



INVEST AND WIN WITH DONUTS



WHY DONUTS

Maplehurst is fully committed to building a successful donut program. Are you? And more importantly, should you be?

As the largest donut supplier in North America, we have more than 50 years of experience advising retailers on this complex, critical category. Building a robust and thriving donut program takes investment in labor,

equipment and training — and the return on investment can be ever so sweet. See what increases your in-store bakery might realize, both financially and in perception values, by requesting an audit with our team of donut experts. Donuts are not for every retailer. But they may be exactly what your brand – and consumers – are calling for.



DONUT FORMATS

A successful donut program keeps displays full and appealing and ensures that donuts taste as fresh as possible — all while balancing labor and investment concerns. That’s why we offer three different formats to work within your bakery’s realities.

Frozen Dough

Simply making the best donuts in town isn’t enough to earn more business. Those that differentiate themselves with originality are reaping the benefits. Should you be frying your own donuts? Not only do our high quality ingredients and traditional “table-cut” method create taste and texture of scratch-baked, you easily can create custom, signature products to build shopper loyalty and repeat purchases.

Pre-Fried

Easily produce fresh product twice a day using pre-fried

donuts. Although it requires a lot of freezer space and can be challenging and expensive to carry icings and toppings, the shelf life is better – allowing consumers to buy donuts today for tomorrow and still have a fresh product experience tomorrow. Pre-fried donuts have a softer texture and enhanced flavor, all while allowing your bakery to serve consistent product.

Thaw and Sell (T&S)

Augmenting your donut program with T&S options can bring great success to your bakery. With T&S donuts, retailers are able to shelve consistent product much faster, ensuring displays are full with a wide variety of flavors and formats – all with zero skilled labor. Our many T&S seasonal flavors make for easy in-and-outs. And our T&S donuts meet schools’ and moms’ demands for made in a peanut-free facility.



DONUT PRODUCT OFFERING

Apple Fritters

Second top seller behind yeast rings; Irregular, hand-chopped looking exterior with cinnamon and apple pieces inside; Available in frozen dough, pre-fried and T&S

Bars

Yeast dough in a rectangular shape; Filled or unfilled; Finished with white, chocolate, maple or caramel icing; Generally not filled with fruit jellies; May be split and filled at store-level for unique offerings; Can be topped with nuts or sprinkles; Available in frozen dough, pre-fried and T&S

Bismarks

Available in hex and round shapes; Available in pre-fried and T&S as unfilled or filled with raspberry, Bavarian creme, lemon, white fluff or dulce de Leche; Available in frozen dough as unfilled

Cake Donuts

Come in two styles: Old fashioned and regular (tight star center); Also sold as stick or cruller; Flavors include plain (nutmeg base), sour crème, blueberry, cherry, vanilla, strawberry, pumpkin, pumpkin Greek yogurt, apple cider, apple crisp, chocolate, peppermint, buttermilk old fashioned, and red velvet; Can be glazed, rolled in powdered sugar, cinnamon powdered sugar or granulated cinnamon sugar; Available in pre-fried and T&S

Cake Donut Holes

Available in pre-fried bulk pack as plain or chocolate flavored; Available in T&S clamshells as everyday flavors (plain or chocolate) or seasonal flavors (strawberry, blueberry, cherry, red velvet, apple or pumpkin); T&S available as glazed, rolled in powdered sugar, rolled in cinnamon powdered sugar or enrobed in chocolate

Gems/Minis

Mini cake donuts that come plain or glazed, rolled in powdered sugar or cinnamon powdered sugar, and chocolatey enrobed/frosted; Available in different sizes of clamshells, either labeled or unlabeled; Available in T&S

Persians

Yeast dough coiled with cinnamon, available in regular and deluxe; Denser than a yeast donut, but moist and airy in the center of the Persian; Cinnamon taste, slightly sweet; Available in frozen dough, pre-fried and T&S

Twists

Cut twist has a light and airy texture; sweet and slightly yeasty flavor; generally sold glazed; Made from frozen bar, ring or cinnamon log dough

Yeast Holes

Come in a cluster of 4; Unfilled or filled with whatever your heart desires, such as raspberry, Bavarian creme, lemon, white fluff or Dulce de leche; Can be glazed, rolled in powdered sugar, cinnamon powdered sugar or enrobed in chocolate; Available in pre-fried and T&S

Yeast Rings

Top seller; Offers large variety through icings and toppings; Available in frozen dough, pre-fried and T&S

Yeast Seasonal Shapes

Available in the shape of hearts, stars, footballs that double as an Easter egg, pumpkins that double as apples and Christmas trees that double as snowmen; All shapes come as plain dough; our heart shape is also available with cherry-flavored bits in the plain dough; Available in pre-fried; Also available with themed window boxes



MAPLEHURST®
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