



Stan's Donuts  
& COFFEE



WHOLESALE

CONTACT

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StansDonuts.com    

# THE *Stan's* STORY

## CHICAGO DONUT HISTORY WAS MADE IN 2014.

That's when artisan baker Rich Labriola opened the first Stan's Donuts & Coffee in Chicago, the result of a friendship and partnership formed years earlier with Stan Berman, founder of the iconic Los Angeles shop that bears his name. Today, there are over a dozen Stan's Donuts & Coffee locations in the Chicago area, and Stan's has been named "Best Donut in Chicago" in numerous media polls.

In 2021, Stan's launched in the grocery channel with 4-packs of two of their most-loved donuts: Chocolate Dipped and Birthday Cake. As with all Stan's products, these donuts are made with the highest quality ingredients – real vanilla, whole eggs, premium chocolate...

Stan's Donuts have set a new standard for quality and taste in the donut segment and they bring incremental sales to retailer's in-store bakery business.



*Stan Berman*



*Rich Labriola*

# PREMIUMIZATION BUILDS THE CATEGORY

“Premiumization does not start and stop with people who have money, and that’s part of why the trend is likely to stick around.”

- Larry Levin, EVP of business development for IRI.

Premiumization continues to be driver of incremental sales and profit in almost every segment of our economy. Consumers are looking for “affordable luxuries” that can make their everyday moments more joyful.

Food brands that are able to raise the ceiling on a product category need to deliver not only better taste, but also an authentic story and differentiated packaging and shelf presence. Stan’s is leading the premiumization of the donut category.

## BEER



## ICE CREAM



## FROZEN PIZZA



## PASTA SAUCE



# DONUTS

## CORE LINE



### CHOCOLATE DIPPED

Vanilla cake donut, fully dipped  
in premium chocolate.



8 40005 55255 9



### BIRTHDAY CAKE FLAVOR

Vanilla cake donut with confetti sprinkles, fully  
dipped in birthday cake flavored white  
chocolate, and topped with confetti sprinkles



8 40005 55256 6

NEW!



### COOKIES & CREAM

Chocolate cake donut, dipped in  
cookies & cream flavored white chocolate  
containing cookie crumbles



8 50030 09040 9

# DONUTS

## LIMITED TIME OFFERS

Available to customers who carry the Stan's Core line



### VALENTINE'S CHOCOLATE DIPPED

Chocolate cake donut, dipped in pink colored white chocolate, with heart sprinkles



8 50030 09019 5



### EMERALD CHOCOLATE DIPPED

Emerald colored vanilla cake donut dipped in premium chocolate, with shamrock sprinkles



8 60005 55254 2



### CHOCOLATE PEPPERMINT BARK

Chocolate cake donut, peppermint bark flavored white chocolate, peppermint sprinkles



8 50030 09006 5

# DONUTS

## LIMITED TIME OFFERS

Available to customers who carry the Stan's Core line



### CHERRY DIPPED

Celebrate summer in America  
with this star-spangled,  
cherry-flavored cake donut



### SUGAR COOKIE

FLAVOR

A new holiday classic with a sugar cookie  
flavored donut and holly sprinkles



### APPLE CIDER DONUTS

6-PAK CLAMSHELL

Made with real apple cider,  
apples and applesauce





SAN FRANCISCO  
**SOUR DOUGH**





# Stan's Coffee

**Our commitment to quality coffee is as strong as our commitment to quality donuts,**

and our commitment to supporting other local businesses.

Our coffee is roasted in the Midwest – made by a group that is as passionate about quality as we are, who produce some of the most thoughtfully sourced, craft-roasted, easy-drinking coffee around.

## **HOUSE BLEND**

*A medium bold-roasted Brazil blend with hints of chocolate, almond and fruit*

## **DARK ROAST**

*A robust blend of Latin American coffees in a nutty, darker Italian roast style*

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**House Roast Ground • House Roast Whole Bean • Dark Roast Ground • Dark Roast Whole Bean**

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