

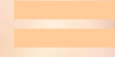


Always **Fresh**

READY-TO-FINISH DONUT MANUAL



ESTABLISHING A RECIPE FOR SUCCESS



The SWAN Foods facility houses one of the most advanced production lines for manufacturing frozen donuts. The principal product is the 'thaw & serve' plain donut. This technology for the first time in the region gives bakery specialists the capability to focus their time on adding their artistic touches and developing ideas to personalize the product. The fully automated line also has the capability to produce glazed and sugared donuts.

SWAN Foods maintains a strict **Quality Assurance** policy which is extended throughout its operations. The end consumer is assured of an 'Always Fresh' product which undoubtedly is the most important factor in ensuring the success of any bakery business.

DONUTOLOGY 101

Swan research studies show donuts aren't just a morning snack eaten on the go. If made available, people will buy them throughout the day.



Donuts are an impulse purchase. People buy them as a

GUILTY PLEASURE
or **REWARD**

17%

of donuts are eaten as a snack between lunch and dinner

15%

of donuts are eaten as a late night snack

75%

of donuts sold are standard sugar glazed rings



Yeast-raised donuts' popularity

50% glazed
20% White-Iced
25% Chocolate -Iced

65%

of shoppers say variety is a key purchase consideration

PRODUCT DESCRIPTION

American Donut (Frozen Yeast Raised Donut) has unique characteristics, ready to decorate product which allows us to create delicious combinations of coatings and toppings making the product practical and handy since it can be available on all occasions with personalized designs. The product also offers prolonged shelf-life, labor and time saving; and uniform quality.

PRODUCT HANDLING

1. Thaw Donuts

Keep the product frozen at minimum -18, until it will be used. Start thawing the product on ambient temperature 30 – 45 minutes before it is displayed/finishing. Inside the freezer, take out only the product you will use to avoid breaking the cold chain.

2. Filled Donuts

If your bakery doesn't have an electric donut filler, slice donuts and fill (spread) with desired filling. Fill donuts that are at room temperature (never warm).

3. Glazing/Icing

- Always warm icings before applying to donuts.
- Apply icings to donuts that are at room temperature.
- Warm icings in an icing conditioner or microwave.
- Icings should be warmed “gradually” to 43°-49°C, depending on type of icing.
- If using a microwave, establish rules of handling: Use the same amount of icing in the same size container. Heat, stir and heat in stages to desired temperature. NEVER heat all at one time; it will burn the icing!

4. Toppings

- Icings naturally dry/set up or “skin over” as they cool.
- Always apply toppings to icing that is “wet” and has not set up.
- Take gently touch icing into topping. (Don't press heavily.)

FROM ORDINARY TO EXTRAORDINARY

Just like high-end cupcakes, shoppers will pay more for a donut that is truly unique. So it pays to spend more time on finishing. Get creative with icings and toppings to add customer appeal. Offer seasonal and special-occasion donuts. Above all, indulge your customers' craving for a special treat.

CHOCOLATE CRAVINGS...



CHOCO LOCO

Dip the plain ring donut into glossy chocolate icing. While icing is still a bit wet, dip into chocolate curls and finally place two chocolate rolls at the center.



SIMPLY CHOCO

Dip the plain ring donut into glossy chocolate icing. While icing is still a bit wet, sprinkle small amount of powdered cashew nuts on top.



WILD ZEBRA

This double-decker donut is created by piping on alternate half circles of cream cheese and glossy chocolate icing. Top with brown & white chocolate shavings and rolls for additional drama.

SOPHISTICATED YET SIMPLE APPROACH...



PEANUT BUTTER & RASPBERRY JELLY

This double-decker yeast-raised donut is layered with peanut butter and raspberry filling



GIMME S'MORE

Dip the yeast-raised ring in chocolate icing and sprinkle with crushed graham crackers and marshmallows. After setting, slice the donut in half and decorate the inner layer in the same manner. Drizzle glossy chocolate icing over the donut.



