

**RICH'S**

®



# WHAT IS SUGAR BLOOM?

Have you noticed white spots on your frozen donuts? This is called sugar bloom. Sugar bloom is a common occurrence in frozen items with high sugar content, like chocolate, ice cream cake, cookie dough and fully finished donuts.

Sugar bloom occurs as the result of the interaction between water molecules and sugar crystals, and is influenced by a number of factors including temperature, humidity, storage conditions and freeze/thaw cycles. Fully finished donuts sometimes undergo sugar bloom in the freezer as moisture collects and draws out the sugar of the glaze or icing, leaving behind white sugar crystals on the surface.



## IS IT SAFE?

Sugar bloom:

- ☑ Is completely food safe
- ☑ Does not affect the quality or taste of the donut
- ☑ Fades with thaw

In most cases, the white sugar bloom crystals will fade and disappear completely as the donuts thaw.

# MITIGATING SUGAR BLOOM.

Sugar bloom occurs randomly and sporadically. Rich's has performed significant research and development work to find a way to prevent sugar bloom. We have applied our learning to optimize our donut formulas and processes to mitigate the risk of sugar bloom.

## HERE'S WHAT YOU CAN DO TO LIMIT THE APPEARANCE OF SUGAR BLOOM:



Keep fully finished donuts frozen in their original packaging until ready to use.



Avoid storing donut trays in the freezer without placing them in an enclosed package.



If you do experience sugar bloom, allow your donuts to thaw normally and the sugar crystals should fade away.



FROZEN



AFTER THAW

## QUESTIONS?

PLEASE CONTACT YOUR SALES REPRESENTATIVE OR OUR HELPLINE AT [RICHUSA.COM/CONTACT-US](https://richsusa.com/contact-us)



CLICK HERE TO WATCH SUGAR BLOOM DISAPPEAR AS DONUTS THAW



INFINITE POSSIBILITIES.  
ONE FAMILY.

Contact your Rich's rep today, or visit [richsusa.com/fully-finished-donuts](https://richsusa.com/fully-finished-donuts)

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