

2022

# PRODUCT RANGE



INCLUDING **NEW**  
SEASONAL DONUTS  
& BITES



# MORE NATURAL FOR EVEN MORE PLEASURE



Our joyful range prides itself on peaking taste pleasure without any compromise. We aim for the best, the purest, more natural... With this mission, we established the NAFNAC project in 2020. NAFNAC stands for 'no artificial flavours & no artificial colours'.

Which makes our legendary bite, taste & looks even better!



**NON-STOP TRACING & REPLACEMENT OF ARTIFICIAL FLAVOURS & COLOURS BY 'ALL NATURAL' INGREDIENTS**



**OVER 20 FILLINGS, COATINGS & TOPPINGS REVISED IN 2020**



**RESULTING IN ALREADY 13 DONUTS THAT ARE 100% NAFNAC**



**EACH NEW DONUT LAUNCHED COMPLIES FOR 100% WITH NAFNAC\***

As of 2022, each new donut launched will be 100% NAFNAC and will be free of any artificial flavour or colour. 2021 is considered a transition period.



**OVER 70% OF OUR TOTAL ASSORTMENT IS SUITABLE FOR VEGETARIAN DONUTARIANS!**



**VEGAN LOVER? TRY OUT OUR MILKY ZEBRA, SPECTACULOUS & OTHER VEGAN DONUTS.**



**LACTOSE-FREE BUT JOYFUL & FILLED TO THE BRIM WITH GOODNESS? YOU CALL, WE HAUL!**



**LOOKING FOR HALAL? NO PROBLEMO! WE'VE GOT YOU COVERED.**



**CHECK OUT THE LUCKY LIST AT THE BACK!**

## VEGAN? LACTOSE-FREE? TO EACH HIS OWN LUCKY DONUT



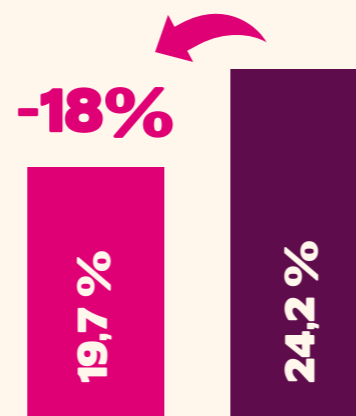
# GO CRAZY OVER OUR HEAVENLY LIGHT DOUGH



Hey. It's all in our delightful dough! With significantly less fat and incredible lightness, we're your number 1 choice. Just sink your teeth in. And have a wholesome taste of our fluffy texture, golden hue and lovely bite.

## WAY LIGHTER THAN MOST COMPETITORS

Eat this: our dough contains 18% less fat than the average of our competitors.



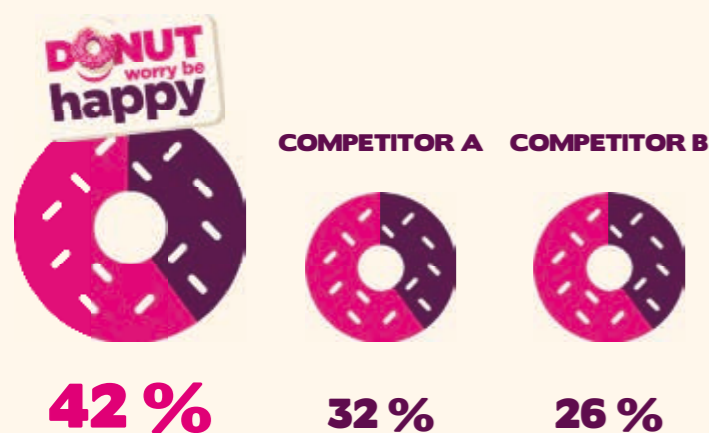
Source: Research conducted by an independant laboratory accredited according to ISO 17025 nr. 051-TEST on 'Average nutritional value e.g. Total fat per 100 g'.

## PREFERRED BY CONSUMERS

"When comparing the 3 chocolate donuts you tasted, which one do you prefer?"

