Butter
- Tahini
- Whole Eggs*
- Bakery Essentials™ 42DE Clear Glucose Syrup (02505660)
- Black Strap Molasses
- Barry Callebaut Semi Sweet Chocolate Chip 1M (02364561)
- Kosher Salt*
- Sesame Seeds

In a stand mixer fitted with the paddle attachment, mix 100% creme cake base, 25% softened butter, 20% tahini, 12.5% egg, 3.125% glucose, and 3.125% molasses. Mix on low speed for one minute, scrape the bowl. Mix 30 seconds longer. Add 50% chocolate chips and mix until just combined. Using a #30 black scoop, portion cookie dough rounds and place on paper covered sheet trays. Press each cookie to ½-inch thick circles. Top lightly with kosher salt and sesame seeds. Bake at 350°F / 176°C until cookies are set all the way through. Let cool completely.

Mexican Hot Chocolate Cookie

- Dawn Exceptional® R&H® Fudgey Brownie Mix (03016206)
- Abuelita Mexican Hot Chocolate
- Ceylon Cinnamon
- Cayenne Pepper
- Water
- Dawn Bakery Magic Artificial Coffee Flavour (00830770)
- Orange Emulsion
- Granulated Sugar*

In the bowl of a stand mixer fitted with the paddle attachment, mix 100% brownie mix, 8.3% Abuelita, 0.1% cayenne pepper, 0.31% cinnamon, 12.5% water, 1.25% vanilla extract, 0.525% coffee extract and .21% orange emulsion. Mix on low for 30 seconds, scrape the bowl. Mix on low speed for an additional 2 minutes. Using a #30 black scoop, portion cookie dough rounds, roll in sugar and place on papered sheet trays. Bake at 350°F / 176°C until cookies have begun to set around the edges. Cool completely.

Daily Delights

Enjoying something sweet every day has gone from “something I feel guilty about” to “something that makes me feel good,” an essential part of a balanced lifestyle. But in order for consumers to truly enjoy the moment the treat has to be a delicious, high quality, and multi-sensorial experience.

82% 
of consumers
feel that food can be
good for their mental health



Boost your
day with a
“just-because”
treat!

Black Cherry Brownie Whipped Creme Sandwich

- Dawn Exceptional® R&H® Fudgey Brownie Mix (03016206)
- Water
- Bakery Essentials™ No Stick Pan Coating (02498146)
- IQF Cherries*
- Dawn Exceptional® VelveTop™ Enhanced Stability Vanilla Whipped Icing and Filling Liquid (00492687)
- Almond Emulsion

Prepare brownie mix according to manufacturer's instructions. Line half sheet trays with parchment paper and treat with pan spray. Deposit 1362g of batter, spread to edges, and bake at 350°F / 176°C until set. Let brownies cool completely then freeze.

Rough chop frozen cherries in a food processor. Immediately combine 100% whipped topping, 40% chopped frozen cherries, and 0.625% almond flavouring. Unmold brownies while frozen and place one brownie sheet top side down on a paper covered sheet pan. Top with 908g prepared whipped topping and spread to the edges. Top with a second brownie sheet top side down. Press lightly together and freeze. Cut while still frozen into 3x3 squares.

* Please reach out to a Dawn Sales Representative for item number.

Individual Raspberry Pavlova

- Essential Meringue Powder (00833021)
- Water
- Bakery Essentials™ No Stick Pan Coating (02498146)
- Dawn Exceptional® Raspberry Filling Pouch Pak (01294321)
- Pastry Cream or Vanilla Custard
- Whipping Cream
- Icing Sugar*
- Dawn Bakery Magic Pure Vanilla Extract (00830879)
- Fresh Raspberries
- Edible Flowers

Prepare meringue mix according to manufacturer's instructions. Spray silicone sheets with pan spray. Using a #6 white handled scoop, deposit scoops onto pans. Using hot water, use the back of the scoop to lightly spread out the meringue to a rough disk creating a slight divot in the middle. Bake at 200°F /93°C overnight to dry.

