



BAKERY INGREDIENTS SINCE 1904

*Inspiration*

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**DESIGNER  
DOUGHNUTS**

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IS YOUR DOUGHNUT RANGE

# Insta-worthy?!

A meteoric rise in the popularity of doughnuts has fuelled the emergence and growth of high-end doughnut producers. Available in a wide range of shapes, sizes and flavours, the popular treat is proving a hit with the nation and available through pop-up boutiques and even nationwide home-delivery channels.

The key to a successful doughnut is getting the basics right. A soft and short-eating base with minimum fat absorption provides the perfect way to showcase innovative fillings and toppings.

Since consumers eat with their eyes, doughnuts must not only excite consumers' taste buds, but deliver a striking appearance.

Doughnuts are popular all-year-round and, in their naked form, provide the perfect blank canvas for creativity according to the season. Signature varieties are an excellent way for bakers to set themselves apart in an increasingly popular category.

At Bakels, we strive to provide bakers with the complete tools they need to efficiently and conveniently produce outstanding doughnut varieties which deliver on taste and kerb-appeal.

As ever, the consumer must be central to all new developments. Understanding their needs is crucial in making successful doughnut launches.





#### IMPORTANT FACTORS

**32%**

COMBINATION OF  
DIFFERENT TEXTURES

#### REASONS TO BUY

**56%**

TO TREAT MYSELF

#### CHOICE FACTORS

**77%**

TASTE

THE UK  
CONSUMER

#### REASONS TO BUY

**20%**

TO BOOST MY MOOD

Data: Mintel- Cakes, Cake Bars & Sweet Baked Goods (Incl. Impact of COVID-19) - UK- April 2020



*Get the  
doughnut  
right!*

## BAKELS DOUGHNUT INGREDIENTS

The secret to an excellent doughnut is getting the basics right and that means starting with the production of a perfectly formed base. Whether it is yeast or cake doughnuts, Bakels ingredients deliver a number of advantages including: excellent volume, bold appearance, short tender-eating, light texture, good shelf life and minimum fat absorption.

All these qualities give bakers peace-of-mind, so whether they are producing traditional favourites such as jam ball doughnuts or extravagantly decorated ring doughnuts, the heart of the doughnut is of the highest quality.

leaf Our range includes ingredients which are suitable for vegans - Look out for the vegan symbol.

## PRODUCT INFORMATION

	Packaging	Shelf life	Storage	Allergens	Ingredient additions
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<b>378160</b> leaf	Bakels Yeast Doughnut Concentrate	12.5kg bag	360 days	Cool & dry	soya, wheat	wheat flour, yeast, water
<b>378212</b> leaf	Bakels Doughnut Paste Concentrate	10 x 1.3kg sachets	270 days	Cool & dry	wheat	wheat flour, yeast, water
<b>37814e</b>	Bakels Cake Doughnut Concentrate	12.5kg bag	360 days	Cool & dry	egg, milk, soya, wheat	wheat flour, water
<b>378155</b>	Bakels Cake Doughnut Complete	12.5kg bag	270 days	Cool & dry	milk, egg, soya, wheat	water

# Powder Concentrate YEAST DOUGHNUT BASE RECIPE

## INGREDIENTS

Wheat flour	10.000 kg
<b>Bakels Yeast Doughnut Concentrate</b>	<b>5.000 kg</b>
Yeast	0.600 kg
Water	7.500 kg
TOTAL	23.100 kg
Yield: 462 doughnuts	

## PRODUCTS USED

**378160** Bakels Yeast Doughnut Concentrate

## METHOD

1. Mix: 3 mins slow, 7 mins fast.
2. Dough temperature: 23-26°C.
3. Scale: 50g and mould into round shape.
4. Rest: retard overnight or place in chiller for 30+ mins.
5. Remove and recover dough temperature.
6. Prove: 25-30 mins at 38°C, 80% relative humidity.
7. Dry prove: 25 mins.
8. Fry at 190°C for 75-90 secs each side.

### Process Tip

CHILLING/DRY PROVING  
MINIMISES FAT/OIL ABSORPTION  
AND PREVENTS THE DOUGHNUTS  
WRINKLING BACK



# Paste Concentrate

## YEAST DOUGHNUT BASE RECIPE

### INGREDIENTS

Wheat flour	10.000 kg
<b>Bakels Doughnut Paste Concentrate</b>	<b>1.625 kg</b>
Yeast	0.400 kg
Water	5.875 kg
TOTAL	17.900 kg
Yield: 358 doughnuts	

### PRODUCTS USED

**378212** Bakels Doughnut Paste Concentrate

### METHOD

1. Mix: 3 mins slow, 7 mins fast.
2. Dough temperature: 23-26°C.
3. Scale: 50g and mould into round shape.
4. Rest: retard overnight or place in chiller for 120+ mins.
5. Remove and recover dough temperature.
6. Prove: 25-30 mins at 38°C, 80% relative humidity.
7. Dry prove: 25 mins.
8. Fry at 190°C for 90-100 secs each side.