During consumer tests with variants of the N°1 most popular donut flavour, 42% of the respondents choose for Donut Worry Be Happy.

Source: Consumer research conducted by Ipsos on behalf of La Lorraine Bakery Group on Product Preference of Donuts produced by the largest European donut companies (2019).



# MEET OUR DONUTS

## THE (W)HOLE FAMILY

<b>DONUTS</b> Unfilled	_____	side 6
<b>DONUTS</b> Filled	_____	side 10
<b>LIMITED EDITION DONUTS</b>	_____	side 12
<b>NAKED DONUTS</b>	_____	side 18
<b>BITES</b>	_____	side 20
<b>POS MATERIALE</b>	_____	side 24
<b>INGREDIENTS DONUTS</b>	_____	side 28
<b>INGREDIENTS BITES</b>	_____	side 30

# DONUTS UNFILLED

 UNFILLED - 90 mm

## AL CHOCO LOCO

Belgian milk chocolate and unhulled almond pieces.



 59 g  60'    
4250973: 48 88

## COLOR SPRINKLES

White glaze and rainbow sprinkles.



 56 g  60'    
4250954: 48 88

 UNFILLED - 90 mm

## BANANA DARK SPRINKLES

Banana-style glaze with choco vermicelli topping.







 56 g  60'    
4250953: 48 88

## MILKY ZEBRA

Dark chocolate stripes and nutty crocant.



 59 g  60'    
4250970: 48 88  
4250729: 12 248

## PINKIE

Strawberry-style glaze with marshmallow cubes.



 58 g  60'    
4250971: 48 88

## SPECTACULOUS

White glaze with crushed speculoos biscuits.



 57 g  60'    
4250974: 48 88

## CRUSHED CANDY DARK

Choco glaze and crushed candy bits.



 56 g  60'    
4250957: 48 88

## CRUSHED CANDY WHITE

White glaze and crushed candy bits.



 56 g  60'    
4250956: 48 88

## CHOC ALMIGHTY

Dark cocoa glaze with pieces of real milk chocolate.



 56 g  60'    
4250951: 48 88  
4250720: 12 248

## FUNFETTI

Strawberry-style glazing and white chocolate vermicelli.



 56 g  60'    
4250950: 48 88  
4250721: 12 248

## PLAIN DONUT

Golden-fried dough.



 45 g  60'    
4250935: 48 88

## GOLDENFRY

Golden-fried dough sprinkled with sugar.



 50 g  60'    
4250968: 48 88

# DONUTS UNFILLED

 UNFILLED - 90 mm

## ZEBRA

Black and white-striped glaze.



ON  
REQUEST

 56 g  60'    
4250959: 48 88

## WHITE DARK SPRINKLES

White glaze and choco vermicelli topping.



ON  
REQUEST

 56 g  60'    
4250955: 48 88

# MILKY ZEBRA



IT'S NOT ALL BLACK  
& WHITE, GUYS.

 **DONUT**  
worry be  
**happy**  
*Lucky in every bite*





# DONUTS FILLED

 FILLED - 90 mm

## THE BELGIUM

Real Belgian chocolate glaze, chocolate filling and marzipan crunch.



 74 g  60'    
**4250997:** 48 88  
**4250723:** 12 248

## CARAMAZING

Milk choco stripes, salted caramel filling and hazelnut crocant.



 77 g  60'    
**4250992:** 48 88

 FILLED - 90 mm

## NUTZILLA

Milk cocoa glaze, hazelnut cream filling and hazelnut crunch.



 71 g  60'    
**4250984:** 48 88  
**4250719:** 12 248

## QUEEN V

Striped dark choco-style glaze with vanilla-style custard cream filling.



 54 g  60'    
**4250982:** 48 88  
**4250730:** 12 248

## MUCHO PISTACHIO

Striped pistachio-style glaze, filling and pistachio crocant.



