



# Standard Portfolio Catalog

Our Most Preferred Bakery Mixes, Fillings, Icings, Glazes & More

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## WITH DAWN YOU CAN HAVE IT ALL

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A full line of mixes, icings, glazes, and fillings, to create signature creations that will delight your customers.



### Bakery Mixes

Dawn has a full line of mixes to support your bakery and delight your customers. From Donuts to Cakes, Muffins, Brownies, and more, Dawn has you covered. Dawn Mixes and Bases are easy to use and made with high-quality ingredients that provide your bakery with delicious formulas you can count on.



### Fillings

From popular fruit varieties like apple, cherry and strawberry — to rich, sweet cream cheese and smooth Bavarian cream — Dawn fillings can be part of endless dessert creations



### Icings

Our portfolio of buttercreme, whipped, fudge, donut and roll Icings perform consistently, taste great and look outstanding on donuts, cakes, cupcakes, brownies and more!



### Glazes

Take your donuts to the next level with our full line of easy-to-use glazes. Count on consistent sheen, simple application and rich flavours for donuts your customers will love.

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## DAWN'S PORTFOLIO

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# When you partner with Dawn, you get more than just great products.

You get the partnership, expertise and dedication to help make your bakery a business success. Our portfolio is organized under new product lines to make it easy for you and your team to find the right product every time.

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## Dawn<sup>®</sup>

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### Trusted Quality

Trusted products that meet Dawn's quality and performance standards.



## Exceptional<sup>®</sup>

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### Our Very Best

Dawn's premium product line that delivers outstanding quality and performance.



## Balance<sup>®</sup>

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### Better for You, Done Better

Cleaner ingredients, presence of positives or absence of negatives without sacrificing taste.



# Donut Mixes

## Easy to Use, Consistent and High Quality Ingredients

Dawn® and Dawn Exceptional® donut mixes and bases make it simple and easy to create delicious donuts. This wide range of donut offerings includes our industry-leading Raised and Cake Donut mixes. Our top-performing mixes are made from high-quality ingredients with superior taste and stand up to varying operational conditions. This saves you time, reduces loss and gives you confidence to deliver an incredible donut every time.

<b>Yeast Raised Donuts</b>		<b>Sale Unit</b>	<b>Net Case Wt</b>	<b>Pallet Count</b>
3009635	Dawn Exceptional® Raised Donut Mix	Bag	20 kg	50
3018361	Dawn Exceptional® Raised Donut Base	Bag	20 kg	50
3018927	Dawn Exceptional® Extend-R Original Raised Donut Mix	Bag	20 kg	50
12828	Dawn Flex-Able Raised Donut Mix	Bag	20 kg	50
12888	Dawn Soft X-9 Raised Don't Mix	Bag	20 kg	50
<b>Cake Donuts</b>				
3010082	Dawn Exceptional® Pronto 89 Vanilla Cake Donut Mix	Bag	20 kg	50
3012987	Dawn Exceptional® Majestic® Cherry Flavoured Cake Donut Mix	Bag	20 kg	50
3013106	Dawn Exceptional® Majestic® Chocolate Cake Donut Mix	Bag	20 kg	50
13112	Dawn Choice Vanilla Cake Donut Mix	Bag	20 kg	50
13170	Dawn Spice Cake Donut Mix	Bag	20 kg	50
13105	Dawn Vanilla Cake Donut Mix	Bag	20 kg	50
<b>Old Fashioned</b>				
1283754	Dawn Exceptional® Sour Cream Flavoured Old Fashioned Cake Donut Mix	Bag	22.68 kg	50
3013175	Dawn Exceptional® R&H Buttermilk Flavoured Spice Old Fashioned Cake Donut Mix	Bag	20 kg	50
<b>French Donuts</b>				
15701	Dawn Exceptional® French Donut Mix	Bag	18.14 kg	50



# Cake Mixes

**Dawn Exceptional® Baker's Request™ and Ultra cake mixes make it easy to create delicious cakes, every single time.**

At Dawn®, we never compromise taste or texture and regularly test our mixes with consumers to make sure they consistently exceed your customer's expectations. With Dawn Exceptional® Baker's Request™ and Ultra cake mixes, you can be confident your cakes will deliver superior flavour with moist texture and a tight crumb structure that supports longer shelf life.