Prepare vanilla filling or pastry creme using your favourite recipe. Cover and refrigerate until needed. Place whipped cream in a mixer fitted with the whip attachment and add powdered sugar and vanilla to taste. Whip to still peaks. Mix 283g of raspberry filling with 113g of water to make a raspberry coulis.

To Plate: make a swoosh of raspberry coulis on a plate using a tablespoon. Top with meringue. Fill with a dollop of vanilla cream and top with more sauce. Make a quenelle of whipped cream and place it on top. Garnish with fresh raspberry halves and edible flowers.

Chef Tips: Don't want to use fresh whipped cream? Just order in Dawn Exceptional® VelveTop™ Enhanced Stability Vanilla Pre-Whipped Icing and Filling (00624595).



Cereal and Milk Mini Cupcakes

Marshmallow Cereal Cupcake

- Dawn Exceptional® Baker's Request™ White Cake Mix (03013199)
- Water
- Vegetable Oil*
- Marshmallow Cereals
- Butter and Vanilla Flavour
- Buttermilk Powder
- Dawn Exceptional® White Buttercream Icing Base (01292268)

Line mini cupcake pans with paper liners. Prepare white cake mix according to manufacturer's instructions. At the end of mixing add in 12.5% whole cereal and 2% butter & vanilla flavouring. Mix to combine. Use a #60 silver scoop to deposit 11g batter into each cavity. Bake at 350°F / 176°C until cupcakes spring back lightly when touched. Let cool completely. Prepare white buttercream according to manufacturer's instructions. To flavour: combine 0.78% buttermilk powder with 2.5% butter & vanilla flavouring and add to 100% white buttercream. Place into a piping bag fitted with a star tip and pipe a rosette of icing on top of the cupcakes and immediately decorate with cereal.

Cookie Cereal Cupcake

- Dawn Exceptional® Baker's Request™ White Cake Mix (03013199)
- Water
- Vegetable Oil*
- Cookie Cereal
- Semi-Sweet Chocolate Chips 10M
- Black Strap Molasses
- Buttermilk Powder
- Butter and Vanilla Flavour
- Dawn Exceptional® White Buttercream Icing Base (01292268)

Line mini cupcake pans with paper liners. Prepare white cake mix according to manufacturer's instructions. At the end of mixing add in 12.5% ground cereal, 15% mini chocolate chips and 2.5% molasses. Mix to combine. Use a #60 silver scoop to deposit 11g batter into each cavity. Bake at 350°F / 176°C until cupcakes spring back lightly when touched. Let cool completely. Prepare white buttercream according to manufacturer's instructions. To flavour: combine 0.78% buttermilk powder with 2.5% butter & vanilla flavouring and add to 100% white buttercream. Place into a piping bag fitted with a star tip and pipe a rosette of icing on top of the cupcakes and immediately decorate with cereal.

Fruity Cereal Cupcake

- Dawn Exceptional® Baker's Request™ White Cake Mix (03013199)
- Water
- Vegetable Oil*
- Fruity Cereals
- Dawn Exceptional® Orange Fruit Bits (01296187)
- Buttermilk Powder
- Butter and Vanilla Flavour
- Dawn Exceptional® White Buttercream Icing Base (01292268)

Line mini cupcake pans with paper liners. Prepare white cake mix according to manufacturer's instructions. At the end of mixing add in 12.5% ground cereal and 7.5% orange fruit bits. Mix to combine. Use a #60 silver scoop to deposit 11g batter into each cavity. Bake at 350°F / 176°C until cupcakes spring back lightly when touched. Let cool completely. Prepare white buttercream according to manufacturer's instructions. To flavour: combine 0.78% buttermilk powder with 2.5% butter & vanilla flavouring and add to 100% white buttercream. Place into a piping bag fitted with a star tip and pipe a rosette of icing on top of the cupcakes and immediately decorate with cereal.



