

# INTERNATIONAL CATALOGUE

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

**DONUT**  
worry be  
**happy**

*Lucky in every bite*









# TABLE OF CONTENT

The story of our donuts	10	6 delicious flavors	30
3 strong beliefs	11	Why Bites?	32
Recipe for success	12	What makes our Bites legendary	32
Top Of The Bites	18	Meet the Bites	35
Donut Miss!	21	Legend	37
Must Bites	23	Contacts	38
New excitement: Bites	28		

# FUNFETTI



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



MAKE IT RAIN!

# CHOC ALMIGHTY

*Meet the Mr. Popular of donuts  
topped with pieces of  
real Belgian chocolate!*



GO LOCO OVER  
MY COCOA!

# STRAWJELLY JAM

*White chocolate  
+ super strawberry jam filling  
= heaven with a touch of  
freeze-dried strawberries on top.*



OOH BOY,  
THAT'S MY JAM!



# Raspberry Bliss

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

LOVE YOU  
SO BERRY MUCH!





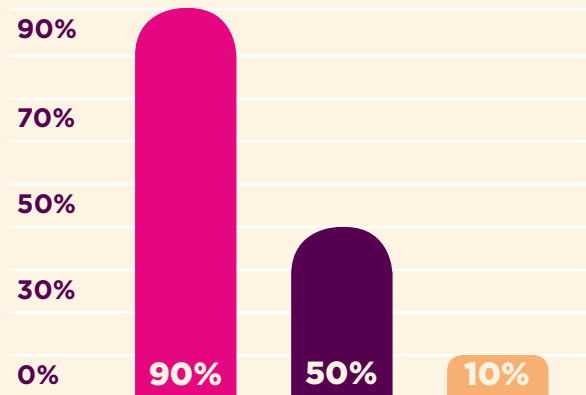
*Lucky in every bite*

**In 2019 Donut Worry Be Happy entered the donut market with an *oomph*, spreading joy, smiles & luck everywhere.**



# BASED ON **3** STRONG BELIEFS

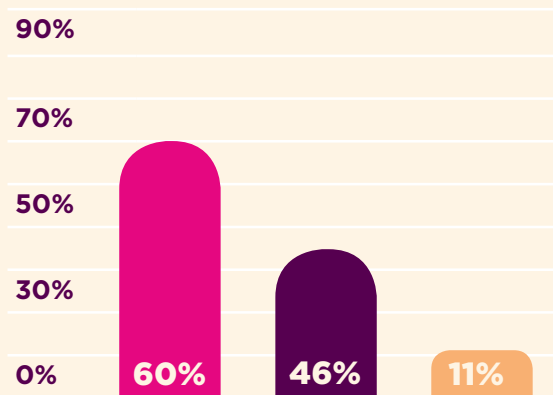
## **1** Everyone wants donuts



- Open to buying donuts
- Buys only once in 3 months
- Rejects

Research shows that **90%** of sweet bakery consumers is open to **buying donuts.**\*

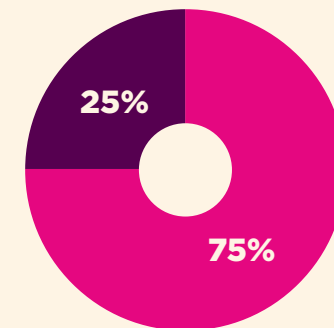
## **2** Consumers want donuts everywhere



- Supermarket
- Bakery
- Other

Research shows that consumers expect to **find donuts mostly in supermarkets (60%) and bakeries (46%).**\*\*

