

# JELLY DONUTS



Always an old favorite, the jelly donut can help rejuvenate sales and profits. Yes, they have been around for a long time, and your customers know and love them.

Add a little spark and color to your jelly donuts by trying different BakeMark Squeeze 'n Fill flavors. We think you'll find that every day is Jelly Donut Day!

## EXTRA SALES AND PROFITS FOR YOU!

Let's talk about extra profits from an old favorite! If your glazed round donuts are currently priced around 55¢ apiece, try pricing your jelly-filled donuts around 70¢. If you can increase the sales of just three dozen a day, you will realize approximately \$655 incremental **profit** per year - from this one product alone! So, it's worth it to feature jelly donuts prominently; use effective signage, and use suggestive selling to upgrade the sale whenever possible.

## BAKEMARK PRODUCTS USED TO MAKE THIS ITEM:

- Westco Master Mix
- Assorted Westco Fillings or Jellies
- Westco Coating Sugar



## 1. PREPARE THE DOUGH



Prepare the dough following the directions on the label of your favorite BakeMark Raised Donut Mix bag. Be sure to always weigh all ingredients including the water.

## 2. CUT THE DONUTS



Ferment dough for one hour. Bundle the dough in workable-sized pieces and rest for 10 minutes. Cut donuts with a round cutter, and place them on a frying screen. Proof to 1/2 size.

## 3. FRY & COOL



Fry them at 375°F for 1 minute on each side. Let them drain for a minimum of one minute. Place on a glazing screen, and let them cool completely.

## 4. FINISH & DECORATE



Dust lightly with Coating Sugar. Inject your favorite jelly filling. Pictured is Lemon Kist in Squeeze 'n Fill making the task even easier. Filling on top lets your customer see the inside flavor.

**BAKEMARK**

Authentic Taste. We Deliver.™

For more information, contact your BakeMark Sales Rep or call toll-free 866.232.8575

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