 77 g  60'    
**4250994:** 48 88

## RASPBERRY BLISS

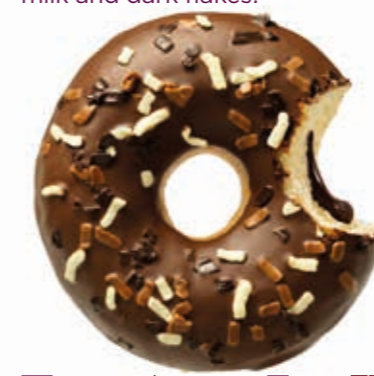
Milk chocolate glaze, raspberry jam filling and freeze-dried raspberry pieces.



 74 g  60'    
**4250995:** 48 88

## HOLY CHOC

Dark cocoa glaze, choco filling and triple white, milk and dark flakes.



 71 g  60'    
**4250981:** 48 88

## BERRY WHITE

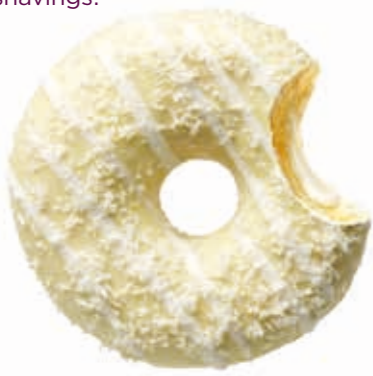
Strawberry glaze & filling topped with white chocolate.



 71 g  60'    
**4250835:** 48 88

## RUFFALLO CREAM

White chocolate glaze, ruffalo cream and coconut shavings.







 74 g  60'    
**4250993:** 48 88  
**4250725:** 12 248

## STRAWJELLY JAM

White chocolate glaze, strawberry jam filling and strawberry pieces.



 73 g  60'    
**4250996:** 48 88  
**4250724:** 12 248

## NAKED NOISETTE DONUT

Naked donut with choco-hazelnut filling.



 60 g  60'    
**4250667:** 48 88

## CUSTARD UNDERCOVER DONUT

Naked donut with custard filling.



 60 g  60'    
**4250668:** 48 88

LIMITED EDITION

# Dolce Tiramisu

*It's now or never!*

EAT ME WHILE YOU CAN!



## LIMITED EDITION DONUTS

UNFILLED FILLED - 90 mm

### CARAMEL DREAM CAKE

Cream and caramel filling with caramel topping.



ON THE WAY

76 g 60' 48 88  
4250844:

### ICEBERRY

White glaze with raspberry filling & sprinkles.



ON THE WAY

74 g 60' 48 88  
4250845:

### WILLAMON TELL

Cinnamon sugar coating filled with apple.



ON THE WAY

65 g 60' 48 88  
4250777:

### FROSTY BRO

Milk cocoa glaze with brownie cubes and coconut.



ON THE WAY

58 g 60' 48 88  
4250843:

### DOLCE TIRAMISU

Cream and speculoos filling with coffee topping.



ON THE WAY

75 g 60' 48 88  
4250842:

# CARAMEL DREAM CAKE

*Twice the caramel, twice the fun!  
Silky cream and salted caramel inside.  
Crunchy sea salt caramel on top.*



KISS ME?



# ICEBERRY

*Sink into this white glaze filled with delicious raspberry inside!  
A raspberry-filled donut covered  
in twinkling sugary ice crystals.*

ICEBERRY  
AHEAD!





# WILLAMON TELL

*Shoots his arrows straight into your... euhm apple.  
Heart-warming cinnamon sugar on the outside,  
sweet apple on the inside.*

DOOMP,  
THAT'S LUCKY!

# FROSTY BRO:

*A milk choco coated donut with brownie cubes  
and coconut snowflakes.*

BRRR...  
BROOOOO!

# THE CONCEPT NAKED DONUTS

Dress up your donuts and make your own creations.  
Only the imagination sets limits.

Thaw our plain donuts:  
Dip - decorate and serve!



OH OH, WE ARE NAKED,  
LET'S GO SKINNY DIPPING!



There are unimaginable possibilities and we are happy to be available with tips and tricks.



