UK & IRELAND



WE'VE A Hole Lot <mark>More</mark> To Show You!

PRODUCT RANGE 2022-2023

1



EYE-CATCHING DISPLAY STANDS, BAGS, BOXES...

happy

Serving suggestion only.

WE ARE DONUTS. WE ARE BAKERS. YET WE ARE OF **A DIFFERENT KIND.**

WE ARE OUT-OF-THIS-WORLD GOOD, WITH A FLAVOUR FOR **EVERYONE!**

Meet the stars The (w)hole family Our wrapped duo Understanding donut lovers! Introducing bites Meet the bites Marketing & point of sale Limited editions & Winter specials



DONUT **TEMPT ME!**



THE GRUMMY

Real Belgian chocolate filling, indulgent choco chunks and white chocolate flakes in one incredibly chocolicious donut.

THE BELGIYUMMY

Huuuge donut. Teeny-tiny country! A luxuriously dark delight proud of its sweet white chocolate flakes, crispy choco drops and authentic Belgian chocolate glazing. It's even filled with real Belgian chocolate! Anyone got a map?

- REAL BELGIAN CHOCOLATE GLAZING
- REAL BELGIAN CHOCOLATE FILLING
- DARK CHOCO DROPS & WHITE **CHOCOLATE FLAKES**

4250904 THE BELGIYUMMY

Will soon be replacing

4250723

THE BELGIYUM

happy







Mmmeltingly good with hazelnuts, milk chocolate & salty caramel

CARAMAZING

We wanted you to overdose on salty caramel. Period. So meltingly delicious you won't believe your taste buds. A choco-striped powerhouse sprinkled with crispy hazelnut crunch.

- STRIPED MILK CHOCO GLAZING
- SALTED CARAMEL FILLING
- HAZELNUT CROCANTS









NUTTY INFORME

A mesmerizingly delicious must-eat: white with dark chocolate stripes & topped with nutty crocants.

NUTTY ZAFARI

Oh boy, the hunt for exotic-looking wildlife is on! White glazing drizzled with dark chocolate stripes and crunchy crocants for a mesmerising treat that's sure to attract a lot of attention.

- GOLDEN-FRIED DOUGH
- WHITE GLAZING WITH DARK CHOCOLATE STRIPES
- NUTTY CROCANTS





MUCHO MSTACHO

Pistachio filling on the inside, green almond croquant on the out!

MUCHO PISTACHIO

More, most, mucho! Loooads of pistachio cream on the inside, green almond crispiness on the out. This light green looker is even finished with dark chocolate stripes for tasty crunch in camouflage!

- STRIPED PISTACHIO-STYLE GLAZING
- GREEN ALMOND CRUNCH
- PISTACHIO FILLING



sooo mucho pistachio I make you go nuts!



An explosion of white chocolate flavours, filled with tasty cream and covered in tropical coconut shavings.

COCONUTTI

The cocodonut that cracks everybody up! White chocolate coated with dark choco stripes, sprinkled with sweet coconut shavings and filled to the brim a fresh Raffaello[™]-style cream.

BELGIAN WHITE CHOCOLATE GLAZE

- RAFFAELLO[™]-STYLE CREAM FILLING
- COCONUT SHAVINGS









SPECTACULOUS

96

It's mmmmagic! Amaze with white glaze and crushed speculoos pieces. Why? Well, this well-balanced show star is just absolutely magnificent in wholesome taste.

- GOLDEN-FRIED DOUGH
- WHITE GLAZING

4.

• SPECULOOS CRUNCH TOPPING





Nothing beats an all-time classic fried for it's smooth, airy and chunky dough!

GOLDENFRY

GOLDEN FRY

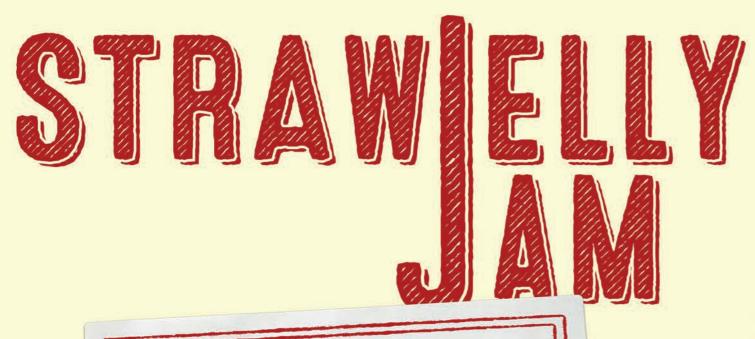
This golden oldie is specially baked for its smooth, airy and light dough, with an amazingly sweet taste and a bite that makes guests come back for more!

