



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

DONUT
worry be
happy

Lucky in every bite

WE ARE DONUTS. **WE ARE BAKERS.** BUT OF A DIFFERENT KIND. WE TRIP OUT OVER LIGHTNESS, BITE AND GOLDEN HUE. WE DO HIGH-FIVES WHEN OUR DONUTS MAKE YOU SMILE. WE GO GLAZY OVER THEIR **TOPPING**S. WE'RE MESMERISED BY THE HOLE IN THE MIDDLE, AND UNLEASH TASTE LIKE OUR MAGIC FANTASTIC THAT SPARKS YOUR DAY.

WHY OUR DONUTS
MAKE YOU FEEL LIKE
LIVING ON A CLOUD?

WE'RE BITTEN
BY **OH SO SWEET**
INGREDIENTS
THAT MAKE YOUR
TASTE BUDS SING
WITH JOY!

WE GO
CRAZY OVER
A **HEAVENLY**
LIGHT DOUGH,
SATISFYING BITE
AND **GOLDEN**
HUE.

WE LIFT UP
EVERYONE'S MOOD
WITH EVERYTHING
FROM A **KICK OF**
STRAWBERRY AND
HAZELNUTS TO
MELTINGLY GOOD
CHOCOLATE INSIDE.

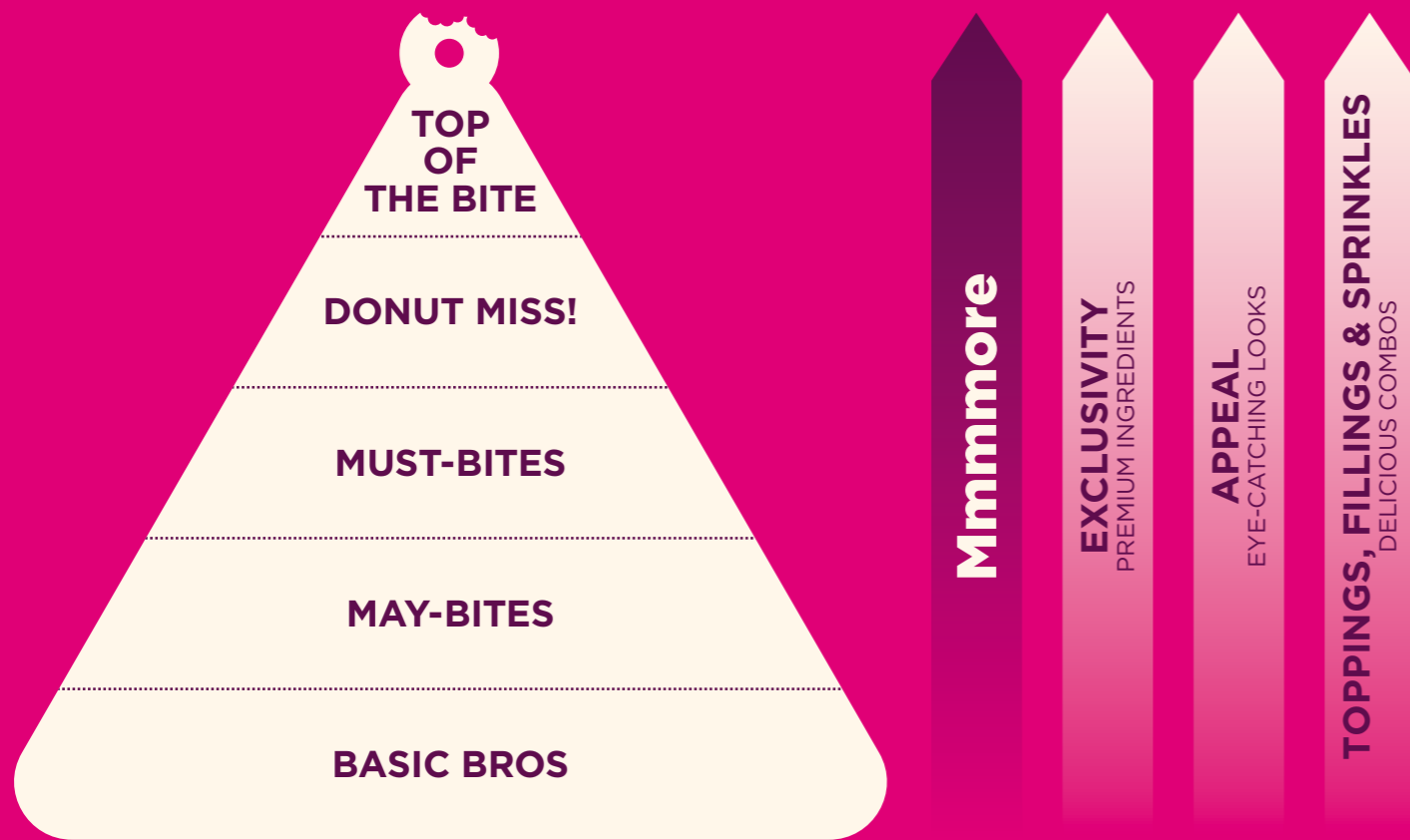
OUR HOLE-IN-ONE?
TASTY GLAZINGS,
SURPRISING FILLINGS
AND **COLOURFUL**
SPRINKLES THAT
CRUNCH THINGS UP.

