

UK & IRELAND

**DONUT**  
worry be  
**happy**

WE'VE A  
HOLE LOT **MORE**  
TO SHOW YOU!



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

**PRODUCT RANGE**  
2022-2023



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!

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**DONUT  
TEMPT ME!**



# THE BELGIYUMMY

*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**



READY FOR  
YOUR CHOCOLATE  
OVERDOSE?



# Caramazing

*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 ZAFARI

*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**

EXPLORE YOUR  
WILD SIDE!



# MUCHO PISTACHIO

*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**



# COCONUTTI

*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**

4250902  
**COCONUTTI**

Will soon be replacing

4250725  
**RUFFALLO CREAM**



**DONUT**  
worry be  
**happy**



## SPECTACULOUS

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**
- **SPECULOOS CRUNCH TOPPING**



DOUGH MY  
GOODNESS!



# GOLDENFRY

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

## **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!



# STRAWJELLY JAM

*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

*The first, not your last, your everything.  
Enjoy the taste of Belgian white chocolate and real strawberries  
inside and out.*

PREPARE  
TO MAKE YOUR  
HEART SING

## 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

Will soon be replacing

4250731  
MERRY BERRY



# QUEEN V

*Royally filled with delicious  
vanilla-style cream,  
covered in dark choco-style glaze.*

BOW DOWN FOR  
THE CROWN, BABY!

## 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.

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



# CHOC ALMIGHTY

*Meet the Mr. Popular of donuts topped with pieces of real Belgian chocolate!*

GO LOCO OVER MY COCOA!

## 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

AVAILABLE WRAPPED! > PAGE 27

**DONUT**  
worry be  
**happy**

# FUNFETTI

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

LET'S PAAARTY!

## 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

**DONUT**  
worry be  
**happy**

# MEET THE (W)HOLE FAMILY

Premium donuts packed with quality fillings and lush toppings.

## KEY



Approx. donut weight (g)



Pieces per case



Approx. defrosting time



Available wrapped



Suitable for vegetarians



Suitable for vegans



Nut-free\*



## THE BELGIYUMMY

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



Now Nut Free

4250904

74g  
60'  
12



Will soon be replacing

## THE BELGIYUM

Real Belgian chocolate glaze, chocolate filling and marzipan crunch.



4250723

74g  
60'  
12



## BERRY WHITE

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



Now Nut Free

4250899

71g  
60'  
12



Will soon be replacing

## MERRY BERRY

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



4250731

71g  
60'  
12



## COCONUTTI

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



4250902

74g  
60'  
12



Will soon be replacing

## RUFFALLO CREAM

Belgian white chocolate glaze, ruffallo cream and coconut shavings.



4250725

74g  
60'  
12



## CARAMAZING

Milk choco stripes, salted caramel filling and hazelnut crocant.



4250727

77g  
60'  
12



## MUCHO PISTACHIO

Striped pistachio-style glaze, filling and pistachio crocant.



4250726

77g  
60'  
12



## QUEEN V

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



4250730

71g  
60'  
12



## STRAWJELLY JAM

White chocolate glaze, strawberry jam filling and strawberry pieces.



4250724

73g  
60'  
12



## FANCY A FREE SAMPLE?

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



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

# MEET THE (W)HOLE FAMILY

Premium donuts packed with quality fillings and lush toppings.

## KEY



Approx. donut weight (g)



Pieces per case



Approx. defrosting time



Available wrapped



Suitable for vegetarians



Suitable for vegans



Nut-free\*

 UNFILLED - 90 mm

## SPECTACULOUS

White glaze with crushed speculoos biscuits.



4250728

 57g

 60'

 12



## NUTTY ZAFARI

Dark chocolate stripes and nutty crocant.



4250897

 59g

 60'

 12



## GOLDENFRY

Golden dough coated in crystal sugar.



4250636

 50g

 60'

 12



## FUNFETTI

Coated in a strawberry glaze, with white vermicelli sprinkles.



4250721

 56g

 60'

 12



## CHOC ALMIGHTY

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



4250720

 56g

 60'

 12



## INDIVIDUALLY WRAPPED DONUTS:

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.



## CHOC ALMIGHTY & FUNFETTI

Meet the first of our donuts to get dressed up in a protective wrapper.

Individually packaged for longer lasting freshness!