*Paste Advantages*  
**SUPERIOR SOFTNESS & VOLUME**



# Powder Concentrate CAKE DOUGHNUT BASE RECIPE

## INGREDIENTS

Wheat flour	5.000 kg
<b>Bakels Cake Doughnut Concentrate</b>	<b>5.000 kg</b>
Water (30°C)	4.200 kg
TOTAL	14.200 kg
Yield: 284 doughnuts	

## METHOD

1. Mix (with beater): 1 min slow, 2.5 mins medium.
2. Rest: 5 minutes before depositing.
3. Scale: 50g.
4. Fry at 180-190°C for 50-65 secs each side.

## PRODUCTS USED

**378140** Bakels Cake Doughnut Concentrate



Just add water!

# Powder Complete CAKE DOUGHNUT BASE RECIPE

## METHOD

1. Mix (with beater): 1 mins slow, scrape down, 4 mins medium.
2. Rest: 15 minutes before depositing.
3. Scale: 50g.
4. Fry at 180-190°C for 50-65 secs each side.

## INGREDIENTS

<b>Bakels Cake Doughnut Complete</b>	<b>10.000 kg</b>
Water (30°C)	4.200 kg
TOTAL	14.200 kg
Yield: 284 doughnuts	

## PRODUCTS USED

**378155** Bakels Cake Doughnut Complete



## MAKE YUM YUMS TOO!



*Finishing Tip*  
**COVER WITH BAKELS  
RANGE OF TRUE  
CARAMELS FOR  
“WOW!”**

## STRAIGHT/OVERNIGHT PROCESS

### INGREDIENTS

#### Group 1

Wheat flour 1.000 kg

**Bakels Yeast Doughnut Concentrate 0.500 kg**

Yeast 0.060 kg

Water 0.750 kg

TOTAL 2.310 kg

#### Group 2

**Bakels Rollex Gold 0.350/0.810 kg**

### PRODUCTS USED

**378160** Bakels Yeast Doughnut Concentrate 

**166050** Rollex Gold 

**471824** Raspberry Millionaires Caramel PF (picture)

### METHOD

1. Mix group 1: 2 mins slow, 3 mins fast.
2. Dough temperature: 23°C.
3. Incorporate the **Rollex Gold** (group 2) into the dough, then pin out and make 3 x half-turns.
4. Straight Process:
  - 15 mins in fridge.
  - Pin out and make a further 2 x half-turns.
  - Rest for 20 mins in freezer.
  - Roll dough out to 6-8mm thick.

Overnight Process:

  - Overnight in fridge.
  - Pin out and make a further 2 x half-turns.
  - Rest for 20 mins in fridge.
  - Roll dough out to 6-8mm thick.
5. Scale: 50-70g.
6. Prove: 45-60 mins at 30-35°C, 80% relative humidity.
7. Fry at 185°C for 90 seconds each side.
8. Finish as desired e.g. **Bakels True Caramels**.



## ADD A SEASONAL TWIST WITH BAKELS CINNAMON FILLING!



*Straight or  
overnight  
process*

### Straight/OVERNIGHT PROCESS

#### INGREDIENTS

##### Group 1

Wheat flour	1.000 kg
<b>Bakels Yeast Doughnut Concentrate</b>	<b>0.500 kg</b>
Yeast	0.060 kg
Water	0.750 kg

##### Group 2

<b>Bakels Rollex Gold</b>	<b>0.350/0.810 kg</b>
<b>Bakels Cinnamon Filling</b>	<b>0.300 kg</b>
Water	0.150 kg
GROUP 2 TOTAL	0.450 kg

#### PRODUCTS USED

**378160** Bakels Yeast Doughnut Concentrate

**166050** Rollex Gold

**470089** Cinnamon Filling

#### METHOD

1. Mix group 1: 2 mins slow, 3 mins fast.
2. Dough temperature: 23°C.
3. Incorporate the Rollex Gold (group 2) into the dough, then pin out and make 3 x half-turns.
4. Straight Process:
  - 15 mins in fridge.
  - Pin out, spread **Cinnamon Filling** and water (group 2) and make 1 x half-turn.
  - Repeat this pin out, spread and turn process.
  - Rest for 20 mins in freezer.
  - Roll dough out to 6-8mm thick.
5. Overnight Process:
  - Overnight in fridge
  - Pin out, spread **Cinnamon Filling** and water (group 2) and make 1 x half-turn.
  - Repeat this pin out, spread and turn process.
  - Rest for 20 mins in fridge.
  - Roll dough out to 6-8mm thick.
6. Scale: 50-70g.
7. Prove: 40-45 mins at 30-35°C, 80% relative humidity.
8. Fry at 185°C for 90 seconds each side.
9. Finish as desired.



*The best bit*  
**ADDING THE  
“WOW!”**

*Be adventurous*  
SHOWCASE CORE  
FLAVOURS WITH  
CREATIVE SHAPES

# Shape 'em!

Visual appeal goes beyond colour and that's why getting creative with the shapes of your doughnut range is an excellent way to create an original point-of-difference.

**23% SAY "CELEBRATE A SPECIAL OCCASION" IS A REASON TO BUY A BAKERY TREAT\*.**

Like many bakery categories, seasonality is a great way to tap into consumers' desire for seasonal/occasional themes and treats to present as gifts to loved ones.

