



Dawn Balance®

# Vegan Portfolio

- Meet consumer demand and increase sales
- Comprehensive portfolio
- Great tasting, easy to use products
- Consistent quality

## WHAT IS VEGAN?

**Vegan products do not contain ingredients of animal origin.**

• No meat



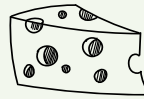
• No fish



• No eggs



• No cheese



• No dairy



• No honey



From the FDA

**Dawn has secured validation from all suppliers that the ingredients in our vegan products are vegan.**

Our Global R&D team tested hundreds of recipes in order to create the best tasting Vegan products. After extensive testing, we have replaced the non Vegan items in our products (primarily eggs) with plant-based ingredients that mimic the functionality of the original ingredients and deliver the same great taste! We have secured validation from all suppliers that the ingredients we use are Vegan.

Additionally, acceptable steps are taken to thoroughly clean and sanitize all surfaces, vessels, utensils, and machinery used between vegan and non-vegan production cycles to cross-contamination if shared machinery is used.



**Vegan is on the rise!**

**84%**

of **consumers** **know** about **vegan** and **39%** of Consumers have **tried Vegan**.

*Datassential FLAVOR™*

**34%**

of **consumers** **eat** a **vegan** meal at **least once a week**.

*Datassential TrendSpotting*

**90%**

of **plant-based** **consumers** are **not vegetarian** or **vegan**.

*NPD, "The Future of Plant-Based Snapshot,"*

**25%**

average **vegan** price premium

*Market Audit Nov '19*

**6X**  
**GROWTH**

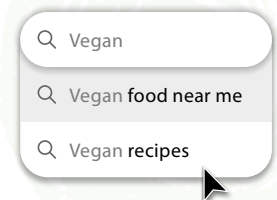
6% of Americans described themselves as vegan in 2017, up from 1% just three years earlier.\*



U.S. consumers spent \$3.3 billion on plant-based foods in 2018.\*\*



The launch of the Impossible Burger drove sales growth of 5% at Burger King and drove incremental sales and attracted new guests.‡



Vegan gets almost 3x more interest than vegetarian and gluten free searches.\*\*



## VEGAN PORTFOLIO

# We've got you covered.



### Donut Mixes

Dawn Vegan donut mixes make it simple and easy to create delicious and consistent vegan donuts. At Dawn, we know Donuts. We created the first industrial donut mix in the 1920s and continue to innovate. All of our donut mixes, including Vegan are top-performing and 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.



### Creme Cake Mixes

Dawn's Vegan Creme Cake Mixes give you the same superior flavor, volume and texture of our renowned R&H® RichCreme® Creme Cake bases. Plant based ingredients have been incorporated directly into the mix to mimic the functionality of eggs in baked crème cakes which normally have a 35% egg content. Just add water and oil! The mix is versatile enough for muffins, loaf cakes, ring cakes and more — and they are excellent for suspending fruit and inclusions, which allows you to add your own special touches. The mixes are offered in two flavors, vanilla and chocolate.



### Brownie Mix

Our Vegan Brownie Mix is sure to be a hit with your customers. It delivers rich, fudgy brownies adored by both vegan and non vegans. Just add water to create a batter that is pourable, self-leveling and perfect for suspending nuts and other ingredients.



### Cookie Base

Dawn's Vegan Cookie base is a flexible formula designed to make a wide variety of vegan cookies, from classics like chocolate chip, oatmeal raisin, and sugar, to your bakery's signature creations. Just add water, margarine, and your desired inclusions, like Vegan Chocolate Chips (available from Dawn), to the mix to create delicious Vegan cookies that will delight your customers.



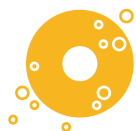
### Fillings, Icings, and Glazes

Take your Vegan products to the next level with our complimentary line of great tasting, easy to use Vegan Fillings, Icings, and Glazes. We've qualified a subset of our top selling and most popular flavors of Fillings, Icings, and Glazes as Vegan.

## VEGAN HANDLING TIPS



After non-vegan production cycles, thorough cleaning and sanitizing prevents contamination of surfaces, vessels, utensils and machinery.



To produce a fully vegan donut, we recommend frying in vegetable-based oils.



Icings, glazes, fillings, and toppings must also be vegan.



Filtering, cleaning and discarding frying oil is recommended

## Dawn Balance® Vegan Portfolio

ITEM #	DESCRIPTION	SALE UNIT	NET CASE WT (LBS)	PALLET COUNT (CS)
<b>Donut Mix</b>				
02464048	Dawn Balance® Vegan Raised Donut Mx 50#	Bag	50	50
02464022	Dawn Balance® Vegan Spice Cake Donut Mix 50#	Bag	50	50
<b>Fillings, Icings and Glazes</b>				
02470342	Dawn Balance® Cleaner Ingredients Vegan Apple Filling 35#	Pail	35	36
02467456	Dawn Balance® Cleaner Ingredients Vegan Strawberry Filling 35#	Pail	35	36
02467498	Dawn Balance® Cleaner Ingredients Vegan Raspberry Filling 35#	Pail	35	36
02470235	Dawn Balance® Cleaner Ingredients Vegan Lemon Filling 35#	Pail	35	36
02470079	Dawn Balance® Cleaner Ingredients Vegan Blueberry Filling 35#	Pail	35	36
00204123	Dawn Exceptional® Medium-Thick Set Vegan Enhanced Stability Original Donut Glaze 50#	Pail	50	36
02467547	Dawn Balance® Cleaner Ingredients Vegan White Buttercreme Style Icing 28#	Pail	28	36
02473924	Dawn Exceptional® Firm Vegan Triple Chocolate Fudge Icing Mass Balance Certified 50#	Pail	50	36
<b>Creme Cake Mix</b>				
02501981	Dawn Balance® Vegan Vanilla Creme Cake Mix 25#	Bag	25	84
02502012	Dawn Balance® Vegan Chocolate Creme Cake Mix 25#	Bag	25	84
<b>Cookie Base</b>				
02502004	Dawn Balance Vegan Cookie Base 25#	Bag	25	84
<b>Brownie Mix</b>				
02501999	Dawn Balance® Vegan Brownie Mix 25#	Bag	25	84
<b>Donut Fat &amp; Oil</b>				
varies by location	Bakery Essentials™ High Oleic Soy Donut Fry Shortening	Case	50	36
varies by location	Bakery Essentials™ Enzymatic Interesterified Soy Donut Fry Shortening	Case	50	36
2505420	Bakery Essentials™ Palm Soy Donut Fry Shortening 50#	Case	50	36
2505339	Bakery Essentials™ Palm Donut Fry Shortening 50#	Case	50	36
<b>Inclusions &amp; Toppings</b>				
01288134	Barry Callebaut® Semisweet Chocolate 1m Chips 50#	Case	50	36
01332460	Barry Callebaut® Semisweet Chocolate 4m Chips 50#	Case	50	36
02313493	Kerry™ Sprinkle King® Pastel Sequin Sprinkles 5#	Case	50	36
<b>Donut Sugar</b>				
00010629	Dawn Deluxe White Donut Sugar 25#	Bag	25	50



### 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.**

1.800.292.1362 [DawnFoods.com](https://DawnFoods.com)



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