WE'RE REAL
EYE-CATCHERS
IN YOUR COUNTER.
AN APPEALING
PICK-ME-UP THAT
NEVER GOES
UNNOTICED!



THE LUCKY WAY IS UP!

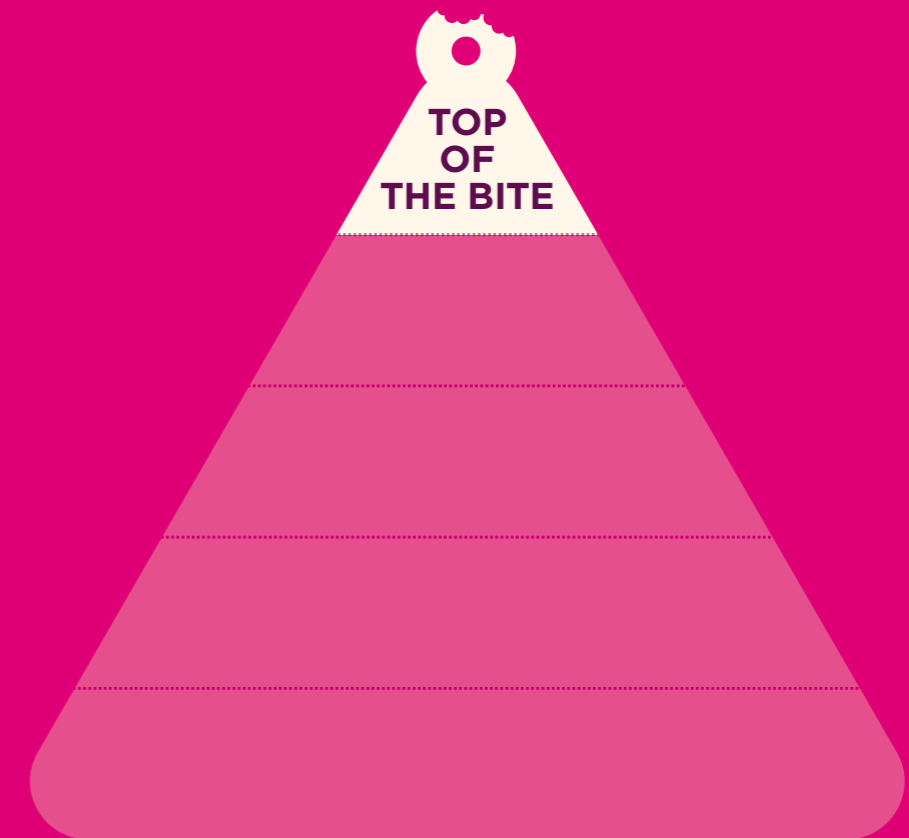
DISCOVER OUR DONUT RANGES



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MAKE A WAVE FOR OUR
TOP OF THE BITE RANGE!

They are the cherry on the cake, add value to the category and show our product leadership!



AL CHOCO LOCO

*Unhulled almonds dipped in
rrreal Belgian chocolate glazing.*

AL CHOCO LOCO

Who dropped the almonds in milk chocolate? This nutty bad boy is packed with crazy crunchy nuts and oh so deeply chocolatey. Think a mouth-watering milk choco glazing for taste that's just amazing.

- **GOLDEN-FRIED DOUGH**
- **MILK BELGIAN CHOCOLATE GLAZING**
- **UNHULLED ALMOND CRUNCH**



YOU JUST KEEEP
ME HANGIN' ON!



THE BELGIYUM

Marzipan crunch meets choco drops in this chocolicious donut filled with real Belgian chocolate.

THE BELGIYUM

Huuuge donut. Teeny-tiny country! A luxuriously dark delight proud of its sweet marzipan crunch, 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 & MARZIPAN CRUNCH



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**



MILKY ZEBRA

IT'S NOT ALL
BLACK & WHITE, GUYS.