U'R-D-1

Dip the yeast-raised donut ring into glossy pink/strawberry icing. Dip again into white chocolate curls. Finish with heart toppers and single pretzel.



WHIPPED CHERRY HILL

Dip the yeast-raised donut ring into glossy white icing. Dip again into Chopped Cherry Bark Candy. Pipe with pink topping. Add drained maraschino cherry rolled in coarse sugar.

COLLECTION FOR ALL SEASONS...



BAVARIAN CRÈME-FILLED DELIGHT

Dip the yeast-raised ring in white chocolate coating and sprinkle with black & white vermicelli. After setting, slice the donut in half and decorate the inner layer by adding the Bavarian filling with Choco drizzle on top.



COOKIES 'N CREAM TEMPTATION

Dip the yeast-raised ring in pre-heated fondant, place quarter-sized Oreo cookies and drizzle with Choco on top.



SIMPLY GLAZED

Dip the yeast-raised ring in pre-heated fondant or sugar glaze, place quarter-sized Oreo cookies and drizzle with Choco on top.

KIDDIE SURPRISES... COLOR YOUR WORLD!



BLU-RAYS

Add a few drops of blue food coloring into the fondant or sugar glaze up to the desired color. Dip the yeast-raised ring in colored fondant or sugar glaze, drizzle Choco in rays as indicated in the picture.



PENDU-ORANGE DELIGHT

Add a few drops of orange food coloring into the fondant or sugar glaze up to the desired color. Dip the yeast-raised ring in colored fondant or sugar glaze, lightly sprinkle w/ white chocolate shavings. Place 3 small choco sticks on top. Finally, place white chocolate roll at the center and drizzle with Bavarian filling.



STAR-STUDDED

Add a few drops of yellow food coloring into the fondant or sugar glaze up to the desired color. Dip the yeast-raised ring in colored fondant or sugar glaze, top with colored candy stars and chocolate droplets.

IMPORTANT REMINDERS TO PREVENT SPOILAGE

When receiving the product directly from the supplier, immediately put it inside the freezing chamber. Once the product is thawed, **DO NOT RE-FREEZE**. *These handling and decorating instructions are only a guide. Some adjustments may be necessary to compensate for conditions of the bakery, climate variations, and type of preferred product.*

THE RIGHT WAY TO DISPLAY

The attractions of our RTF donuts are many, but to make them irresistible follow these tips:

- Retailers who offer more variety sell more donuts.
- Keep your donut case full to ensure sales throughout the day. This is especially important during the morning breakfast rush and during after-school hours late in the afternoon.
- Keep cases clean and inviting. Walk around the cases periodically to see the product as your customer would.
- Create kid appeal with interesting shapes, sprinkles and seasonal donuts. Display these on lower shelves so kids see them at eye level.

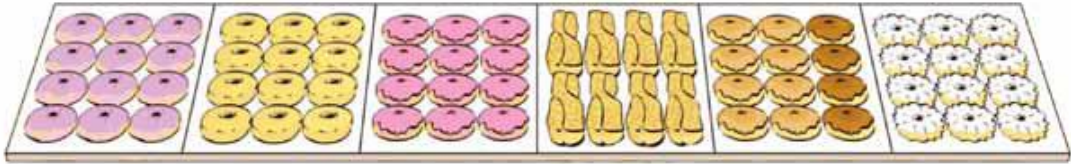
Merchandise your case by color:

- Separate columns of glazed donuts with white- and chocolate-iced donuts.
- Place plain donuts between busy-looking donuts.
- Light and dark donuts should also be alternated.