## **3** Donuts are the ultimate sweet impulse snack



- unplanned
- planned

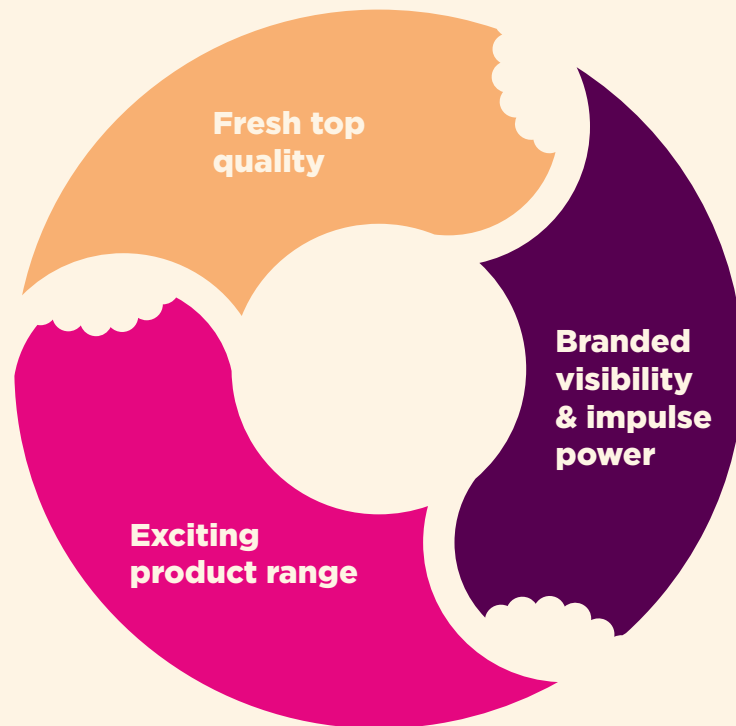
Research shows that **75%** of donut purchases happen **unplanned.**\*

\*SOURCE: European Donut U&A Study (2018)

\*\*Other = Sandwich bar, specialised shop, bar/restaurant, convenience store, the market, coffee bar, leisure & everywhere else  
N = 3709 in Belgium, Turkey, Poland and Czech Republic, Ipsos for LLBG (2018)

# A PROVEN (AND DELICIOUS) RECIPE FOR SUCCESS

Based on our **3 strong beliefs**, we created a formula that has already shown its worth in **guaranteeing commercial success**.



# THE LUCKY WAY IS UP!

## DISCOVER OUR DONUT RANGES



**Mmmmore**

**EXCLUSIVITY**  
PREMIUM INGREDIENTS

**APPEAL**  
EYE-CATCHING LOOKS

# GOLDENFRY



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



LET'S TOUCH THE SKY,  
BABY!

# HOLY CHOC

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



AMEN TO THAT!

# MUCHO PISTACHIO



*Pistachio filling on the inside,  
green almond croquant on the out!*

SOOO MUCHO PISTACHIO  
I MAKE YOU GO NUTS!





# MILKY ZEBRA

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

IT'S NOT ALL  
BLACK & WHITE, GUYS.



# 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!



# TOP OF THE BITE

## DONUT MILKY ZEBRA



4250970		59 g		60'		48		88
4250729		59 g		60'		12		248



## DONUT PINKIE



4250971		58 g		60'		48		88
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## DONUT SPECTACULOUS



4250974		57 g		60'		48		88
4250728		57 g		60'		12		248



## DONUT «THE BELGIYUM»



4250997		74 g		60'		48		88
4250723		74 g		60'		12		248



## DONUT CARAMAZING



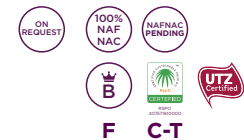
4250992		77 g		60'		48		88
4250727		77 g		60'		12		248



## DONUT HOLY CHOC



4250981		71 g		60'		48		88
4250736		71 g		60'		12		248



# TOP OF THE BITE

## DONUT RASPBERRY BLISS



4250995 75 g 60' 48 88



## DONUT STRAWJELLY JAM



4250996 73 g 60' 48 88

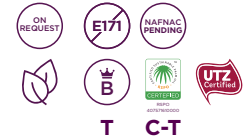
4250724 73 g 60' 12 248



## DONUT BERRY WHITE



4250684 71 g 60' 48 88

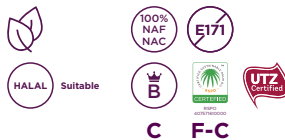


## DONUT MUCHO PISTACHIO



4250994 77 g 60' 48 88

4250726 77 g 60' 12 248



## DONUT RUFFALLO CREAM



4250993 74 g 60' 48 88

4250725 74 g 60' 12 248



# PUT YOUR HANDS UP FOR OUR **DONUT MISS!** RANGE!

More seasonal launches incoming.