*A mesmerizingly delicious must-eat:
white with dark chocolate stripes
& topped with nutty crocants.*

MILKY ZEBRA

Oh boy, the hunt for exotic-looking wildlife is on! White glazing drizzled with dark chocolate stripes and crunchy crocants for a mesmerizing treat that's sure to attract a lot of attention.

- **GOLDEN-FRIED DOUGH**
- **WHITE GLAZING WITH DARK CHOCOLATE STRIPES**
- **NUTTY CROCANTS**



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**

SOOO MUCHO PISTACHIO
I MAKE YOU GO NUTS!



*Shhh... it's coloured sugar crystals
topped with
super fluffy marshmallow cubes.*

WELL WELL, WHAT
DO YOU PINK OF THAT?

PINKIE

So fluffy every bite is like floating on a cloud. With its pretty in pink glazing, rainbow sugar crystals and a super soft mix of marshmallow cubes, this sweetie will make you look through rose-coloured glasses.

- **STRAWBERRY STYLE GLAZE**
- **MARSHMALLOW CUBE MIX**
- **RAINBOW SUGAR CRYSTAL TOPPING**



Raspberry Bliss

LOVE YOU
SO BERRY MUCH!

The royal milk chocolate donut topped with freeze-dried raspberries & zingy raspberry jam inside.

RASPBERRY BLISS

Hand-pick this sweet baby if you're craving real, royal milk chocolate topped with freeze-dried raspberries for pure ecstasy! But wait, there's more: raspberry jam right in heart!

- REAL MILK CHOCOLATE GLAZING
- RASPBERRY JAM FILLING
- FREEZE-DRIED RASPBERRIES



Ruffallo CREAM

*A Belgian white chocolate bomb
covered in coconut shavings
& filled with Raffaello™-style truffle cream.*

RUFFALLO CREAM

The cocodnut that cracks everybody up! White glaze coated with snow-white stripes, sprinkled with sweet coconut shavings and filled to the brim with a fresh Raffaello™-style cream.

- **WHITE CHOCOLATE GLAZE**
- **RAFFAELLO™-STYLE CREAM FILLING**
- **COCONUT SHAVINGS**



I'M CRAZY
IN THE COCONUT!





SPECTACULOUS

It's mmmagic! 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 GOD!



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
- FREEZE-DRIED STRAWBERRY PIECES

DONUT
worry be
happy



PUT YOUR HANDS UP
FOR OUR
DONUT MISS! RANGE

Celebrate the season and create a hype
by introducing these impulse-triggers. They help you
sell more during season peaks!



SNOW WHITE

A magical donut dressed in delicate white glazing & sprinkled with frosted snow flakes!

SNOW WHITE

What's cooler than cool? This ice-cold donut of your dreams.

Think white glazing sprinkled with multi-coloured frosted snow flakes to take you sky-high with every bite.

- **GOLDEN-FRIED DOUGH**
- **SWEET WHITE GLAZING**
- **FROSTED SNOW FLAKES TOPPING**

OH, FOR FRYING
OUT LOUD!

DONUT
worry be
happy



HAVE A BITE OF OUR
MUST-BITES RANGE!

This is our universal core range:
your must-haves in the assortment.
These are the most-loved donuts in the world.



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
- PIECES OF REAL BELGIAN MILK CHOCOLATE



FUNFETTI

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

MAKE IT RAIN!

FUNFETTI

Wonder what a rainbow party in your mouth tastes like? Well, lucky you: this strawberry-coated sweet treat is sprinkled with white chocolate vermicelli and boasts a heavenly light yet chunky bite!

- GOLDEN-FRIED DOUGH
- STRAWBERRY-STYLE GLAZING
- WHITE CHOCOLATE VERMICELLI SPRINKLES



GOLDENFRY

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

LET'S TOUCH THE SKY,
BABY!

GOLDENFRY

Nothing beats the all-time classic. This golden oldie is specially fried for its smooth, airy and chewy dough, amazingly sweet taste and a bite that makes guests come back for more.

- GOLDEN-FRIED DOUGH
- SPRINKLED WITH SUGAR

DONUT
worry be
happy

HOLY CHOC

*So choc'o stylish
it makes chocoholics go oh my god!*

AMEN TO THAT!

HOLY CHOC

So choc-o-lotta choco-style it even makes chocoholics go OH MY GOD! Think dark choco glazing, deliciously rich choco filling and triple coloured chocolate flakes for an explosive finish.

- CHOCO FILLING
- DARK COCOA GLAZING
- TRIPLE WHITE, MILK & DARK FLAKES

DONUT
worry be
happy

MERRY BERRY

*Tasty strawberry jam filling inside,
strawberry-style glaze on top*



I'M A QUEEN!