- CRYSTAL SUGAR
- GOLDEN-FRIED DOUGH



LET'S TOUCH THE Sky, Baby!





White chocolate + super strawberry jam filling = heaven with a touch of freeze-dried strawberries on top.

STRAWJELLY JAM

You adore real white chocolate. And love real strawberries? This chocolatey flavour bomb with strawberry pieces is right up your alley! Discover its super sweet strawberry jam filling yourself.

- REAL WHITE CHOCOLATE GLAZING
- STRAWBERRY JAM FILLING
- STRAWBERRY PIECES



oooh boy, That's my jam!







BERRY WHITE

Oh so sweet strawberry-style glaze, royally filled with tasty strawberry jam! Why this fruity delight is dubbed the Berry White? It's also topped with heavenly white chocolate pieces and strawberry flavoured sugar pieces.

- STRAWBERRY JAM
- STRAWBERRY-STYLE GLAZING
- WHITE CHOCO PIECES
- STRAWBERRY FLAVOURED SUGAR PIECES

4250899 BERRY WHITE

4250731 Will soon be replacing MERRY BERRY

PREPARE To make your Heart sing





QUEEN V

She's as sassy as she is sweet. This royal is ruler of all things vanilla thanks to her soft vanilla-style cream, a blanket of dark choco-style glaze and yellow stripes for extra fancy looks.



BOW DOWN FOR THE CROWN, BABY!

21

GOLDEN-FRIED DOUGH DARK CHOCO-STYLE GLAZE VANILLA-STYLE CUSTARD FILLING





CHOC ALMIGHTY

Say hello to Mister Popular! This crowd favourite is coated with a lovely dark cocoa glaze and topped with little bits of real Belgian milk chocolate. Sink your teeth into his perfectly round shape and soft dough.

GOLDEN-FRIED DOUGH DARK COCOA GLAZING • REAL BELGIAN MILK CHOCOLATE PIECES

topped with pieces of real Belgian chocolate!

AVAILABLE WRAPPED! > PAGE 27



FUNFETTI

Wonder what a party in your mouth tastes like? Well, lucky you: This strawberry-coated treat is sprinkled with white chocolate vermicelli for a heavenly light bite!

GOLDEN-FRIED DOUGH & STRAWBERRY-STYLE GLAZING WHITE CHOCOLATE VERMICELLI SPRINKLES

AVAILABLE WRAPPED! > PAGE 27





LET'S PAAARTYI

The strawberry-style glazed sweet treat with sprinkles for a party in your mouth!

FUNEBIU

MEET THE (W)HOLE FAMILY

Premium donuts packed with quality fillings and lush toppings.







oon be replacing

THE BELGIYUMMY

Real Belgian chocolate glaze, chocolate filling topped with white chocolate flakes and crispy choco drops.



0 74g

* 60'

12

THE BELGIYUM Real Belgian chocolate glaze, chocolate filling and marzipan crunch.



BERRY WHITE

Strawberry-style glaze, strawberry jam filling topped with white chocolate flakes and strawberry-flavoured sugar.



MERRY BERRY

VEGG

0 74g

* 60'

B 12

Strawberry-style glaze, strawberry jam filling, marzipan nuggets and strawberry-flavoured sugar.



FANCY A FREE SAMPLE?

We understand if you need a bite before a case. Simply drop us an email at **dwbhuk@llbg.com** and we'll get it sorted. Allergen and dietary information available upon request.

COCONUTTI

Belgian white chocolate glaze, ruffallo style filling topped with dark choco stripes and coconut shavings.



CARAMAZING

Milk choco stripes, salted caramel filling and hazelnut crocant.

VEGGY	
4250727 [●] 77g [*] 60' ⁴ 12	



QUEEN V

Striped dark choco-style glaze with vanilla-style custard cream filling.







*Whilst every care is taken to avoid nut contact, our donuts are made in an environment handling nuts.

RUFFALLO CREAM

Belgian white chocolate glaze, ruffallo cream and coconut shavings.



