

Life is a **COLLECTION** of Moments...

Donuts



NEW

Premium Quality Donuts New available via DC

NEW LINE LAUNCH - 20% OFF 1st-ORDER*

**FROZEN THAWBACK
TO AMBIENT
BAKERS COLLECTION
DONUTS**

Exclusive to Independents



...Ooozy fillings

Satisfy your customers sweet tooth with Bakers Collection premium donuts!

* Refer to last page for cost & item details

Donuts
Life is a **COLLECTION** of Moments...



**FROZEN THAWBACK
TO AMBIENT**
Exclusive to Independents

NEW

4 Irresistible Flavours!

**3 Days
Shelf Stable**



White Choc Hazelnut

A heavenly donut filled with the creamiest white chocolate filling, coated in white chocolate glaze and finished with crushed hazelnuts.

White Chocolate Caramel

Filled with the creamiest white chocolate, coated in dark chocolate glaze and finished with a rich caramel drizzle and white choc drops.

Strawberry Iced

An old school favourite filled with raspberry jam, coated in strawberry glaze and finished with colourful sprinkles.

Choc Caramel

Calling all caramel lovers! Filled with rich, luscious caramel, coated with creamy caramel glaze and drizzled with chocolate ganache.

**4 PACK
DONUTS**

Choc Caramel
Strawberry Iced
White Choc Hazelnut
White Chocolate Caramel

In Addition;

- Identified gap in the independent supermarket for quality premium donuts
- PRICE and PACKAGING reflects a premium product - Bakers Collection donuts will stand out from competitor donuts in this bakery space

Benefits of frozen thaw back to ambient;

- Reduce product wastage
 - Ability to respond to increase demand. Products can be defrosted when required
 - Easy and convenient - only need to date stamp best before in store and place on shelf
 - Quality and consistency
- Donuts are fully finished and then frozen to lock in moisture, maintain freshness and flavour

Frozen Thaw back process:

STORAGE:

Keep frozen at or below 18 degrees Celsius

- Remove required packs from the freezer (defrost time approx. 3.5 hours in an ambient environment).
- Place BEST BEFORE stamp on pack. BEST BEFORE date needs to be 48 hours after thawing.
- Retail – Display and sell ambient.

Disclaimer:

Products may vary in defrost time dependant on the environment (temperature & humidity).

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*** Now available via DC**

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**4 PACK
DONUTS**

*Choc Caramel
Strawberry Iced
White Choc Hazelnut
White Chocolate Caramel*



Dallas Code	TIR#	Item Description	APN Barcode	Ctn Qty	GST Y/N	Normal Unit Price (EX GST)	Normal Carton Price (EX GST)	Normal RRP (+GST)	Launch Unit Price (EX GST)	Launch Carton Price (EX GST)	Launch RRP (+GST)	GP
7010	915585	BAKERS COLLECTION DONUTS 4 PACK FRZ-SHELF 375g	9318835009046	9	Y	\$11.23	\$101.04	\$17.60	\$8.99	\$80.86	\$14.15	30%

Excludes Service & Transport Fees

Date: _____ Email: _____ Store Code: _____

Store Name: _____ Store Ph: _____

Store Employee Name (Print): _____ Signature: _____