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



# Dolce Tiramisu

*It's now or never!*

**LIMITED  
EDITION**



**EAT ME WHILE  
YOU CAN!**

**DO**  
NUT  
worry be  
**happy**

# PUT YOUR HANDS UP FOR OUR **MUST BITES!** RANGE

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



# MUST BITES!

## DONUT CHOC ALMIGHTY



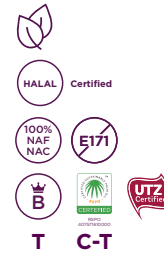
4250951		56 g		60'		48		88
4250682		56 g		60'		4x12		72
4250720		56 g		60'		12		248



## DONUT CHOC ALMIGHTY SINGLE WRAPPED



4250756		56 g		60'		60		72
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## DONUT FUNFETTI



4250950		56 g		60'		48		88
4250681		56 g		60'		4x12		72
4250721		56 g		60'		12		248



## DONUT FUNFETTI SINGLE WRAPPED











4250754		56 g		60'		60		72
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# MUST BITES!

## DONUT GOLDENFRY

4250968		50 g		60'		48		88
4250636		50 g		60'		12		248



## DONUT CRUSHED CANDY WHITE

4250956		56 g		60'		48		88
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## DONUT CRUSHED CANDY DARK

4250957		56 g		60'		48		88
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## DONUT BANANA DARK SPRINKLES

4250953		56 g		60'		48		88
4250684		56 g		60'		4x12		72



## DONUT COLOR SPRINKLES

4250954		56 g		60'		48		88
4250685		56 g		60'		4x12		72



## DONUT AL CHOCO LOCO

4250972		56 g		60'		48		88
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# QUEEN V



BOW DOWN FOR THE QUEEN!



## MUST BITES!

### DONUT NUTZILLA



4250984		71 g		60'		48		88
4250719		71 g		60'		12		248



### DONUT QUEEN V.



4250982		71 g		60'		48		88
4250982		71 g		60'		12		248



# MUST BITES!

## DONUT WITH CHOCOLATE FLAVOUR



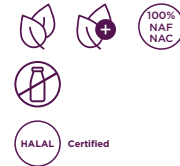
4250934 52 g 60' 48 88



## PLAIN DONUT



4250935 45 g 60' 48 88



## DONUT NAKED NOISETTE



4250667 60 g 60' 48 88



## DONUT CUSTARD UNDERCOVER



4250668 60 g 60' 48 88



## DONUT PARTY MIX



4250734 56 g 60' 48 88



# BITES

NEW EXCITEMENT  
FOR YOUR FRESH  
BAKERY OFFER!



*Lucky in every bite*

# YES, OUR BITES ARE READY TO CONQUER THE MARKET AND TO BECOME LEGENDARY



# IN 6 DELICIOUS FLAVOURS

HEAVENLY LIGHT AND PACKED WITH TASTE!



