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## **EMPOWERING BAKERIES: DAWN FOODS INTRODUCES ULTIMATE NATIONAL DONUT DAY PROGRAM**

**JACKSON, MICH. (Apr. 30, 2024)** Dawn Foods, a global leader in bakery ingredients, is gearing up to celebrate National Donut Day on Friday, June 7, by offering tailored support for professional bakers. With the donut market poised for significant growth, Dawn Foods is on a mission to empower bakeries with resources and strategies to use the occasion to amplify customer engagement and build lasting loyalty.

Recent market insights highlight the substantial growth potential of donuts. Technomic forecasts an increase of 6% to 7% in the coming years, driven by a variety of factors including the emergence of innovative sweet baked goods trends and the expanding role of donuts beyond traditional morning fare, extending into afternoon indulgences and snacking occasions. Dawn's own proprietary research reveals that 46% of donut purchasers buy at least a dozen at a time, indicating robust consumer demand.



"Donuts are experiencing a significant surge in popularity, presenting bakeries with a delicious opportunity to not only drive sales but also forge lasting connections with customers," said Anne Marie

Halfmann, Director of Commercial Marketing at Dawn Foods. "As the demand for donuts continues to rise, National Donut Day offers businesses a prime opportunity to showcase their creative offerings and attract new customers through enticing treats."

As part of its dedication to bakery success, Dawn offers an extensive range of high-quality donut mixes, icings, glazes, fillings, and packaging solutions that meet the evolving preferences of consumers. Furthermore, Dawn's instructional [how-to](#) videos and troubleshooting manuals help bakers consistently create irresistible donuts that delight their customers.

"At Dawn Foods, our support of bakers extends beyond providing exceptional donut products; we offer comprehensive marketing support, innovative social media strategies, and delicious recipes to empower bakeries not just on National Donut Day, but every day of the year."

To explore Dawn's comprehensive range of donut solutions and its National Donut Day support program, visit [DawnFoods.com](https://DawnFoods.com).

#### **ABOUT DAWN FOOD PRODUCTS, INC.**

Global bakery manufacturer and ingredients supplier Dawn Foods has established itself as the premier bakery service provider, inspiring bakery success every day. Committed to delighting its customers around the world, Dawn Foods delivers the partnership, insights, innovations, products, and bakery expertise that empowers them to achieve their aspirations. Headquartered in Jackson, Michigan, Dawn Foods partners with more than 50,000 artisanal and retail bakers, food service leaders and manufacturers located in more than 100 countries and has nearly 4,000 Team Members globally. Since 1920, Dawn Foods has been a trusted advisor to its customers, helping drive their business forward. For more information about the company, its products and culture, visit [www.dawnfoods.com](https://www.dawnfoods.com)

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