Layer Cake		Sale Unit	Net Case Wt	Pallet Count
3013199	Dawn Exceptional® Baker's Request White Cake Mix	Bag	20 kg	50
3013731	Dawn Exceptional® Baker's Request Devil's Food Cake Mix	Bag	20 kg	50
3013038	Dawn Exceptional® Baker's Request Carrot Cake Mix	Bag	20 kg	50
15638	Dawn Exceptional® Ultra Red Velvet Cake Mix	Bag	10 kg	84
15664	Dawn Exceptional Ultra Choice White Cake Base	Bag	20 kg	50
15665	Dawn Exceptional Ultra Choice Chocolate Cake Base	Bag	20 kg	50
15620	Dawn Exceptional Ultra White Cake Mix	Bag	20 kg	50
15630	Dawn Exceptional Ultra Chocolate Cake Mix	Bag	20 kg	50
14016	Dawn Complete White Cake Mix	Carton	6/2 kg	60
14017	Dawn Complete Chocolate Cake Mix	Carton	6/2 kg	60
Angel Food				
13641	Dawn Angel Food Cake Mix	Bag	20 kg	50
Banana Bread				
15670	Dawn Essential Banana Bread Base	Bag	20 kg	50



# Creme Cake, Pudding Cake & Muffin Mixes

Our Creme Cake bases have outstanding versatility to make a wide variety of products, including muffins, bunt cakes, loaf cakes and more.

R&H® developed the “Original” Creme Cake in the 1960’s when a test baker added a custard style pie filling and vegetable oil to R&H® White Cake Base. The resulting product was absolutely amazing! Our creme cake formula remains the same today with a wonderful flavour, a long shelf-life, a delicious pudding style eating texture, incredible fruit suspending capabilities, and remarkable tolerance under the most extreme bakery conditions.

Creme Cake		Sale Unit	Net Case Wt	Pallet Count
3010051	Dawn Exceptional® R&H Richcreme® Vanilla Cake Base	Bag	20 kg	50
15675	Dawn Exceptional® Moist & Rich Chocolate Creme Cake Base	Bag	20 kg	50
3010013	Dawn Extra Moist Vanilla Creme Cake Base	Bag	20 kg	50
13601	Dawn Balance Vanilla Creme Cake Base	Bag	20 kg	50
15679	Dawn Exceptional Moist & Rich Vanilla Creme Cake Base	Bag	20 kg	50
Pudding Cake				
3013687	Dawn Enhanced Vanilla Pudding Cake Mix	Bag	20 kg	50
13502	Dawn Vanilla Pudding Cake Base	Bag	20 kg	50
13287	Dawn Exceptional Essential Vanilla Pudding Cake Base	Bag	20 kg	50
Muffins				
13642	Dawn Plain Muffin Mix	Bag	20 kg	50
13648	Dawn Deluxe Bran Muffin Mix	Bag	20 kg	50
13627	Dawn Oatmeal Muffin Mix	Bag	10 kg	84
13602	Dawn Cornbread Muffin Mix	Bag	10 kg	84
3002568	Dawn Carrot Muffin Base	Bag	20 kg	50
3010037	Dawn Exceptional® Vanilla Jumbo Muffin Mix	Bag	20 kg	50
3013700	Dawn Exceptional® Chocolate Jumbo Muffin Mix	Bag	20 kg	50
14020	Dawn Basic Muffin Mix	Carton	6/2 kg	60
14022	Dawn Bran Muffin Mix	Carton	6/2 kg	60
Pound Cake				
13692	Dawn Old Fashioned Pound Cake Mix	Bag	20 kg	50