IL soon be replacing



4250725

0 **74**g *** 60' 12**



MUCHO PISTACHIO

Striped pistachio-style glaze, filling and pistachio crocant.



4250726

0 77g * 60' **₿ 12**



STRAWJELLY JAM

White chocolate glaze, strawberry jam filling and strawberry pieces.



4250724 0 73g * 60' **B** 12



MEET THE (W)HOLE FAMILY

Premium donuts packed with quality fillings and lush toppings.





SPECTACULOUS

White glaze with crushed speculoos biscuits.



* 60'

B 12

4250728 0 57g



GOLDENFRY

Golden dough coated in crystal sugar.





4250756 - CHOC ALMIGHTY, SINGLE WRAPPED 4250754 - FUNFETTI, SINGLE WRAPPED



*Whilst every care is taken to avoid nut contact, our donuts are made in an environment handling nuts.

NUTTY ZAFARI

Dark chocolate stripes and nutty crocant.



FUNFETTI

Coated in a strawberry glaze, with white vermicelli sprinkles.



12



CHOC ALMIGHTY

Coated in a dark cocoa glaze, topped with little bits of real Belgian chocolate chunks.



4250720

0 56g * 60' **12**





BEST PRACTICE BEST PRACTICE FOR UNDERSTANDING FOR UNDERSTANDING DONUT LOVER

The Donut Worry Be Happy freshly frozen donuts are available in space-saving foodservice specific packs in a 12-tray shelf ready pack.

Donuts are frozen to help operators control waste and adjust product levels depending on customers' needs and demands.

PLEASE NOTE: For branded packaging and point-of-sale options, you can check with your wholesale representative or account manager before ordering or alternatively, visit DONUTWORRYBEHAPPYSALESSUPPORT.UK

GUIDANCE FOR FOODSERVICE

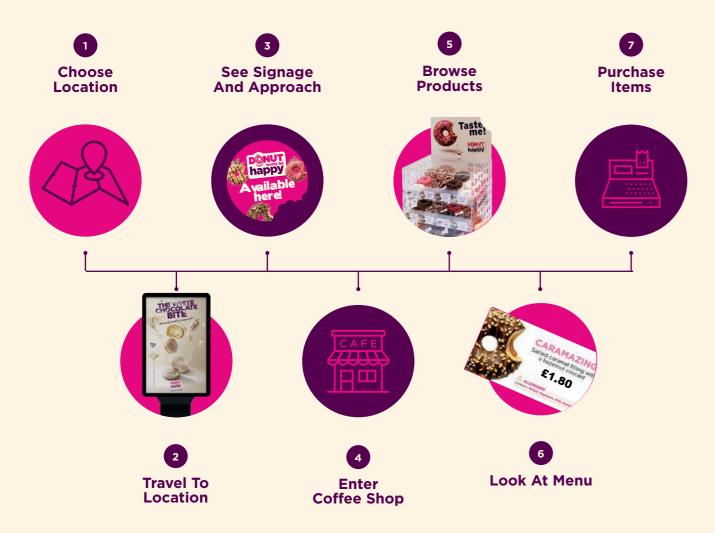
Donut Worry Be Happy donuts are ideal for coffee shops, quick service restaurants and leisure destinations - adding extra value to that 'happy' day out! Using high quality ingredients and stand-out point-of-sale display materials, are bound to attract queues with this winning combination.

RETAILERS CAN CHOOSE FROM THREE SERVING OPTIONS TO SUIT THEIR CUSTOMERS:

- Display in cake display cabinet
- Pre-packed by catering operator before service
- Packed at point-of-purchase
- Allow customers to self-serve using our table top display case or tongs

GUIDANCE FOR RETAIL

Donut Worry Be Happy donuts are a hit with grab and go retailers, whether it be a petrol or service station, a convenience store or independent retailers, our packaging offers a great solution to consume off-site.





WHAT YOU CAN EXPECT:

- Donuts arrive in 12-tray with one variety per tray
- Products are delivered to you frozen
- Donuts defrost & ready to eat in 1 hour
- 2-day shelf life (once defrosted) for best taste
- 12-trays slot into floor-standing cardboard display

RETAILERS CAN CHOOSE THREE OPTIONS TO SUIT THEIR OPERATIONS:

- Pre-pack the donuts into boxes before opening hours
- Pack the donuts for the customer at point-ofpurchase
- Allow customers to self-serve using our table top display case or tongs from a dedicated bakery area grab & go

INTRODUCING BITTOLING

NEW

SMALL IN SIZE - BIG IN BITE

They are easy on the eyes, and even better on your lips. Filled with your favourite flavours* and wrapped in the lightest and luckiest dough on the planet.











