

Press release

New donut brand “Donut Worry Be Happy” launches on the IDDBA fair

Anaheim, 02/06/2023 - Big news on National Donut Day 2023! La Lorraine Bakery USA introduces its brand “Donut Worry Be Happy” in North-America during the IDDBA Fair in Anaheim. After a successful launch in Europe, the brand with its unique donuts is ready to conquer a new continent in retail and foodservice.

Ready to cross the ocean

“Donut Worry Be Happy was introduced in Europe 4 years ago and has conquered more than **35 countries** since then. In depth market research showed us how to answer consumer’s needs in this **‘sweet on the go’** segment that is growing very fast. We are now ready to cross the ocean and to delight the US consumer”, says Kris Geeraert, CEO Bakery Frozen.



The patisserie inspired DNWBH donuts are bringing **fun, color and happiness in store** and even though a donut is a planned purchase for the US consumer, we believe we can bring extra **excitement** in the instore bakery aisle and increase impulse sales.

Every donut has its own **personality** and received funny names such as Belgiyummy, Caramazing, Berry White, Nutzilla, and many more. With its looks and taste, they will be the star of Instagram.

The luckiest donuts

The brand wants you to get **‘lucky in every bite’**. What makes them the luckiest donuts in the world? **‘Don’t worry’** because of the light and soft dough, with natural ingredients, **sustainably sourced and no artificial flavors and colors**. **‘Be happy’**: the **bite** is legendary, the assortment is very **surprising** (more than 50 recipes!), filled with joy topped with pleasure.

Next to the donuts, the brand also launched the smaller **‘bites’** in 2021. In this smaller format (0.88 oz), they are the ultimate indulgent treat fitting the booming trend of **snacking**. Richly filled with chocolate, strawberry, biscoff cookie butter or apple cinnamon, these little treats

are the **breakfast** innovation. Available for instore bakery as well in a 12 pcs packaging for the freezer cabinet.

Supportive for retail and foodservice businesses



A unique brand with unique products, ready to be sold both in **foodservice** and in **retail** (in easy 6 packs or 12 pack trays).

Get in touch

Curious to get to know these delicious unique donuts? Come and visit Donut Worry Be Happy at the IDDBA fair from June 4th until 6th – booth 2880. Or get in touch personally with the US representative Pieter Hullaert: p.hullaert@llbg.com.

About La Lorraine Bakery Group

Lorraine Bakery Group (LLBG) is a 100% family-owned Belgian milling and bakery company offering a wide range of authentic, fresh bakery products. Every day, more than 4,800 dedicated employees produce and sell high-quality bakery products to consumers, supermarkets and the foodservice sector around the world.

We are building a leading international company operating in more than thirty five countries and producing bakery products in nine countries. We are passionate about growth and have the ambition to transform the bakery market with our long-standing expertise, new technologies and motivated and talented employees. The company operates in four business areas: Frozen Bakery, Fresh Bakery, Store Concepts and Milling.

Our main financial objectives are long-term value creation and qualitative growth through innovation and entrepreneurship. The Group reported revenue of €1.17 billion in 2022.

We aim to remain sustainable and entrepreneurial for many generations to come, with a passion for quality and innovation and truly embodying the spirit of a company that does well for all its stakeholders – so that we become not only a bigger, but above all a better company.

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