# Other Bakery Mixes

Create a wide range of differentiated products with these versatile mixes

		Sale Unit	Net Case Wt	Pallet Count
<b>Brownie</b>				
3016206	Dawn Exceptional® R&H Fudgie Brownie Mix	Bag	20 kg	50
13530	Dawn Brownie Base	Bag	20 kg	50
13528	Dawn Exceptional® Chocoviva! Brownie Mix	Bag	20 kg	50
3034897	Dawn Balance Cleaner Ingredients Brownie Mix	Bag	20 kg	50
<b>Cookie</b>				
3010112	Dawn Exceptional® Delectable Oatmeal Cookie Mix	Bag	20 kg	50
3029190	Dawn Exceptional® Authentic Oatmeal Cookie Mix	Bag	20 kg	50
3029183	Dawn Exceptional® Soft 'N Chewy Oatmeal Cookie Mix	Bag	20 kg	50
13614	Dawn Essential Cookie Base	Bag	20 kg	50
13638	Dawn Shortbread Cookie Base <b>(Special Order)</b>	Bag	10 kg	84
<b>Danish/ Biscuit/Scone</b>				
3013052	Dawn Exceptional® Danish Base	Bag	20 kg	50
13554	Dawn Tea Biscuit Mix	Bag	20 kg	50
3013137	Dawn Coffee/Tea Biscuit Mix	Bag	20 kg	50
14027	Dawn Biscuit & Scone Mix	Carton	6/2 kg	60
13211	Dawn Classic Scone Mix	Bag	20 kg	50
13004	Dawn Sweet Roll Base	Bag	20 kg	50
<b>Pancake</b>				
14515	Dawn Crepe Mix	Bag	20 kg	50
14001	Dawn Deluxe Pancake & Waffle Mix	Carton	6/2 kg	60
14002	Dawn Deluxe Buttermilk Pancake Mix	Carton	6/2 kg	60
13788	Dawn Classic Smooth Buttermilk Pancake Mix	Bag	10 kg	84
3029152	Dawn Deluxe Buttermilk Pancake Mix	Bag	20 kg	50
3029145	Dawn Deluxe Pancake Mix	Bag	20 kg	50
<b>Bread</b>				
3012901	Dawn Rustic Country Western Style Bread Mix	Bag	20 kg	50
3013151	Dawn Supreme Bread & Bun Base	Bag	20 kg	50
<b>Cone</b>				
3012949	Dawn Crater Cone Mix	Bag	20 kg	50
<b>Other</b>				
13065	Dawn Hot Cross Bun Mix <b>(Special Order)</b>	Bag	20 kg	50



# Fruit Fillings

## Preferred taste with real fruit

Dawn's broad range of fillings, available in pails or Pouch Paks, are not only preferred by consumers for taste and texture, but also are incredibly reliable from freeze thaw tolerance to bake stability, they can be used across various applications to deliver great-tasting sweet baked goods, including cakes, pies, turnovers, and more.