MERRY BERRY

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 soft marzipan nuggets and strawberry flavoured sugar pieces.

- STRAWBERRY JAM
- STRAWBERRY-STYLE GLAZING
- SOFT MARZIPAN NUGGETS
- STRAWBERRY FLAVOURED SUGAR PIECES



NUTZILLA

*The donut that's
bigger than big in nuts!*



GRRRRR!!!

NUTZILLA

Whether you go loco over his milk cocoa coating, satisfying hazelnut crunch or the choco-loads of hazelnut cream inside, this bad boy is here to wow you with bold taste and big looks.

- HAZELNUT CREAM
- MILK COCOA GLAZING
- HAZELNUT CRUNCH



QUEEN VANILLA

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



BOW DOWN FOR
THE CROWN, BABY!

QUEEN VANILLA

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



LET'S TALK FACTS & FIGURES

TOP OF THE BITE OVERVIEW



AL CHOCO LOCO

Belgian milk chocolate and unhulled almond pieces.



0909009
Weight - 59g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

MILKY ZEBRA

Dark chocolate stripes and nutty crocant.



0909009
Weight - 59g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

PINKIE

Strawberry-style glaze with marshmallow cubes.



0909009
Weight - 58g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

SPECTACULOUS

White glaze with crushed speculoos biscuits.



0909009
Weight - 57g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx



THE BELGIYUM

Real Belgian chocolate glaze, chocolate filling and marzipan crunch.



0909009
Weight - 74g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

MUCHO PISTACHIO

Striped pistachio-style glaze, filling and pistachio crocant.



0909009
Weight - 75-77g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

RUFFALLO CREAM

White chocolate glaze, ruffalo cream and coconut shavings.



0909009
Weight - 74g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

CARAMAZING

Milk choco stripes, salted caramel filling and hazelnut crocant.



0909009
Weight - 75-77g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

RASPBERRY BLISS

Milk chocolate glaze, raspberry jam filling and freeze-dried raspberry pieces.



0909009
Weight - 74g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

STRAWJELLY JAM

White chocolate glaze, strawberry jam filling and strawberry pieces.



0909009
Weight - 73g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

TOP OF THE BITE MINI'S OVERVIEW



THE MINI BELGIYUM

Real Belgian chocolate glaze, chocolate filling and marzipan crunch.



0909009
Weight - 21g
Defrosting time - 60' Pieces per box - xx
Boxes per pallet - xx

MINI NUTZILLA

Milk cocoa glaze, hazelnut cream filling and hazelnut crunch.



0909009
Weight - 21g
Defrosting time - 60' Pieces per box - xx
Boxes per pallet - xx

MINI RASPBERRY BLISS

Milk chocolate glaze, raspberry jam filling and freeze-dried raspberry pieces.



0909009
Weight - 21g
Defrosting time - 60' Pieces per box - xx
Boxes per pallet - xx

MINI MERRY BERRY

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



0909009
Weight - 21g
Defrosting time - 60' Pieces per box - xx
Boxes per pallet - xx

MINI STRAWBERRY JELLY

White chocolate glaze, strawberry jam filling and strawberry pieces.



0909009
Weight - 21g
Defrosting time - 60' Pieces per box - xx
Boxes per pallet - xx

THE DONUT MISS! OVERVIEW



SNOW WHITE

White glaze with white and blue stars.



0909009
Weight - 56g
Defrosting time - 60' Pieces per box - xx
Boxes per pallet - xx

BACK TO SCHOOL



0909009
Weight - XXg
Defrosting time - 60' Pieces per box - xx
Boxes per pallet - xx

EASTER



0909009
Weight - XXg
Defrosting time - 60' Pieces per box - xx
Boxes per pallet - xx

MUST-BITES OVERVIEW



CHOC ALMIGHTY

Dark cocoa glaze with pieces of real milk chocolate.



0909009

Weight - 56g

Defrosting time - 60'

Pieces per box - xx
Boxes per pallet - xx

FUNFETTI

Strawberry-style glazing and white chocolate vermicelli.



0909009

Weight - 56g

Defrosting time - 60'

Pieces per box - xx
Boxes per pallet - xx

GOLDENFRY

Golden-fried dough sprinkled with sugar.



0909009

Weight - 50g

Defrosting time - 60'

Pieces per box - xx
Boxes per pallet - xx



NUTZILLA

Milk cocoa glaze, hazelnut cream filling and hazelnut crunch.