**PERFECT 'ONE FOR LATER' TEMPTATION**

**A THOUGHTFUL 'THANK-YOU' GIFT**

**IDEAL FOR TAKE-AWAY HAMPERS**

**ASK US, WE'RE FULL OF IDEAS**

# BEST PRACTICE FOR UNDERSTANDING DONUT LOVERS

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.

## 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

**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](https://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.

### 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-of-purchase
- Allow customers to self-serve - using our table top display case or tongs from a dedicated bakery area grab & go



**NEW**

# INTRODUCING BITES

## 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.



YUMMY  
YUMMY YUMMY!

\*Available with apricot, speculoos, white chocolate, chocolate-hazelnut, red fruits, and caramel

# THE CRAZELNUT BITE

*Creamy chocolate & hazelnut inside!*

I'M NOT CRAZY...  
I SEE SQUIRRELS!



**DONUT**  
worry be  
happy

# THE VERY BERRY BITE

*Sweet summer berries in the mix!*

DON'T MAKE  
ME BLUSH!



**DONUT**  
worry be  
happy

# THE APRICOTTY BITE

*Sweet & sour apricot marmalade inside!*



**DONUT**  
worry be  
**happy**

# THE WHITE CHOCOLATE BITE

*Lusciously smooth & creamy inside!*



**DONUT**  
worry be  
**happy**



# MEET THE BITES

In 6 delicious flavours heavenly light and packed with taste!

## KEY



Approx. Bite weight (g)



Pieces per case



Approx. defrosting time



Suitable for vegetarians



Nut-free

### THE CRAZELNUT BITE

Chocolate-hazelnut dusted with icing sugar.



4242001

25g 90' 105

### THE VERY BERRY BITE

Red summer berries dusted with icing sugar.



4242002

25g 90' 105

### THE APRICOTTY BITE

Apricot marmalade dusted with icing sugar.



4242003

25g 120' 105

### THE WHITE CHOCOLATE BITE

White chocolate dusted with icing sugar.



4242007

25g 90' 105

### THE SPECULICIOUS BITE

Speculoos filling dusted with icing sugar.



4242008

25g 90' 105

### THE CARAMBA BITE

Caramel toffee dusted with icing sugar.



4242009

25g 90' 105

# TWO PACKAGING OPTIONS

## Box of 105 Bites

(1 flavour per box, 3 trays of 35)

Bites can be decanted into display case or cake stand or added to DWBH bags



## Retail-ready Bites packs

(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

Both options are suitable for foodservice and retail and operators can choose which solution works best for their operation. Bites take 90 minutes to defrost and have a shelf life of 72 hours refrigerated at 4° and 24 hours at room temperature 21°.

## RECAP: WHY SHOULD YOU INVEST IN BITES?



### BIG REVENUE OPPORTUNITY

- 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



### QUICK & EASY HANDLING

- Simply thaw & serve (no baking skills required)
- Quick solution when shelf runs empty
- Packed in attractive open trays that allow for immediate installation in shelf
- Easy to pimp & add value (foodservice)



### 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.

## LABELS

FREE



## PACKAGING



DONUTWORRYBEHAPPYSALESSUPPORT.UK

## DISPLAYS



## ARTWORK FOR SOCIAL MEDIA

FREE



## POSTERS & WOBBLERS



## WINDOW STICKERS



## EVENT SUPPORT



## HANGING DISPLAYS



## PLASMA SCREEN GRAPHICS

FREE



\*Event support and hanging displays are made-to-order items and could have a minimum of 4-week lead time. Please contact DWBHU@lbg.com to discuss bespoke requests.

# STRAWBERRY DREAM

*Almost too good to be true.  
Bite into a cloud of strawberry glaze, white chocolate stripes,  
and dreamy meringue sugar puffs.*

AM I DREAMING?  
OR ARE YOU...



COMING  
SUMMER  
2023!

**DONUT**  
worry be  
happy

# PASSIONISTA

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

IT'S A LIFESTYLE!



**DONUT**  
worry be  
happy



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**[HTTPS://WWW.DONUTWORRYBEHAPPY.UK](https://www.donutworrybehappy.uk)**

**POINT OF SALE & DIGITAL DOWNLOADS:  
[HTTPS://DONUTWORRYBEHAPPYSALESSUPPORT.UK](https://donutworrybehappysalesupport.uk)**

**SAMPLES & LOCAL STOCKIST DETAILS:  
[DWBHUK@LLBG.COM](mailto:DWBHUK@LLBG.COM)**