**THE SPECULICIOUS BITE**



**THE WHITE CHOCOLATE BITE**



**THE VERY BERRY BITE**



**THE  
CRAZELNUT  
BITE**

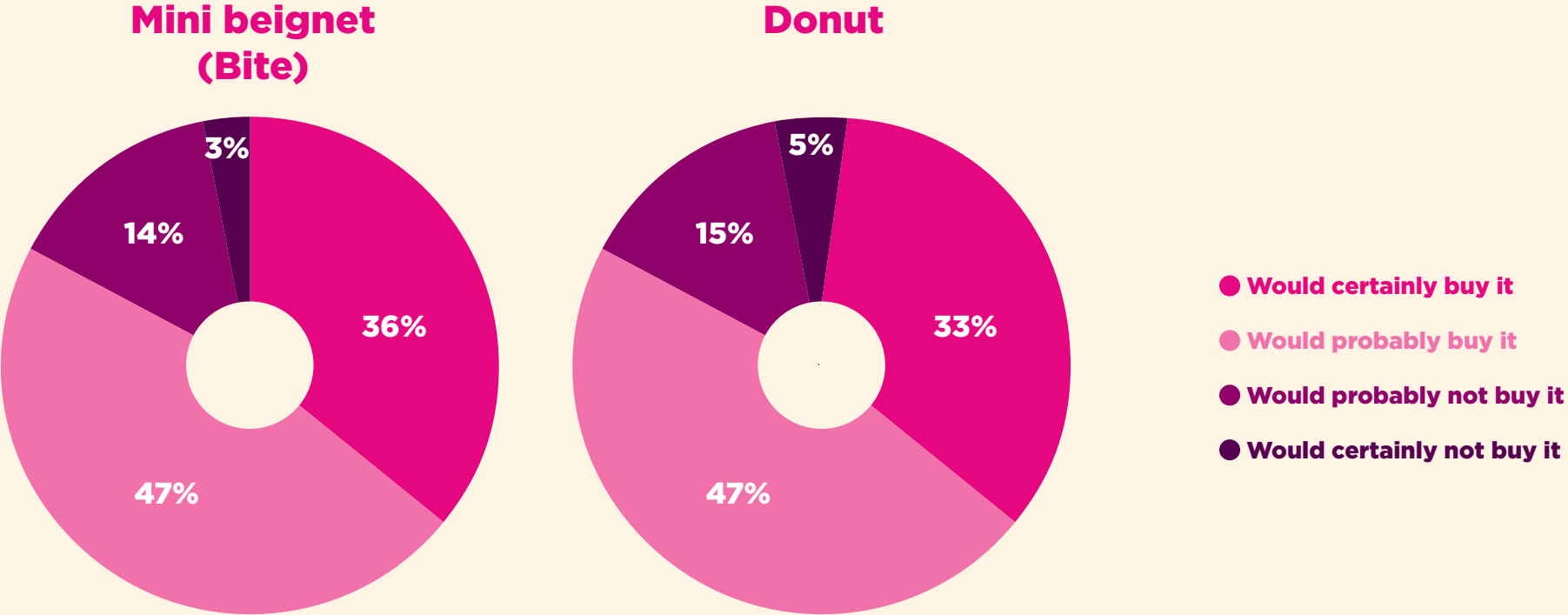


**THE  
CARAMBA  
BITE**



**THE  
APRICOTTY  
BITE**

# WHY BITES? EVERYBODY WANTS THEM ...

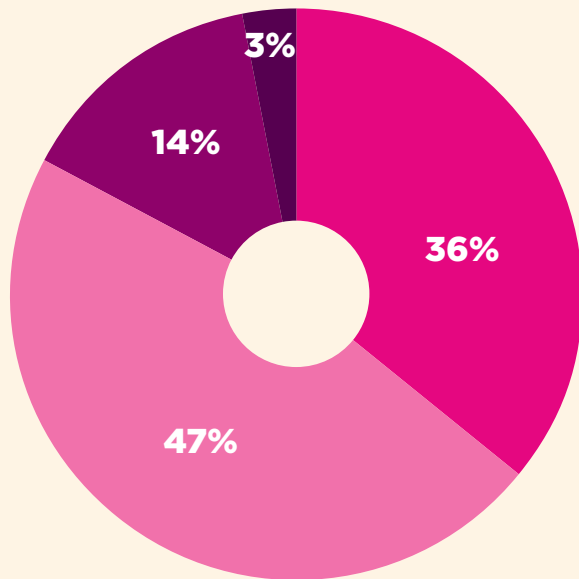


Consumers are even **more excited about Bites (83%)** than they are **about donuts (80%)**. That's an amazing result!