0909009

Weight - 71g

Defrosting time - 60'

Pieces per box - xx
Boxes per pallet - xx

QUEEN VANILLA

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



0909009

Weight - 71g

Defrosting time - 60'

Pieces per box - xx
Boxes per pallet - xx

HOLY CHOC

Dark cocoa glaze, choco filling and triple white, milk and dark flakes.



0909009

Weight - 71g

Defrosting time - 60'

Pieces per box - xx
Boxes per pallet - xx

MERRY BERRY

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



0909009

Weight - 71g

Defrosting time - 60'

Pieces per box - xx
Boxes per pallet - xx

MAY-BITES OVERVIEW



LEMON TRUFFLE

Lemon-style glaze, filling and meringue pieces.



0909009
Weight - 70g
Defrosting time - 60' Pieces per box - xx
Boxes per pallet - xx

CRUSHED CANDY DARK

Choco glaze and crushed candy bits.



0909009
Weight - 56g
Defrosting time - 60' Pieces per box - xx
Boxes per pallet - xx

COLOR SPRINKLES

White glaze and rainbow sprinkles.



0909009
Weight - 55g
Defrosting time - 60' Pieces per box - xx
Boxes per pallet - xx

WHITE DARK SPRINKLES

White glaze and choco vermicelli topping.



0909009
Weight - 56g
Defrosting time - 60' Pieces per box - xx
Boxes per pallet - xx

CRUSHED CANDY WHITE

White glaze and crushed candy bits.



0909009
Weight - 56g
Defrosting time - 60' Pieces per box - xx
Boxes per pallet - xx

BANANA DARK SPRINKLES

Banana-style glaze with choco vermicelli topping.



0909009
Weight - 56g
Defrosting time - 60' Pieces per box - xx
Boxes per pallet - xx

EASY CHOCO

Choco glaze and white stripes.



0909009
Weight - 54g
Defrosting time - 60' Pieces per box - xx
Boxes per pallet - xx

POPPY LEMON

Striped, lemon-style glaze.



0909009
Weight - 55g
Defrosting time - 60' Pieces per box - xx
Boxes per pallet - xx

EASY STRAWBERRY

Pink glaze and white stripes.



0909009
Weight - 54g
Defrosting time - 60' Pieces per box - xx
Boxes per pallet - xx

ZEBRA

Black and white-striped glaze.



0909009
Weight - 56g
Defrosting time - 60' Pieces per box - xx
Boxes per pallet - xx

Top off your offer with these complementary beauties.

MAY-BITES OVERVIEW



ROUNDIES CHOCO-STYLE

Dotted choco-style glaze.



0909009

Weight - 54g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

ROUNDIES GREEN

Dotted green glaze.



0909009

Weight - 54g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

ROUNDIES ORANGE

Dotted orange glaze.



0909009

Weight - 54g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

ROUNDIES PINK

Dotted pink glaze.



0909009

Weight - 54g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

ROUNDIES RED

Dotted red glaze.



0909009

Weight - 54g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

ROUNDIES YELLOW

Dotted yellow glaze.



0909009

Weight - 54g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

MAY-BITE MINI'S OVERVIEW



MINI GOLDENFRY

Golden-fried dough sprinkled with sugar.



0909009

Weight - 15g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

MINI PINK DARK STRIPES

Pink glaze and dark choco stripes.



0909009

Weight - 20g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

MINI WHITE DARK STRIPES

White glaze and dark choco stripes.



0909009

Weight - 20g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

MINI PINK MULTICOLORFLOWERS

Pink glaze and popping candy.



0909009

Weight - 20g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

MINI WHITE MULTICOLORFLOWERS

White glaze and popping candy.



0909009

Weight - 20g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

MINI CHOC ALMIGHTY

Dark cocoa glaze with pieces of real milk chocolate.



0909009

Weight - 20g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

MAY-BITES OVERVIEW

 UNFILLED - XXmm

MINI POPPING PINK

Pink glaze and popping candy.



0909009

Weight - 21g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

MINI POPPING WHITE

White glaze and popping candy.



0909009

Weight - 21g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

MINI AL CHOCO LOCO

Belgian milk chocolate and unhulled almond pieces.



0909009

Weight - 21g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

MINI WHITE HAZELNUT CHOCOLATE

White glaze, hazelnuts and chocolate pieces.



0909009

Weight - 21g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

BASIC BROS OVERVIEW

 UNFILLED - XXmm

VALUE

Choco glaze.



0909009

Weight - 52g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx

PLAIN DONUT

Golden-fried dough.



0909009

Weight - 45g Pieces per box - xx
Defrosting time - 60' Boxes per pallet - xx



FOR MORE INFORMATION
CONTACT OUR CUSTOMER SERVICE