

# Doughnuts



Product Focus:  
The rise of the doughnut

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Brand extensions have remained a trend. Seeing numerous cake, cake bars and sweet baked good launches that combine two types of cakes into one product, continuing a trend that started in the early 2010s with the cronut – a hybrid between a croissant and a doughnut.

Steps to showcase innovative elements on pack or on shelf should be taken by considering the utilisation of Point Of Sale; detailing innovative taste combinations to entice customers.

## Instagramable with Indulgence

Since 2019 we have seen the premiumisation in own-brand launches, with doughnuts being a key area of innovation, Doughnuts are the perfect canvas to celebrate any and all occasions and are now popping up at meetings, events and special occasions such as weddings and baby showers which makes them perfect for insta opportunities. And it's not just the classic sugar-coated, jam filled variety, nowadays doughnuts are all shapes, sizes and colours with practically any filling and or toppings; the opportunities are almost endless.

The doughnut category is seen as quite fun and light-hearted which can allow manufacturers to be playful with flavours and toppings;

As far as toppings are concerned, flavoured and coloured icings add 'pick me up appeal' with the addition of sugar sprinkles, freeze dried fruits and nuts for added texture. Consumers also love to see flavours they already have in their staple diet such as Biscoff or Nutella.



Pre-mixes



Colours



Flavours



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## The class of 2023

Consumers are looking for the **comfort** of the familiar flavours but with a twist rather than taking a risk on something new. Recent doughnut trends also see the addition of topping a doughnut with everyone's favourite biscuits, such as a **Jammie Dogger**, **Lotus**, or **cookies**.

The good old classics will continue to be embraced. Consumers will seek the comfort of flavours like sticky toffee, chocolate, carrot cake and lemon.

Limited additions are not only a great way to try new flavours, textures, and colours but also a fantastic way to embrace seasonal flavours such as rhubarb and custard, **strawberry** and cream for **summer flavours** then moving into **toffee** and **apple** and black cherry and chocolate for autumn and winter months.

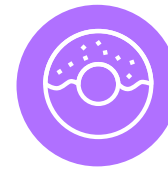
Making a rotating/limited addition element part of the cakes/sweet baked goods can offer help and add **excitement** and anticipation through giving a **new twist** to products, with **44%** of those keen on flavour twists wanting cakes from chocolate brands.

## A tippie of this and a tippie of that

Trends also see flavours of cocktails being added to our doughnuts, such as a pina colada; try adding a cream cheese topping with **pineapple** and **desecrated coconut**.



Pre-mixes



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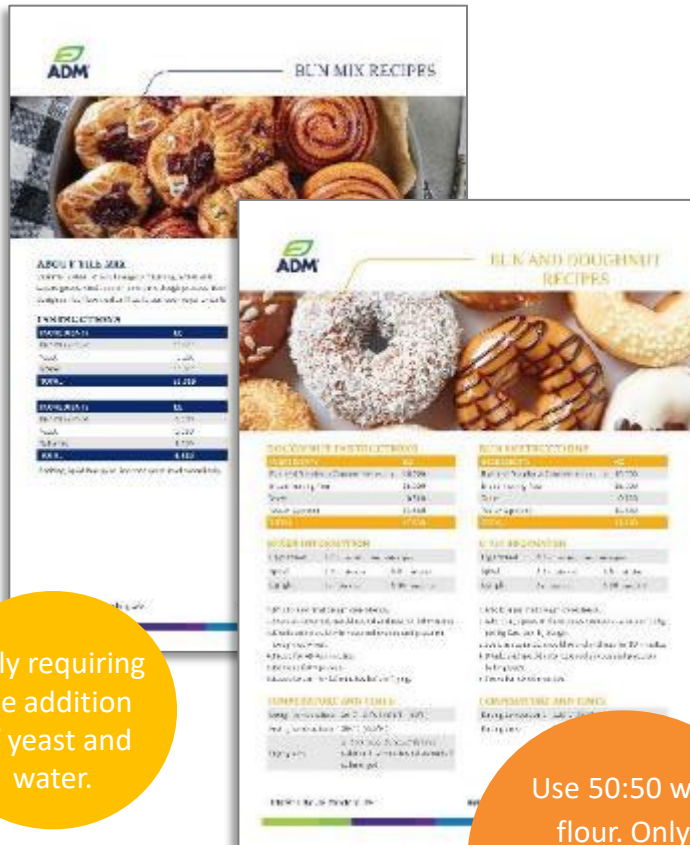


Flavours





# Looking for a simple to use Doughnut Mix?



Only requiring the addition of yeast and water.

Use 50:50 with flour. Only requiring the addition of yeast and water.

Consistently delivering the perfect fresh doughnut time after time!

Use ADM's Bun and Doughnut Concentrate and/or Bun Mix to add value to your business, and create your own delicious, eye catching buns and doughnuts to wow your customers.

### ADM Bun and Doughnut Concentrate:

- Use 50:50 with flour. **Only requiring the addition of yeast and water.**
- Ideal for a full range of bun products, as well as yeast-raised doughnuts, produced through a no time dough process.

### ADM Bun Mix

- **Only requiring the addition of yeast and water.**
- Used for a full range of morning, sweet and savoury goods, produced through a no-time dough process. Such as, plain buns, fruit buns, round loaves, Chelsea buns, Victoria buns, cinnamon buns, butter buns, hot cross buns, Easter bread and even danish pastries.

Click the recipe cards opposite to download your copy today.

Learn more about how ADM can give your business the edge with our simple to follow pre-mixes portfolio at [www.4flour.co.uk/recipes/](http://www.4flour.co.uk/recipes/) or email the ADM Milling Team @ [sales4flour@adm.com](mailto:sales4flour@adm.com)



# ADM Colour & Flavour Solutions

And why not inject some flavour and colour with ADM's natural flavour and colour solutions from fruity berries and citrus to vanilla, mint or herbs and spices.

Click through to learn more about how ADM can give your business the edge or visit [www.wildflavors.com/EMEA-EN/](http://www.wildflavors.com/EMEA-EN/) or email the ADM Nutrition Team @ [ICEU@adm.com](mailto:ICEU@adm.com)

