

BRINGS YOU

**INSPIRED
GLOBAL
FLAVOURS**



Australia

Italy

India

JOIN US ON A FLAVOUR JOURNEY AROUND THE WORLD



Embark on a flavour journey with Dawn Foods. We're here to help bakers tap into one of the biggest shifts in today's food culture: consumers, especially younger generations, are increasingly seeking bold, globally inspired flavours and exciting new formats.



Social media has also turned food into a global conversation, where eye-catching colours, creative concepts, and international trends can make a bakery product famous overnight.

Dawn's Flavour Passport inspiration will give you the insights and recipes to help stay ahead of trends and bring a world of flavour to your bakery.

Our Heritage - look out for classic American bakes



In the UK
23%

of sweet bakery consumers would be interested in sweet baked goods that put a modern twist on a traditional product

Source: Mintel, May 2025

60%

of UK bakery shoppers say they would like to see more global baked goods or pastries

Celebrate the Day of the Dead with our scary Mexican recipes

GLOBAL FLAVOURS as a limited-time offer can boost sales:

Supported by **68%** of UK consumers.

Source: Dawn Global Bakery Trends Study, April 2025, UK

The popularity of fusion foods and adventurous taste exploration presents opportunities for Middle Eastern flavours to merge with familiar dishes, attracting consumers seeking complex and less sweet flavours.

'Middle Eastern Flavours' accounted for 16% of global product launches 2024-2025

Source: Mintel GNPD, 2024-2025



Make it real...

Authenticity is the most appealing factor in world cuisines, closely followed by **adaptability** (to different flavour preferences).

These priorities suggest that the taste and convenience of world cuisine retail products can generate interest in less-explored varieties and further ignite consumer excitement in new flavour experiences.

Source: Mintel 2025

Explore Asian flavours with our Thai and Indian inspired recipes



Jump on the latest trend and try out Australian style Lamingtons

THE SWEET SPOT

between the comfort of the **familiar** and the excitement of the **new** can turn hesitation into purchase.

Source: Mintel, March 2025 and November 2024

UK Bakes, Global Flavours

Each month, we'll focus on a new country, exploring the flavours, formats and inspirations shaping its bakery culture.

We'll show how easily you can create eye-catching, internationally inspired bakes that elevate your existing signature offer - all supported by our easy-to-use mixes, fillings and decorations!



Visit dawnfoods.com/uk to follow our journey and find out more about our products.

RECIPE

Sweden



Apple and Cinnamon Swedish Knots

WORKING METHOD

Brioche Knots

- Add all the ingredients to a spiral mixer and mix for 2 minutes on slow speed and then 8-10 minutes on fast speed.
- Cover the dough and let it rest for 10 minutes, then sheet out to a thickness of 10mm.
- Spread Dawn® Cinnamon Spread on 2/3 of the dough and fold up, then chill and rest for a further 20 minutes.
- Sheet the dough out to achieve a width of 280mm.
- Cut in half length ways and then cut into 50mm strips.
- Make 3 equal cuts in each piece leaving 20mm at the end and plait the 3 strips, then roll up and tuck the end under the base.
- Place into round 10cm greased foils then into the proofer at 36°C / 70rH for 60-70 minutes.
- Bake in a deck oven at 200°C for 15-16 minutes.
- OPTIONAL: Before baking, glaze the tops of the buns.

BASIC RECIPE

- 3180g Brioche Knots Dough
- 450g Dawn® Candied Apple Pieces
- Dawn® Cinnamon Spread
- Dawn® Vanilla Flavour Creme Filling
- Dawn® Donutsnow

Brioche Knots Dough

- 2000g Dawn® Brioche Style Donut Mix
- 80g Fresh Yeast
- 30g Sugar
- 30g Butter
- 940g Water
- 100g Vegetable Oil
- Total 3180g**

TO FINISH

- Once cool, inject with Dawn® Vanilla Flavour Creme Filling and dust with cinnamon sugar (500g Donutsnow and 5g ground cinnamon).

Item code	Product name	Packaging
6.03371.111	Dawn® Brioche Style Donut Mix	20kg Bag
8.40002.770	Dawn® Candied Apple Pieces	10kg Bag-in-Box
0.00457.384	Dawn® Cinnamon Spread	8kg Tub
8.03401.313	Dawn® Vanilla Flavour Creme Filling	12kg Tub
8.50006.705	Dawn® Donutsnow	25kg Bag

For more inspiring recipes go to dawnfoods.com/uk/recipes or contact your technical sales representative



Your Partner for *bakery success*

We understand that with constantly evolving consumer demands, you need more than exceptional products to inspire new levels of success. You need a true partner: one who's walked the walk and understands the various challenges of running your day-to-day operation. A complete partner, with the tools, solutions and support to help you stand out in today's highly competitive marketplace. An innovative partner, one that is always looking ahead for ideas and inspiration to create new excitement. We are Creators. Collaborators. Experts and Inspirers. For growing your business, we are the total package: your partner for bakery success.

FIND OUT MORE ABOUT OUR FULL PRODUCT PORTFOLIO

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Flavour Passport
journey!