# LAUNCHES BITES

One Bite =  
25 g of joyful delight

24% of deliciously  
indulgent filling

Smoothest skin:  
protecting all goodies inside  
while being soft outside



Shortest bite:  
"Sink your teeth in and *mmmh*"

Heavenly light dough

3,5 cm high  
5,5 cm wide

Rich and balanced  
dough recipe of wheat flour,  
eggs, sugar and butter

SMALL IN SIZE  
BIG IN  
BITE

NEW





## BITES

### CRAZELNUT BITE

Filled with creamy chocolate and hazelnut.



25 g 60' 105 104  
4242001:

### WHITE CHOCOLATE BITE

Filled with creamy white chocolate.



25 g 60' 105 104  
4242007:



### VERY BERRY BITE

Filled with summer berries.



25 g 60' 105 104  
4242002:

### SPECULICIOUS BITE

Filled with speculoos.



25 g 60' 105 104  
4242008:



### APRICOTTY BITE

Filled with sweet and sour apricot marmelade.



25 g 60' 105 104  
4242003:

### CARAMBA BITE

Filled with smooth toffee.



25 g 60' 105 104  
4242009:



BE VISIBLE AND  
BOOST YOUR SALES!



ON  
REQUEST

## DISPLAY WITH LIGHT

**4680041**  
Closed floor display in tempered glass.  
With 3 adjustable and removable shelves and light.  
Rooms for boxes, bags and hanger for gloves.  
Bin for used gloves.  
Dimension: H: 179 cm - W: 66 cm - D: 44 cm

## TABLE DISPLAY

**4600200**  
Acrylic display for counter.



## SHELVES DISPLAY

**4600201, dimension: 31 x 34 cm (w x d)**  
**4680050, dimension: 44 x 24 cm (w x d)**  
The display can be used at counter or shelves in desk. Stacking donuts without ruining the glaze. Presents the donuts more visible for customers.



## BOXES

**4600226**  
Box for 4 pcs. donuts with clear window.  
Perfect for sale over counter.  
100 pcs./crt.



**4600234**  
Box for 6 pcs. donuts with clear window.  
Perfect for sale over counter.  
100 pcs./crt.



## TO-GO PAPERBACK

Varenr. 4600227  
Paperback for 2 pcs. donuts.  
1000 pcs./crt.



## HANGERS

Varenr. 4600204  
Dobbeltsided cardboard signs hanging from the ceiling. Create visibility over desk or freezer.



## POSTERS

Posters with assortment, branding and prices.  
Formats: A4, A3, A1, 50x70, 70x100



Varenr. 4600212



Varenr. 4600210

## SMALL PRODUCT SIGNS

Varenr. 4600207  
Small signs with name and description to stick in the donut. 10x7cm. Incl. spear.



## FLOOR STICKERS

Varenr. 4600203  
Floor stickers which helps your customers find the donuts.