		Sale Unit	Net Case Wt	Pallet Count
822082	Dawn Exceptional® Sliced Fruit Spy Apple Filling	Box	12 kg	60
831413	Dawn Exceptional® Sliced Apple Filling	Box	12 kg	60
1292846	Dawn Exceptional® Rich Taste Lemon Filling	Pail	15.88 kg	36
1292854	Dawn Exceptional® Rich Taste Lemon Filling PouchPak 12/.91kg	Box	10.92 kg	70
1293505	Dawn Exceptional® Strawberry Rhubarb Filling	Pail	14.51 kg	36
1294371	Dawn Exceptional® Whole Fruit Strawberry Filling	Pail	15.87 kg	36
1294454	Dawn Exceptional® Diced Strawberry Filling	Pail	15.87 kg	36
1293539	Dawn Exceptional® Raisin Filling	Pail	14.51 kg	36
1293563	Dawn Exceptional® Whole And Pieces Apricot Peach Filling	Pail	15.87 kg	36
1293612	Dawn Exceptional® Mango Filling	Pail	14.51 kg	36
1294199	Dawn Exceptional® Whole Fruit Cherry Filling	Pail	14.52 kg	36
1294305	Dawn Exceptional® With Seeds Raspberry Filling	Pail	15.88 kg	36
1294321	Dawn Exceptional® With Seeds Raspberry Filling PouchPak 12/.91kg	Box	10.92 kg	70
1294404	Dawn Exceptional® Sliced Fruit Peach Filling	Pail	9.07 kg	80
1304196	Dawn Exceptional® Date Puree	Box	12 kg	72
1304203	Dawn Exceptional® Heavy Date Filling	Box	12 kg	64
1294412	Dawn Exceptional® Crushed Pineapple Filling	Pail	15.9 kg	36
822511	Dawn Sliced Fruit Apple Filling	Box	12 kg	64
822537	Dawn Apple Spice Filling	Box	12 kg	64
1294462	Dawn Cubed Apple Spice Filling PouchPak 12/.91kg	Box	10.92 kg	70
1085704	Dawn Poppy Seed Filling	Pail	18 kg	56
1291179	Dawn with Pectin with Seeds Raspberry Jam	Pail	15.87 kg	36
1291864	Dawn Whole Fruit Cherry Pie Filling	Pail	14.52 kg	36
1294355	Dawn Heavy Cherry Filling	Pail	14.52 kg	36
1293381	Dawn Whole Fruit Blueberry Filling	Pail	14.52 kg	36
1293498	Dawn Heavy Blueberry Filling	Pail	14.52 kg	36
1293472	Dawn Whole And Pieces Strawberry Filling	Pail	14.51 kg	36
1295965	Dawn Strawberry with Pectin Jam	Pail	15.87 kg	36
838683	Dawn Date Filling	Box	12 kg	64





# Creme Fillings

Our quality assortment of creme fillings include real cream cheese, creamy vanilla, and rich Bavarian creme, all with superior taste to keep your customers coming back time and time again.

		Sale Unit	Net Case Wt	Pallet Count
694259	Dawn Exceptional® Bavarian Creme Filling Powder	Box	20 kg	50
1293406	Dawn Exceptional® Rich Taste Bavarian Creme Filling PouchPak 12/91 kg	Box	10.92 kg	70
1293414	Dawn Exceptional® Rich Taste Cream Cheese Filling	Pail	15.88 kg	36
1293430	Dawn Exceptional® Cream Cheese Filling PouchPak 12/91 kg	Box	10.92 kg	70
1294339	Dawn Exceptional® Rich Taste Custard Filling	Pail	15.87 kg	36
1294470	Dawn Exceptional® Rich Taste Chocolate Bavarian Creme Filling	Pail	9.98 kg	80
2334316	Dawn Exceptional® Dulce De Leche Filling	Pail	9.07 kg	80
1293555	Dawn Exceptional® Caramel Filling	Pail	15.87 kg	36
840901	Dawn Custard Filling Powder #1489	Box	15 kg	72
858392	Dawn Cinnamon Smear Filling Powder	Bag	20 kg	50
1293464	Dawn Caramel Confectionary Filling	Pail	15.87 kg	36
1293480	Dawn Venetian Filling PouchPak 6/1.8kg	Box	10.86 kg	70
1297002	Dawn Sticky Bun Smear	Pail	9.98 kg	80
2351138	Dawn Coconut Cream Pie Filling	Pail	8.6 kg	80

# Fruit Bits

## Made with real fruit

Add fruit bits to icings, glazes and batters to add fruit flavour, colour and texture. It's an easy way to elevate cakes, cupcakes, donuts, and muffins