Merchandise by height:

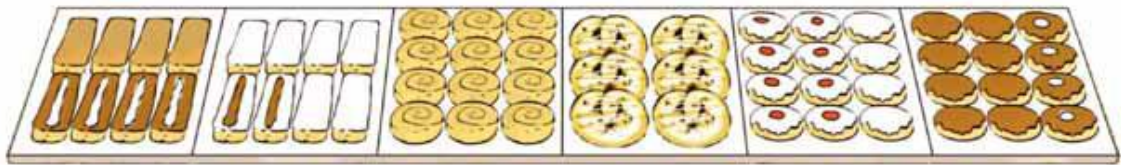
- Place higher-priced items on middle shelves at eye level with consumers.
- Display single-stacked donuts, such as cake varieties, on bottom shelves.
- Reserve the top shelf for top sellers like glazed donuts and yeast-raised donuts sprinkled with sugar or cinnamon & sugar. (Since glazed donuts are already a popular choice, there's no need to merchandise them prominently.)
- Stacked plain or buttermilk donuts are ideal for the bottom shelf, but keep long shelf or two higher.
- Enlarge the appearance of the case by placing white-iced or powdered-sugar donuts at the ends of shelves.

TOP ROW



(left to right) Blueberry Donuts; Yeast-Raised Rings glazed; Donut of the Month (e. g., strawberry) with pink icing; Twists sugared or cinnamon & sugar; Chocolate-Iced Donuts; Sugar Tumbled Donuts.

MIDDLE ROW



Long chocolate- and peanut butter raspberry jelly donuts, some with filling; White-Iced donuts, some with filling; Specialty Treats; Bismarks white-iced and with filling in the middle; Bismarks chocolate-iced, some with custard on top.

BOTTOM ROW



Raised with nuts/coconut; Powdered and Plain Donuts; Kids' Donuts – sprinkles, picks, shapes; Holiday-decorated Raised Donuts; Glazed Apple donuts; Sour Cream Old Fashion Donuts.

ACHIEVING PERFECTION!

DONUT GLAZE TROUBLE SHOOTING GUIDE

PROBLEM	PROBABLE CAUSE	PROBABLE SOLUTION
Dulling and Snow flaking	<ul style="list-style-type: none"> »» High humidity of air drafts »» Racking with sheet pans 	<ul style="list-style-type: none"> »» Store glazed donuts away from drafts »» Use glaze racks without pans
Weeping/Cracking	<ul style="list-style-type: none"> »» Boxing warm donuts »» Warm showcase »» Non-breathable wrap 	<ul style="list-style-type: none"> »» Cool donuts to room temperature before boxing, panning or merchandising
Lack of coverage/coating	<ul style="list-style-type: none"> »» Glazing donuts too soon »» Glaze too thin 	<ul style="list-style-type: none"> »» Use and keep glaze as fresh as possible
Heavy coverage/coating	<ul style="list-style-type: none"> »» Glazing too thick »» Glaze too cold 	<ul style="list-style-type: none"> »» Use glaze/Glaze donuts at room temperature »» Use and keep glaze as fresh as possible

DONUT ICING TROUBLE SHOOTING GUIDE

PROBLEM	PROBABLE CAUSE	PROBABLE SOLUTION
Dulling and Snow flaking	<ul style="list-style-type: none"> »» High humidity »» Overheating 	<ul style="list-style-type: none"> »» Avoid air drafts »» Heat to less than 46°C
Crystallization	<ul style="list-style-type: none"> »» Overheating 	<ul style="list-style-type: none"> »» Heat icings to 35°-40°C
Weeping/Cracking	<ul style="list-style-type: none"> »» High heat humidity »» Boxing warm donuts »» Improper coating (heavy/light) 	<ul style="list-style-type: none"> »» Store in cool area »» Cool donuts to room temperature before packing »» 14 gms to 20 gms per donut
Heavy/light icing	<ul style="list-style-type: none"> »» Temperature of icing 	<ul style="list-style-type: none"> »» Be sure to use at recommended temperature



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At Swan, we're committed to understand your customers. We follow that commitment with relevant insights, innovative products and merchandising strategies – the complete package to help make your bakery the first place they think of.