Chocolate Cereal Cupcake

- Dawn Exceptional® Baker's Request™ Devil's Food Cake Mix (03013731)
- Water
- Vegetable Oil*
- Chocolate Cereals
- Malt Powder
- Buttermilk Powder
- Butter and Vanilla Flavour
- Dawn Exceptional® White Buttercream Icing Base (01292268)

Line mini cupcake pans with paper liners. Prepare white cake mix according to manufacturer's instructions. At the end of mixing add in 12.5% ground cereal and 12.5% malt powder. Mix to combine. Use a #60 silver scoop to deposit 11g batter into each cavity. Bake at 350°F / 176°C until cupcakes spring back lightly when touched. Let cool completely. Prepare white buttercream according to manufacturer's instructions. To flavour: combine 0.78% buttermilk powder with 2.5% butter & vanilla flavouring and add to 100% white buttercream. Place into a piping bag fitted with a star tip and pipe a rosette of icing on top of the cupcakes and immediately decorate with cereal.

Cinnamon Cereal Cupcake

- Dawn Exceptional® Baker's Request™ White Cake Mix (03013199)
- Water
- Vegetable Oil*
- Cinnamon Cereal
- Ceylon Cinnamon
- Buttermilk Powder
- Butter and Vanilla Flavour
- Dawn Exceptional® White Buttercream Icing Base (01292268)

Line mini cupcake pans with paper liners. Prepare white cake mix according to manufacturer's instructions. At the end of mixing add in 12.5% ground cereal and 1% cinnamon. Mix to combine. Use a #60 silver scoop to deposit 11g batter into each cavity. Bake at 350°F / 176°C until cupcakes spring back lightly when touched. Let cool completely. Prepare white buttercream according to manufacturer's instructions. To flavour: combine 0.78% buttermilk powder with 2.5% butter & vanilla flavouring and add to 100% white buttercream. Place into a piping bag fitted with a star tip and pipe a rosette of icing on top of the cupcakes and immediately decorate with cereal.



Recall the
good ol' days
with these
bite-sized
treats.

— Mindfulness — *Matters*

Today's consumers are putting a great deal of thought into the foods they eat. They're loyal to brands and establishments that support causes they care about. Operators need to be mindful of what they themselves stand for—so consumers can feel good about supporting those values with their dollars.

73% 
of consumers **eat local**
as much as possible



Decorate
with organic
"farm to table"
accents.

Wildflower Strawberry Cream Cakes

- Dawn Angel Food Cake Mix (00013641)
- Water
- Bakery Essentials™ No Stick Pan Coating (02498146)
- Dawn Exceptional® Diced Strawberry Filling (01294454)
- Dawn Exceptional® VelveTop™ Enhanced Stability Vanilla Whipped Icing and Filling Liquid (00492687)
- Fresh, Edible Flowers

Prepare angel food mix according to manufacturer's instructions. Prepare 4-inch cake pans with pan spray, then use a #20 yellow scoop to deposit 22g of batter into each pan. Bake at 375°F / 191°C until cakes spring back lightly when touched. Let cool. Use a small knife to loosen each layer and then remove from pans. Prepare whipped topping according to manufacturer's instructions. To assemble: place cake layers on boards cut slightly smaller than cake. Using a #30 black scoop deposit 40g of strawberry filling onto each layer and then top with a second layer. Ice with whipped topping and finish with fresh edible flowers.



Gluten Free
Decadence!

Gluten Free Decadent Chocolate Ring Cake

- Water
- Dawn Bakery Magic Artificial Coffee Flavour (00830770)
- Dawn Gluten Free Vanilla Creme Cake Base (01355636)
- Black Cocoa Powder*
- Medium Cocoa Powder*
- Whole Eggs*
- Vegetable Oil*
- Bakery Essentials™ No Stick Pan Coating (02498146)
- Fresh, Pale Pink Peonies

In the bowl of a stand mixer fitted with the paddle attachment, place 15% water, 23.75% oil, 32.5% whole eggs, 4% coffee flavouring, 100% gluten free cake mix, 8% black cocoa powder, and 4% medium cocoa powder. Mix according to manufacturer's instructions but increase the water in Stage 2 to 15%. Heavily spray 10-inch Bundt pans with pan spray. Deposit 1020g of batter into each pan. Bake at 375°F / 191°C until cake is firm. Let cool. Cut the belly of the cake if necessary and place it on a cake stand or board. Decorate with fresh peonies.

*Please reach out to a Dawn Sales Representative for item number.



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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