1296161	Dawn Exceptional® Lemon Fruit Bits	Pail	4.54 kg	120
1296187	Dawn Exceptional® Orange Fruit Bits	Pail	4.54 kg	120
1296210	Dawn Exceptional® Strawberry Fruit Bits	Pail	4.54 kg	120
1296179	Dawn Exceptional® Blueberry Fruit Bits	Pail	4.54 kg	120
1296195	Dawn Exceptional® Banana Fruit Bits	Pail	4.54 kg	120
1296202	Dawn Exceptional® Cherry Fruit Bits	Pail	4.54 kg	120



# Buttercreme Icings

Smooth, workable textures and quality ingredients create the winning combination for you, your customers, and your bakery.

Our Buttercreme Style Ready-to-Use Icings give you the best of both worlds, being specially formulated to be soft and pliable to allow for piping and decorating while still being firm enough to hold designs. They are a decorator's dream. Our icing bases provide the quality and performance you can count on. Create your own customized products by adding colours, flavours or other inclusions with confidence that with whatever you add, you'll get the flavour and colour retention you expect every time.

Ready To Use		Sale Unit	Net Case Wt	Pallet Count
2307199	Dawn Exceptional® Chocolate Buttercreme Icing (Special Order)	Pail	6.35 kg	80
2415851	Dawn Exceptional® White Buttercreme Icing	Pail	6.35 kg	80
1292276	Dawn Exceptional® Cream Cheese Buttercreme Icing	Pail	8.16 kg	80
1300912	Dawn Spred 'N Fill White Buttercreme Icing	Pail	12.7 kg	36
Base				
1292226	Dawn Exceptional® Chocolate Icing Base	Pail	8.2 kg	80
1292268	Dawn White Buttercreme Base	Pail	20.4 kg	36

# Whipped Icings

Whipped Icings to Smile About

Our light and airy whipped icings deliver the perfect balance of delicious taste, creamy texture, and visual appeal. Whether used for cake icing, icing layers, or a filling, the opportunities are endless to broaden your portfolio with products that keep customers smiling.

Whipped Icings		Sale Unit	Net Case Wt	Pallet Count
624595	Dawn Exceptional® Velvetop Vanilla Pre-Whipped Icing & Filling	Pail	6.8 kg	96
492687	Dawn Exceptional® Velvetop Vanilla Whipped Icing & Filling Liquid 4 kg/8.8#	Case	35.2 lbs	55
492695	Dawn Exceptional® Velvetop Chocolate Whipped Icing & Filling Liquid 4 kg/8.8#	Case	35.2 lbs	55
624602	Dawn Exceptional® Velvetop Chocolate Pre-Whipped Icing & Filling	Pail	6.8 kg	96
2332352	Dawn White Vanilla Icing Velvetop	Pail	32 lbs	64

# Fudge Icings

Fudge Icings and Bases Deliver a Luxurious Experience

With 20% of sweet baked goods occasions being fueled by consumers' need to escape, decadent products provide the biggest dose of luxury to fill these needs.\* Dawn's versatile fudge icings and bases hold design and maintain a beautiful shine, creating easy, indulgent products that deliver the luxury customers crave.

Fudge & Specialty Icings		Sale Unit	Net Case Wt	Pallet Count
1292325	Dawn Exceptional® Classic Chocolate Fudge Icing	Pail	10.9 kg	80
1025619	Dawn Exceptional® Firm Triple Chocolate Fudge Icing	Pail	22.7 kg	36
1292317	Dawn Exceptional® Classic Caramel Flavoured Fudge Icing	Pail	10.9 kg	80
1291161	Dawn German Chocolate Specialty Icing	Pail	8 kg	80



# Donut & Roll Icings & Glazes

## Donut & Roll Icings & Glazes deliver consistent performance

Finding skilled labour is a major challenge for today's bakers, making it even harder to offer the best donuts every day. Our Dawn\* and Dawn Exceptional\* Donut Icings and Glazes provide consistent performance, great taste, and outstanding appearance while saving you time and labour. It's an investment that will help your staff deliver the best donuts every day.