Varenr. 4600211

# THE LUCKY DONUT LIST!

LAST UPDATED: SEPTEMBER 2021

			FILLED OR UNFILLED		NAFNAC NO ARTIFICIAL FLAVOURS AND COLOURS		ADDITIONAL LABELS & CERTIFICATES				ARTICLE CODES	
AL CHOCO LOCO		MILK CHOCOLATE GLAZE WITH UNHULLED ALMOND CRUNCH		V	V		V	V				4250973
CARAMAZING		STRIPED CHOCO GLAZE WITH CARAMEL & HAZELNUTS	V			V	V	V		C: 4250992		4250992
MILKY ZEBRA		WHITE GLAZE WITH CHOCO STRIPES & NUTTY CROQUANTS		V		V		V	V	S:4250970 S:4250729		4250970, 4250729
CRUSHED CANDY WHITE		WHITE GLAZE AND CRUSHED CANDY BITS		V		V						4250956
MUCHO PISTACHIO		PISTACHIO GLAZE & FILLING WITH GREEN ALMOND CRUNCH	V			V	V	V		C: 4250994		4250994
PINKIE		STRAWBERRY GLAZE WITH MARSHMALLOW RAINBOW TOPPING		V		V	V				V	4250971
RASPBERRY BLISS		MILK CHOCOLATE GLAZE FILLED WITH RASPBERRY JAM	V		V		V	V		C: 4250995		4250995
RUFFALLO CREAM		WHITE CHOCOLATE GLAZE WITH RAFFAELLO-STYLE CREAM	V			V		V				4250993, 4250725
SPECTACULOUS		WHITE GLAZE TOPPED WITH SPECULOOS CRUNCH		V		V		V	V	C: 4250974		4250974
CRUSHED CANDY DARK		CHOCO GLAZE AND CRUSHED CANDY BITS		V	TBD	TBD						4250957
STRAWJELLY JAM		WHITE CHOCOLATE GLAZE FILLED WITH STRAWBERRY JAM	V		V		V	V		C:4250996 S:4250724		4250996, 4250724
THE BELGIYUM		BELGIAN CHOCOLATE WITH MARZIPAN & CHOCO CRUNCH	V			V		V		C:4250997 S:4250723		4250997, 4250723
BERRY WHITE		STRAWBERRY GLAZE & FILLING TOPPED WITH WHITE CHOCOLATE	V			V	V	V				4250835
CHOC ALMIGHTY		COCOA GLAZE WITH PIECES OF BELGIAN MILK CHOCOLATE		V	V		V	V		C:4250951 S:4250720		4250951, 4250720
FUNFETTI		STRAWBERRY GLAZE WITH WHITE CHOCOLATE SPRINKLES		V	V		V					4250950, 4250721
GOLDENFRY		ENTIRELY COVERED WITH CRYSTAL SUGAR		V	V		V	V	V	C: 4250968		4250968
HOLY CHOC		DARK COCOA GLAZE WITH CHOCO FILLING & FLAKES	V		V		V					4250981
NUTZILLA		MILK COCOA GLAZE WITH HAZELNUT CREAM & CRUNCH	V			V	V	V		C:4250984 S:4250719		4250984, 4250719
QUEEN V.		STRIPED DARK CHOCO GLAZE WITH CUSTARD FILLING	V			V	V	V		C:4250982 S:4250730		4250982, 4250730
COLOR SPRINKLES		WHITE GLAZE AND RAINBOW SPRINKLES		V		V					V	4250954
BANANA DARK SPRINKLES		BANANA-STYLE GLAZE WITH CHOCO VERMICELLI TOPPING		V	TBD	TBD	V					4250953
ZEBRA		BLACK AND WHITE-STRIPED GLAZE		V		V		V				4250959
PLAIN DONUT		GOLDEN-FRIED DOUGH		V	V		V	V	V	S:4250935		4250935
NAKED NOISETTE		NAKED DONUT WITH CHOCO-HAZELNUT FILLING	V			V	V	V				4250667
CUSTARD UNDERCOVER		NAKED DONUT WITH CUSTARD FILLING	V			V	V	V	V	S:4250668		4250668
<b>LIMITED EDITION</b>												
CARAMEL DREAMCAKE		CREAM & CARAMEL FILLING WITH CARAMEL TOPPING	V			V	V	TBD	TBD	TBD	TBD	4250844
DOLCE TIRAMISU		CREAM & SPECULOOS FILLING WITH COFFEE TOPPING	V		V		V	TBD	TBD	TBD	TBD	4250842
FROSTY BROWNUT		MILK COCOA GLAZE WITH BROWNIE CUBES & COCONUT		V	V		V	TBD	TBD	TBD	TBD	4250843
ICEBERRY		WHITE GLAZE WITH RASPBERRY FILLING & SPRINKLES	V		V		V	TBD	TBD	TBD	TBD	4250845
WILLAMON TELL		CINNAMON SUGAR COATING FILLED WITH APPLE	V		V		V	V	TBD	TBD	TBD	4250777

## LEGENDA

THIS LUCKY DONUT LIST REPRESENTS A PARTIAL OVERVIEW OF THE TOTAL RECIPE, ALLERGEN & CERTIFICATION INFORMATION. FOR ACTUAL & ADDITIONAL INFORMATION, ABOUT THE REPRESENTED DONUTS AND OTHER DONUTS IN OUR ASSORTMENT, PLEASE CONSULT OUR SPECIFICATION WEBSITE [www.specification.llbg.com](http://www.specification.llbg.com).