Valentine's Day (hearts) and Christmas (trees) are perfect for getting creative and using basic bakery stencils, such as stars and people, are all fun ways for children and adults to enjoy one of the nation's favourite bakery goods.

Like for core formats such as ball, ring, half ring and middles, Bakels ingredients provide bakers with a complete toolkit to create a wide range of great-tasting doughnut creations.



Data: Mintel- Cakes, Cake Bars & Sweet Baked Goods (Incl. Impact of COVID-19)- UK- April 2020



# (Over) Fill 'em!

Sometimes it's what's inside that counts and our range of vegan-suitable and ready-to-use cream fillings deliver ease-of-use for bakers and a delightful punch of flavour for consumers.

The smooth texture and incredible flavours can transform much more than just doughnuts. Inject into muffins, through brownies and even pastries and, thanks to their freeze-thaw stability, make the fillings ideal for bakers planning larger batches of sweet treats.

<b>584100</b>	RTU Lemon Cream Filling	leaf icon	6kg pail
<b>580260</b>	RTU Orange Cream Filling	leaf icon	6kg pail
<b>580250</b>	RTU Chocolate Cream Filling	leaf icon	6kg pail
<b>580255</b>	RTU Caramel Cream Filling	leaf icon	6kg pail
<b>584110</b>	RTU Raspberry Cream Filling	leaf icon	6kg pail
<b>580245</b>	RTU Vanilla Cream Filling	leaf icon	6kg pail





*Finishing Tip*  
EVENLY COVER THE TOP  
OF THE DOUGHNUT TO  
ENSURE A PREMIUM  
APPEARANCE

# Top 'em!

The top of the doughnut can make or break your customer's decision to buy, so choosing toppings which will dazzle is a must and will make them insta-worthy!

Bakels' range of toppings give bakers the convenient tools they need to create doughnuts with a "Wow!"

## Fudgices

Melt and dip doughnuts in these versatile fudge icings. Our **White Fudgice** is a perfect base to add colour, for a range of signature and seasonal varieties.

## True Caramels

As well as fill doughnuts, our range of True Caramels provide an excellent doughnut topping and a premium appearance.

## Glaze

Bakels offer a wide range of glazes to add an incredible shine, get in touch for more details.

## TOPPINGS

471800	Rich Chocolate Fudgice	10kg pail
471850	Toffee Fudgice	10kg pail
471900	White Fudgice	10kg pail
471808	Millionaires Caramel	12.5kg pail
471822	Millionaires Caramel PF	12.5kg pail
471824	Raspberry Millionaires Caramel PF	12.5kg pail
471814	Vegan Caramel	12.5kg pail
471956	Salted Caramel	12.5kg pail

## CREATIVE DECORATIONS

384150	Rich Chocolate Brownie Complete	12.5kg bag
311010	Actiwhite (Meringue)	2kg pail
562020A	Digestive Biscuit Crumb	10kg bag
562030	Palm Free Digestive Biscuit Crumb	10kg bag
385040	Kokomix	12.5kg bag



# Sell 'em!

**Now that you have your doughnut range created, it's time to do them justice with good marketing and availability.**

## Photography

The rise of Instagram has seen an increase in food photography.

If your bakery has created something beautiful, it is very likely ending up documented, perhaps even in a social media post.

For this reason, ensure your masterpieces are photographed well with good lighting and composition, ready for your social media channels and website, as this is crucial in encouraging consumer purchase.

## Online ordering

More and more prospering bakers are using the online world to target and sell their baked goods, and doughnuts are no different.

Many website platforms such as *Squarespace*, *Wordpress* and *Wix* offer ecommerce features, making it easier than ever for bakers to distribute their finest doughnuts nationwide.

**If you have any questions on our range of doughnut ingredients, get in touch with a member of our team on 01869 356400 or visit our website for information - [www.britishbakels.co.uk](http://www.britishbakels.co.uk).**



Statistics show that **23% of Instagram users photograph their food**, and with over one billion active users, that's 230 million accounts actively photographing and posting about their food.

Data: The Insta-Food diet. How Social Media Has Shaped The Way We Eat by Pixie Turner



*Industrial Solutions*  
LOOKING FOR BESPOKE,  
LARGE-SCALE DOUGHNUT  
INGREDIENTS?

## *Knowledge and expertise at your service*

Industrial manufacturers are an important part of our business and we understand the complexities and challenges customers face in producing the best doughnuts on this scale.

The finished doughnut attributes are at the heart of our development process, to deliver appearance, volume and shelf life in-line with customer expectations.

Expertise in the development of bespoke seasonal and innovative toppings, fillings and glazes means we create finishing ingredients with a "Wow!"  
- Just for you.

Bake-stable, palm-free and vegan solutions offer both customer process advantages and doughnuts which resonate with today's conscious consumer.

**Looking for large-scale, industrial doughnut solutions? Get in touch to kick-start your next development today.**





*Share your creations*  
**#BRITISHBAKELS**



**BAKELS**

BAKERY INGREDIENTS SINCE 1904

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