



Dawn Exceptional[®] Baker's Request[™] Cake Mix

- Bakes level for less waste
- Tight grain with minimal tunneling
- Exceptional taste and quality

BENEFITS



**Flavours and textures
your customers love
with the consistency
and convenience
you need.**

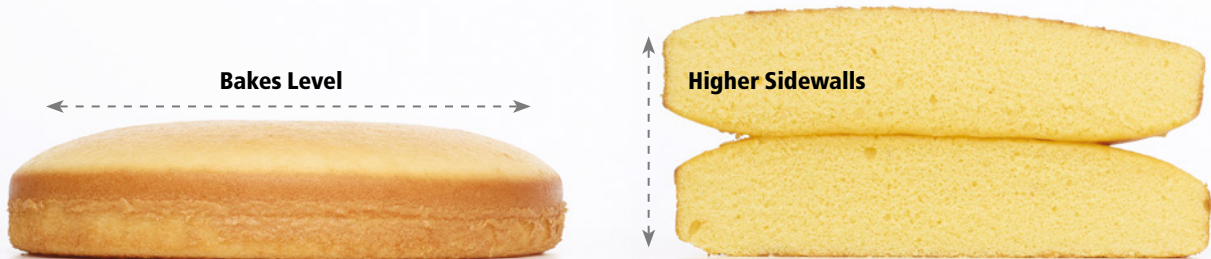
For most bakeries, cake is king. And to keep your customers coming back time after time, you need cakes that are moist and full of flavour. With our Dawn Baker's Request™ Cake Mixes, you get reliable cakes with outstanding flavour, superior texture and eye-catching appeal. Dawn Exceptional® Baker's Request™ cake mixes make it easy to create delicious cakes, every single time.

Bakes Level

Creating Less Waste and Easier Decorating

When cakes dome, it makes them difficult to decorate. The dome needs to be cut off, resulting in increased labour, shorter cakes and waste.

**Baker's Request bakes level
with higher sidewalls for less
waste and easy decorating.**



Less Tunneling

When cakes have a loose crumb structure and tunneling, it makes them dryer and crumble easier, which reduces shelf life and makes cakes more difficult to decorate.

Tight crumb structure retains moisture and delivers better appearance and eating experience.



Superior Taste & Texture

At Dawn, we never compromise taste or texture and test our mixes with consumers to make sure they consistently exceed your customers' expectations. With Dawn Exceptional Baker's Request™ cake mixes, you can be confident your cakes will deliver superior taste and texture.



Dawn Exceptional® Baker's Request™ Portfolio

ITEM #	DESCRIPTION	UNIT OF SALE	NET CASE WT (LBS)	PALLET COUNT (CS)
03013199	Dawn Exceptional Baker's Request White Cake Mix	Bag	20kg	50
03013731	Dawn Exceptional Baker's Request Devil's Food Cake Mix	Bag	20kg	50
03013038	Dawn Exceptional Baker's Request Carrot Cake Mix	Bag	20kg	50

Create signature cakes with Dawn Exceptional® icings and fillings.



Buttercreme Style Icings

Our Dawn Buttercreme Style 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.



Specialty Icings

Dawn makes it easy to turn simple offerings into indulgent products your customers will love with our Dawn Exceptional® fudge icings and bases, whipped icings and specialty icings.



Fillings

Dawn Exceptional® fillings are ideal for custom creations that demand high fruit content, rich taste and texture and eye-catching appeal.



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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