FILLED DONUT UNFILLED DONUT

DONUT IS 100% ALIGNED WITH THE NAFNAC PRINCIPLE AND DOES NOT CONTAIN ANY ARTIFICIAL FLAVOUR AND/OR COLOUR

DONUT IS CURRENTLY BEING REVISED ACCORDING TO THE NAFNAC PRINCIPLE: ARTIFICIAL FLAVOURS & COLOURS ARE REPLACED BY 'ALL NATURAL' ALTERNATIVES

DONUT DOES NOT CONTAIN E171 (TITANIUM DIOXIDE)

DONUT IS SUITABLE FOR VEGETARIAN FOOD CONSUMPTION

DONUT IS SUITABLE FOR VEGAN FOOD CONSUMPTION

DONUT IS LACTOSE-FREE ACCORDING TO LLBG STANDARD = LACTOSE CONTENT IS LOWER THAN 10MG/100G FINAL PRODUCT




















DONUT IS SUITABLE FOR HALAL FOOD CONSUMPTION. HALAL CERTIFICATION IS PROVIDED FOR SOME REFERENCES

TBD TO BE DETERMINED

• OUR FACTORIES ARE FREE FROM PEANUTS.  
• OUR DONUTS ARE MADE WITH WHEAT FLOUR AND DO CONTAIN GLUTEN.

# INGREDIENTS AND CLAIMS - BITES

## THE LUCKY LIST

ARTICLE CODES	PRODUCT NAME	FILLING	COATING								
4242001	CRAZELNUT BITE	 24% CHOCOLATE-HAZELNUT FILLING (13% HAZELNUT PASTE, 9% CHOCOLATE)	ICING SUGAR	✓	✓	✓	✓	✗	✗	SUITABLE (not certified)	 Bite contains real Belgian chocolate.
4242002	VERY BERRY BITE	 24% SUMMER BERRY FILLING (18% RASPBERRIES, 7% RED CURRANTS, 6% STRAWBERRIES)	ICING SUGAR		✓	✓	✓	✗	✗	SUITABLE (not certified)	 Bite is 100% aligned with the nafnac principle and does not contain any artificial flavour and/or colour.
4242003	APRICOTTY BITE	 24% APRICOT MARMELADE (44% APRICOTS)	ICING SUGAR		✓	✓	✓	✗	✗	SUITABLE (not certified)	 Bite does not contain e171 (titanium dioxide).
4242007	WHITE CHOCOLATE BITE	 24% WHITE CHOCOLATE FILLING (7,4% WHITE CHOCOLATE)	ICING SUGAR	✓	✓	✓	✓	✗	✗	SUITABLE (not certified)	 Bite is suitable for vegetarian food consumption.
4242008	SPECULICIOUS BITE	 24% SPECULOOS FILLING	ICING SUGAR		✓	✓	✓	✗	✗	SUITABLE (not certified)	 Bite is suitable for vegan food consumption.
4242009	CARAMBA BITE	 24% CARAMEL FILLING	ICING SUGAR		✓	✓	✓	✗	✗	SUITABLE (not certified)	 Bite is lactose-free according to Iibg standard = lactose content is lower than 10mg/100g final product.

- Our factories are free from peanuts.
- Our Bites are made with wheat flour and do contain gluten.





**LA LORRAINE DANMARK A/S**  
TOFTEBANKE 4 - 4390 VIPPERØD  
TLF. 59 18 10 80  
INFOLLDK@LLBG.COM

[WWW.DONUTWORRYBEHAPPY.DK](http://WWW.DONUTWORRYBEHAPPY.DK)



**FOR MORE INFORMATION  
CONTACT OUR CUSTOMER SERVICE**