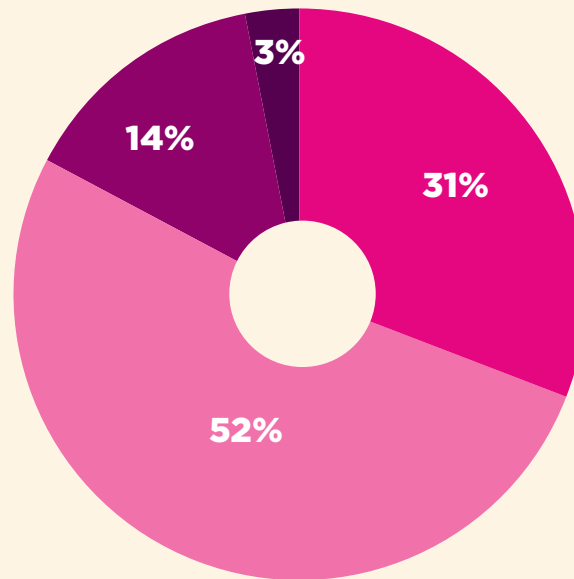


# ... EVERYWHERE!

## Retail



## Foodservice

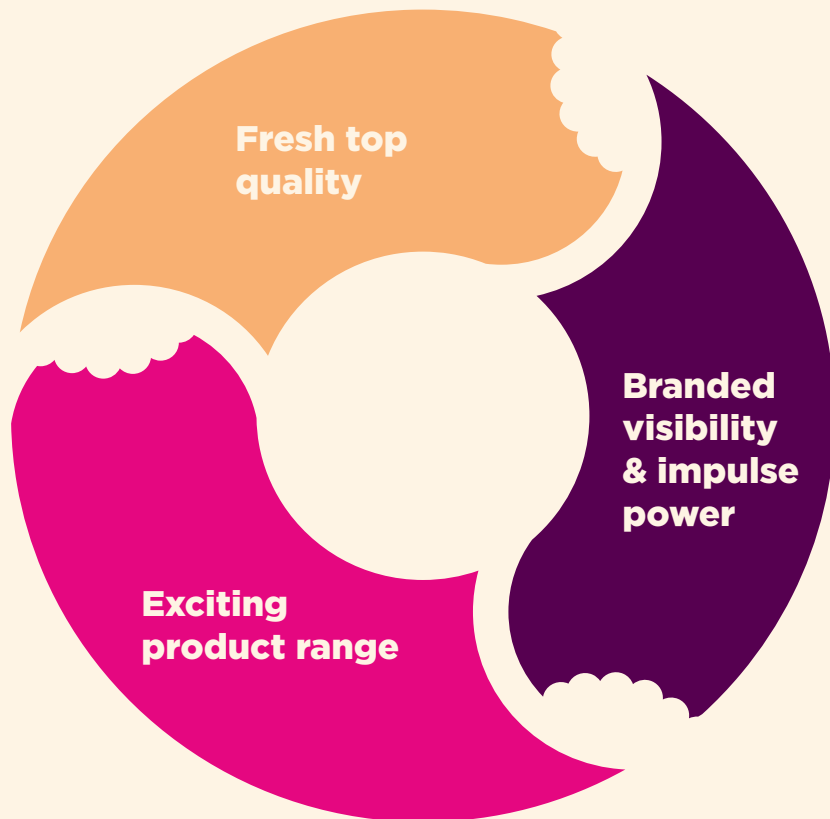


- Would certainly buy it
- Would probably buy it
- Would probably not buy it
- Would certainly not buy it

Presence in foodservice is as relevant and important as in retail, with **83% purchase intent** in both retail & foodservice.

# OUR WINNING TEAM IS BACK FOR MORE

Just like our donuts, **our small Bites have everything to become BIG:**



Plus, they have one other advantage:  
consumers want to buy  
**Bites in multiples.**

**One Bite =  
25 g of joyful delight**

**Shortest bite:  
"Sink your teeth in and *mmmh*"**

**24% of deliciously  
indulgent filling**

**Heavenly light dough**

**Smoothest skin:  
protecting all goodies inside  
while being soft outside**



**3,5 cm high  
5,5 cm wide**

**Rich and balanced  
dough recipe of wheat flour,  
eggs, sugar and butter**

# NEW EXCITEMENT: BITES

## THE CRAZELNUT BITE



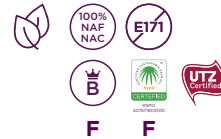
4242001 25 g 90' 105 104



## THE WHITE CHOCOLATE BITE



4242007 25 g 90' 105 104



## THE SPECULICIOUS BITE



4242008 25 g 90' 105 104



## THE CARAMBA BITE



4242009 25 g 90' 105 104



## THE VERY BERRY BITE



4242002 25 g 90' 105 104













## THE APRICOTTY BITE



4242003 25 g 120' 105 104



# PICTOGRAMS CAPTION

Sustainable and High Quality Ingredients		Donut contains only utz (part of rainforest alliance) certified cocoa <a href="http://www.utz.org">www.utz.org</a> .
		Donut contains only certified sustainable palm oil (rspo segregated) <a href="http://www.rspo.info">www.rspo.info</a> .
		Donut contains real Belgian chocolate.
NAFNAC Certification		Donut is 100% aligned with the nafnac principle and does not contain any artificial flavour and/or colour.
		Donut does not contain e171 (titanium dioxide).
		Donut nafnac registration is pending.
Additional Labels & Certifications		Donut is lactose-free according to LLBG standard = lactose content is lower than 10mg/100g final product.
		Donut is suitable for vegan food consumption.
		Donut is suitable for vegetarian food consumption.
		Donut is suitable or certified for halal food consumption. Halal suitable will be certified soon.
Extra		Donut is only available on request.

**C-T-F mentions** : Defines the certified part of the donut (C : Coating, T : Topping, F : Filling)

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*Lucky in every bite*