



SPRING INTO SWEETNESS.

DONUT AND COOKIE SEASONAL TRENDS & INSPIRATION GUIDE

Bright colors. Bursting flavors. Blooming ingredients. And a bounty of sweetness. Spring into season with everyone's favorite sweet treats. Donuts and cookies make for perfect morning treats, midday pick-me-ups or bases to indulgent desserts. Rich's Donut and Cookie solutions offer the creative flexibility to incorporate trendy, springtime colors, flavors, toppings, special holiday themes and more for seasonal LTOs.

53%

CONSUMERS THAT HAD DESSERT WITHIN THE PAST DAY.

Datassential, 2022

57%

CONSUMERS THAT PREFER TO TRY SOMETHING NEW WHEN ENJOYING DESSERT FROM A RESTAURANT, BAKERY OR C-STORE.

SNAP! LTOs Keynote, Datassential 2022



RECIPES FOR SWEET SUCCESS THIS SPRING.

SPRING INTO SEASON.

Consumers love LTOs. Spring calls for new beginnings, and new, exciting flavors, colors, concepts and experiences that can shine through your LTOs.

63%

OF CONSUMERS' LAST LTO WAS AN IMPULSE PURCHASE.¹



Rainbow Donuts with Plain Cake Ring Donut



Moon Dipped Sugar Cookies with Gourmet Butter Sugar Cookie Dough

Strawberry Cheesecake Cookie Cups with Gourmet Chocolate Chunk Cookie Dough and Cheesecake Dessert Whip



CONSUMERS ARE MOST INTERESTED IN LTOS WITH FRESH INGREDIENTS AND SEASONAL FLAVORS.¹

THE BIGGER, THE BETTER.

Giant, oversized cookie desserts are all the craze – with gooey centers and creative flavors.

S'more Cookie Skillet with Gourmet Chocolate Chunk Cookie Dough



¹ SNAP! LTOs Keynote, Datassential 2022

FUN, FUN AND MORE FUN.

Consumers love to see food brands have fun.² Plus, crazy, creative toppings, fillings, themes and concepts capture attention – and great TikTok content.

43%

OF CONSUMERS
HAVE TAKEN A VIDEO
OF THEIR FOOD.²

Sweets Lovers' Freakshake with
Chocolate Iced Cake Ring Donuts

Oat Milk Ice Cream
Sandwiches with Chocolate
Chip Vegan Cookie Dough



PLANT-BASED DAIRY DESSERTS.

Plant-based dairy, particularly oat milk, continues to grow in popularity.³ Make your menu bloom with pure, plant-based ingredients.

#2

OAT MILK IS #2 IN THE
TOP SEVEN PREFERRED
ALTERNATIVE DAIRY
SOURCES – AND CLIMBING.⁴

OLDIES ARE NOW GOODIES.

Consumers rely on nostalgic desserts to bring comfort. Classic desserts are making a comeback, including trending angel food cake.³

Strawberries & Cream Donut
Cake Bowl with Plain Cake
Ring Donuts 6ct Tray Packs





Pretzel S'more Donuts with Chocolate Iced Yeast Raised Donut Ring

SEE IT IN CITRUS.

Global citrus flavors are trending up.² Add bittersweet goodness to your treats with a little lemon, lime, or even grapefruit.

COOKIES ARE THE FASTEST GROWING FOOD COMBINATION WITH LEMON.⁵

Lemon Pie Cookie Cups with Gourmet Butter Sugar Cookie Dough



SWEET & SAVORY ADVENTURES.

50% of consumers prefer salty foods, while 50% prefer sweet.³ Why not give them the best of both worlds? Try adding some unique sweet and savory flavor combinations to your menu!

Spicy Maple Fried Chicken Sandwich with Glazed Yeast Ring Donut



SPICY MAPLE IS ONE OF 2023'S TOP 10 TRENDING MENU INGREDIENTS.²



Coconut Lime Donuts with Glazed Yeast Ring Donut

SWEET TIPS FOR SWEET SALES.

BUNDLE UP.

Nothing goes better with a donut or cookie than coffee. Co-merchandise your sweets with a drink, and offer a bundled promotion to increase check averages.

KEEP IT FRESH.

Consumers note freshness as the most important quality when purchasing bakery items. Fill the air with the aroma of fresh baked with freezer-to-oven ease.

DRESS FOR THE SEASON.

Seasonal specials and LTOs, such as holiday-themed cookies or springtime donut topping flavors, drive interest and repeat traffic. Spring calls for all of the bright colors, blooming flowers and holiday spirit – from St. Patrick's Day to Easter.⁶

⁵ Tastewise 2023 ⁶ Invoke Bakery Study 2021



INFINITE POSSIBILITIES.
ONE FAMILY.

Visit richsusa.com/foodservice-seasonal to learn more about Rich's donut and cookie portfolios

© 2023 Rich Products Corporation