

American classics

THEY ARE ONE OF THE BIG NAMES IN BAKERY IN THE US AND ARE NOW ALSO PRESENT IN EUROPE WITH PLENTY OF NEW IDEAS



✚ It is likely that everybody has already eaten a product made by Dawn, but perhaps it did not necessarily carry their name. According to Dawn Foods, they are one of the largest suppliers of raw materials for the production of typical American bakery items in Europe. However, their other two product ranges are also growing rapidly: frozen batters and frozen products.

The product range is small, but deep. Almost all products are available in different stages of convenience; so that the industrial bakery finds what it needs as does the small coffee shop owner. Initially Dawn started in Europe with mixes that were imported from the US, but from the mid-90s, the European business was growing by 10-15% annually so that today it is handled almost completely from Evensham near Birmingham, UK.

From there come the so-called frozen batters, ready-to-use doughs in a bucket that the user only needs to portion and bake. According to Axel Schijns, Director of Marketing and Sales, Europe, these products are mainly used in Northern and Central Europe. In Southern Europe mixes or frozen products are preferred. One very special type of ready-to-use dough is frozen cookie pucks. Dough pieces with a weight of 56 or 110 g just have to be placed on a baking sheet and put into the oven. They yield precisely this juice-tough texture which distinguishes an American cookie from his

dry European brother, not to mention the lavish amount of chocolate chips. So-called thaw-and-serve frozen products such as donuts, muffins, brownies, carrot cakes and other goodies are gaining importance and add to the company's sales and turnover. The selection is wide and covers in general mini-pieces, as well as jumbo sizes and many weight variations. In addition to this there are also tailor-made special products available. The latest coup is a brand concept for top class products which was introduced into the UK in November 2005 and will also be available for other European customers soon. Named "Adore" (which means to regard with loving admiration and devotion) the product developers introduced something that will be hard to match competitively. Muffins and cookies are made with even more chocolate, the blueberry muffin contains currants as well, a date and apricot cookie defines the term "chewy" as new, the brownie is available in a little paper cup to keep fingers clean, and the small cakes with mascarpone or Belgian chocolate are not only delicious but also high in calories. Muffins, cakes, and brownies have a shelf life of 12 months, for cookies it is 6 months. They thaw in 3 hours, and the goodies should be consumed within 5 days. All products are available in multi-packs for the food service as well as individually wrapped for kiosks, coffee shops and the food retail trade. +++

Dawn Foods

They could hardly be any more authentic. It all started as a simple bakery and developed into Dawn Foods; the name stands for real American donuts, muffins and brownies. The Dawn Donut Company founded in 1920 in Jackson, Michigan, very soon moved into the baking mix business. Today, the company is one of the largest bakery wholesalers in the US with its own production company. From over 33 locations, the company supplies the entire range of bakery raw materials to US bakeries. There are 13 industrial bakeries in the US which produce these baked goods that every American remembers from his own childhood: brownies, donuts, cakes, cookies and muffins. The company has also opened two factories in Mexico and one in Canada.



The family-owned company, today headed by CEO Ron Jones, operates worldwide. The chain of subsidiaries and branch offices spreads from Canada to Argentina and from Australia to China. The first steps into Europe were made into the UK in 1989 where today bakery mixes and frozen products are produced near Birmingham. In January 2004, another production site on the European continent was added. Frozen muffins and cookies are produced in Steenbergen, the Netherlands. Total annual turnover is currently 1.5bn USD.
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