A spectacular billing of mmmh speculoos!

Sec.

I'M THE CHOSEN ONE!





MEET THE BITES

In 6 delicious flavours heavenly light and packed with taste!







Approx. defrosting time

THE CRAZELNUT BITE

Chocolate-hazeInut dusted with icing sugar.



4242001 0 25a \$ 90' 105

THE APRICOTTY BITE

Apricot marmalade dusted with icing sugar.



4242003 0 25g \$120' \$105

THE SPECULICIOUS BITE

Speculoos filling dusted with icing sugar.



4242008 0 25g \$ 90' 105

38

THE VERY BERRY BITE

Red summer berries dusted with icing sugar.



4242002 0 25g \$ 90' 105

THE WHITE CHOCOLATE BITE

White chocolate dusted with icing sugar.



4242007 0 25g \$ 90' \$ 105

THE CARAMBA BITE

Caramel toffee dusted with icing sugar



4242009 0 25a 90' 105

TWO PACKAGING OPTIONS





BIG REVENUE OPPORTUNITY

QUICK & EASY

- Fried dough bakery = fastest growing bakery category
- More profitable than average bakery product
- Impulse product: less price sensitive
- Perfect for cross-selling with growing categories like coffee/tea (foodservice)
- Maximise sales/m² thanks to selling bites in Donut Worry Be Happy consumer packaging



- runs empty
- trays that allow for immediate installation in shelf
- Easy to pimp & add value (foodservice)



(12 packs/bags in a box - all same flavour)

A ready grab-and-go solution for consumers

Ingredients, calorie and allergen information on the packaging

Just add the best before date before adding to the shelves



1		
	0	
<u>'0</u>	Õ	<u>O</u> '
L.	\heartsuit	<u>[]</u>

HANDLING	

- Packed in attractive open

- WELL-LOVED BY EVERYONE
- Everyone is interested in Bites (83% considers to buy them!)
- Bites appeal to all ages: both adults & kids
- Grab & Go: high revenue per m²



TRIGGER IMPULSE BUYS WITH STAND-OUT POINT-OF-SALE

Your one-stop-shop for all your POS, marketing and display materials.





FREE

CARAMAZING a hazelnut crocant

£1.80



£1.80

LABELS









ARTWORK

FREE

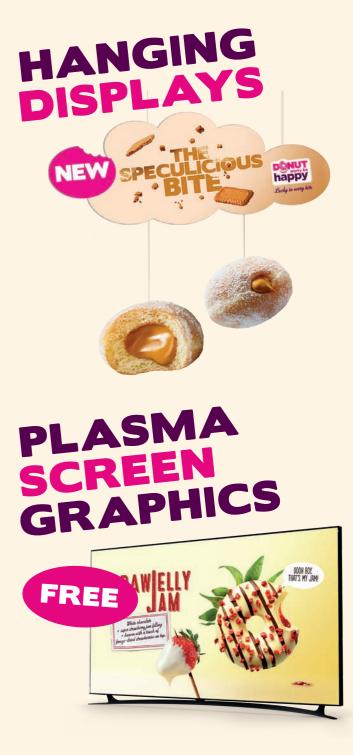
MEDIA

FOR SOCIAL











AM I DREAMING? OR ARE YOU...

COMING SUMMER 2023!



The next big revelation in donut fashion. Orange glaze, yellow stripes, and dark chocolate statement pieces. Work it, girl.







LA LORRAINE BAKERY GROUP

LA LORRAINE SALES UK & IRE 45 KNOWSLEY STREET, BURY GREATER MANCHESTER, BL9 OST +44 (0)161 765 3300

HTTPS://WWW.DONUTWORRYBEHAPPY.UK

POINT OF SALE & DIGITAL DOWNLOADS: HTTPS://DONUTWORRYBEHAPPYSALESSUPPORT.UK

> SAMPLES & LOCAL STOCKIST DETAILS: DWBHUK@LLBG.COM