### Consistent performance, time and labour saving, great taste & appearance

		Sale Unit	Net Case Wt	Pallet Count
3012239	Dawn Exceptional E-Z Open Dip'n Set Chocolate Donut Icing Mass Balance Certified	Pail	18.1 kg	36
2510487	Dawn Exceptional E-Z Open Dip'n Set White Donut Icing Mass Balance Certified	Pail	18.1 kg	36
3012062	Dawn Exceptional Dip N Set Chocolate Donut Icing Mass Balanced Certified	Pail	10.9 kg	80
1292250	Dawn Cold Dip White Donut Icing	Pail	10.88 kg	80
1292234	Dawn Cold Dip Chocolate Donut Icing	Pail	10.88 kg	80
1292242	Dawn Cold Dip Maple Flavoured Donut Icing	Pail	10.88 kg	80
1292200	Dawn White Danish & Sweet Roll Icing	Pail	10.88 kg	80
1292341	Dawn Select Icing String 12/91 kg	Case	10.90 kg	70
1292359	Dawn Cream Cheese Donut Icing	Pail	7.71 kg	80
1296129	Dawn Thinnest Set Fast Finish Original Donut Glaze	Pail	10.88 kg	80
1295907	Dawn Grande Finale Ready to Use Glaze Honey	Pail	10.88 kg	80

# Donut Sugars

Finish your donuts with just the right touch of sweetness with Dawn's delicious donut sugars. Dawn's donut sugars offer outstanding flavour and pick-up, maximizing the amount that attaches to the product upon application, and minimizing waste.

### Donut Sugar

13299	Dawn No Melt Donut Sugar	Bag	10 kg	50
1283770	Dawn Deluxe White Donut Sugar	Bag	22.7 kg	50
13295	Dawn Classic Donut Sugar	Bag	20 kg	50

# Fondants

Save time and take your decorating to another level with the versatility of our fondants.

### Fondant

2434497	Dawn Exceptional White Fondant	Case	20 kg	48
2434504	Dawn Exceptional Chocolate Fondant	Case	20 kg	48
2434489	Dawn Exceptional Maple Flavoured Fondant	Case	20 kg	48
1367045	Dawn Exceptional Valu White Fondant	Case	20 kg	48
1386657	Dawn Exceptional Valu White Fondant	Pail	20 kg	64



# Leverage Trends to Grow Sales and Deliver on Customer Expectations

Dawn is committed to providing you with the insights, innovations and bakery expertise to help grow your business. Our team has identified new trends to make it easy for you to know what's happening in the marketplace with consumer behavior to meet your customers needs. Bring trends to life in your bakery with inspiration from Dawn.



## #Eatertainment

There's an experiential aspect to food that goes beyond mere sustenance, people seek ways to make eating an overall experience and a form of entertainment. If it's not worth sharing socially it's not #Eatertainment.



## Blissful Indulgence

In a highly connected world, people are looking for opportunities to disconnect and reduce their stress and anxiety from being always on. They want a momentary escape from reality with an indulgent sweet.



## Mashup Adventure

Cross-cultural flavours with surprising combinations and twists give people a low-risk way to be adventurous and have unique sensory experiences.



## Enlightened Eating

Consumers choose brands that offer meaningful products aligned to bigger-picture values that impact their world, like supporting local communities, sustainable practices and environmental impact.



## Established Trust

For over 100 years, customers have counted on Dawn Foods to help them grow their bakery businesses with the right mix of products, innovations, global perspectives and inspired bakery expertise. From corner bakeries to leading manufacturers, Dawn Foods help our customers mark the moments in life that matter.

**Product Info and Ordering** • 1-866-277-3663 • [DawnFoods.com/ca](https://DawnFoods.com/ca)



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