



CRE DIN

CAKE DONUTS

OVEN-BAKED - TRENDY AND EASY

EVERYDAY INSPIRATION

“

It's satisfying to be able to offer my customers my own homemade Cake Donuts rather than a readymade donut that we just decorate. It preserves the craftsmanship and gives us many ways to vary flavours. My customers are pleasantly surprised and favour the taste over the regular ones.”

Jesper Christensen, master baker and owner of Hornbæk Bakery in Denmark





Hornbæk Bakery

A high-end bakery in Denmark

Sales boost

Donuts are the fastest growing bakery product in Denmark, especially among young people. Baker Jesper Christensen from Hornbæk Bakery in Denmark can attest to this.

During the first month of introduction, the Hornbæk Bakery sold more than 3,000 Cake Donuts - even without affecting sales of the existing assortment.

Credin's Cake Donuts are a little sweeter than deep-fried donuts, they therefore appeal to a wider range of consumers – especially children and teens.

Easy and simple

For the high-end baker Jesper Christensen it didn't take long to start a Cake Donut production.

“It was very easy to get started, and we quickly implementet a production flow. If you're a baker and jealous of the attention that readymade donuts give other bakeries, I recommend to get started. It is worth it - and you offer your customers a better product.”



Be part of a growing trend and bake your own tasty cake donuts from Credin!

Recipe



INGREDIENTS:

CREDI®

Luxury cake (93553510)
10,000 g.

Luxury brownie (93662110)
10,000 g.

Eggs

3,250 g.

2,500 g.

Vegetable oil

3,000 g.

2,500 g.

Vanilla sugar

200 g.

Water

2,000 g.

1,700 g.

METHOD:

Mixing time with spatula

5 min. at low speed

5 min. at low speed

Weight of dough in silicone donut mould

70 g dough

65 g dough

Baking time

20-24 mins.

20-24 mins.

Temperatur:

175 °C in rotary oven

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Number of baked donuts

Approx. 260

Approx. 250

SHELF LIFE

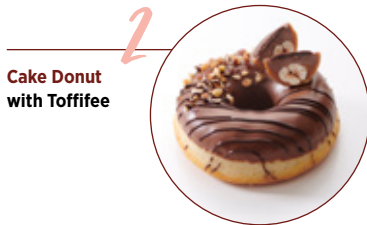
2 months in freezer in airtight packaging · 1 week in fridge in airtight packaging · Up to 3 days in store display with toppings (depending on shelf life of toppings)

PRICE STRATEGY

Offer your customers one and ex. four unit prices. To ensure the additional sale.

TWO RECIPIES WITH MANY POSSIBILITIES

The taste mostly comes from the toppings, but in addition to the classic light donut, you can offer your customers a dark cake donut with a creamy chocolate flavour, with many possibilities to create your choice of topping.



Tips & tricks

Delicious toppings with good shelf life

We recommend using a white, light or dark ready-to-use chocolate cream as topping. This will maximise shelf life. A normal glaze will turn grey and dull on day 2, whereas the chocolate cream will stay nice and glossy for several days. Also, the cream gives your donut a nice rich chocolate flavour.

Make sure the decoration is consistent

If you're decorating with marzipan bread, add a few toasted almond flakes. If you use Snickers, top with chopped salted peanuts and caramel sauce.

You can also adapt the toppings to the holiday seasons.

Suggestions for decorative toppings:

- Ferrero Rocher, Daim, Toblerone, etc.
- Oreos or other cookies
- Sweets and sprinkles
- Freeze-dried berries
- Nuts, e.g. pistachios, pecans or peanuts

Or one of your favourite ideas.

CUSTOMISE YOUR CAKE DONUT TOPPINGS FOR:

Valentine's Day
Birthdays
New Year's Eve
Olympics

Sports
Halloween
Christmas
Mother's Day

Father's Day
Summer
Spring
Halloween

Easter
And many more



The only limit is your imagination

ALTERNATIVE DONUT RECIPES



Mousse dessert with Bailey's, caramel and peanuts

Recipe for 20 units

BAILEY'S MOUSSE:

1.000 g Debic whipping cream
200 g CREDI® Fond Neutral mousse powder
125 g Water
125 g Bailey's

METHOD:

Whip the cream very lightly. Whip together the water, Bailey's and CREDI® Fond Neutral. Add a third of the cream and mix together. Add the rest of the cream and mix together. The mousse is now ready to use.

CHOCOLATE GLAZE:

200 g Whole milk
220 g Sugar
250 g Dark chocolate
15 g Gelatine

METHOD:

Soak the gelatine in cold water. Warm the milk and sugar to just below boiling point. Dissolve the soaked gelatine in the warm milk mixture, then pour it into a one-litre container along with the chocolate.

Leave it for about a minute before blending it with a hand blender. Try to avoid making too many air bubbles. Let the glaze cool to around 37°C. Now it's ready to use.

OTHER INGREDIENTS:

200 g Deli Caramel
120 g Peanuts
500 g Shortcrust dough

ASSEMBLING THE CAKE:

Fill the mould almost to the top with the mousse (approx. 65-70 g). Spray about 10 g of caramel into the mousse, then sprinkle about 6 g of chopped salted peanuts on top. Put any leftover mousse in the mould, smooth with a spatula and put the mould in the freezer.

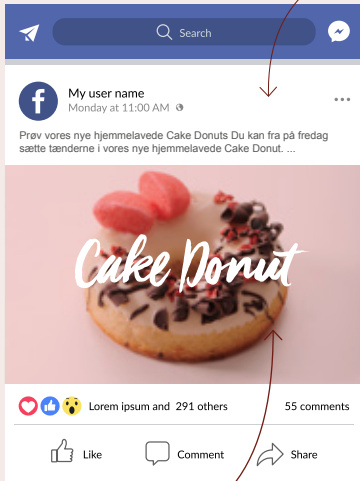
Remove the mousse from the freezer, squeeze it out of the mould and glaze straight away. Place the glazed cake gently on top of a baked shortcrust base that fits in size.

Press some chopped peanuts around the edge. Decorate as you wish. Then refrigerate for up to 24 hours.



Marketing

Be sure to make your customers aware of the new and delicious homemade Cake Donuts, available in your bakery.



Facebook

Remember to write a catching text e.g.:

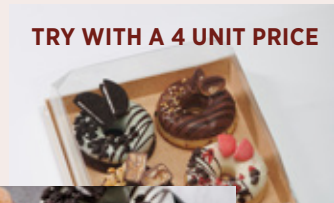
Try our new and homemade Cake Donuts. Delicious, creamy and mouthwatering. 🍩

Only in a limited edition - from this friday.

Note: Or inspire your costumers with your own catching text.

Images sell

Insert a picture of the fresh, delicious and nicely decorated Cake Donut.



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