



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.



Chocolate Dipped 4-Pack Box



## BIRTHDAY CAKE FLAVOR

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



Birthday Cake 4-Pack Box



# MINI DONUTS

Our two most popular wholesale donut flavors are now available as handy,  
dandy mini donuts!

**12 COUNT PACKAGE**



## CHOCOLATE DIPPED

Vanilla cake donut, fully dipped in  
premium chocolate.



Mini Chocolate Dipped 12 count - Tub



## BIRTHDAY CAKE FLAVOR

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



Mini Birthday Cake 12 count - Tub



## POWDERED SUGAR

Vanilla cake donut coated in powdered  
sugar with a hint of vanilla



Mini Powdered Sugar Cake 12 count - Tub

# DONUTS

## LIMITED TIME OFFERS

Available to customers who carry the Stan's Core line



### VALENTINE'S CHOCOLATE DIPPED

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



8 50030 09019 5

Valentine's Day 4-Pack Box



### PACZKI

Stan's take on this classic Polish pastry is everything you would expect from Chicago's premier donut maker. Rich, fluffy, with decadent filling, these Paczki are the perfect Fat Tuesday treat! Flavor options are Raspberry, Strawberry, and Bavarian Cream!



8 50030 09053 9



### LEMON OLD FASHIONED

A vanilla old fashioned donut topped with a citrusy lemon glaze



8 50030 09086 7

Lemon Old Fashioned 6ct Clamshell

# DONUTS

## LIMITED TIME OFFERS

Available to customers who carry the Stan's Core line



### STAR SPANGLED

6-PACK CLAMSHELL

Celebrate summer in America with this star-spangled, cake donut topped with festive sprinkles



Star Spangled Donut 6ct Clamshell



### SUGAR COOKIE FLAVOR

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



Sugar Cookie 4-Pack Box



### APPLE CIDER DONUTS

6-PACK CLAMSHELL

Made with real apple cider, apples and applesauce.



Apple Cider 6ct Clamshell



### PUMPKIN OLD FASHIONED

6-PACK CLAMSHELL

A pumpkin flavored old fashioned donut topped with a pumpkin flavored glaze.



Pumpkin Old Fashioned 6ct Clamshell





**STAN'S ARTISAN BREADS** was created by Chief Doughboy, Rich Labriola. Regarded as one of Chicago's premier artisan bakers, Rich took his decades of baking and production experience and opened up Stan's Donuts & Coffee in 2014. Since then, Stan's has grown to multiple locations in the Chicagoland area, and a retail donut program serving up only the finest donuts.

## SAN FRANCISCO SOURDOUGH

**16 OZ**

Par baked

**24 OZ**

Par baked

Fully Baked

Fully Baked & Sliced

1/2" slice



## ASIAGO PEPPERCORN SOURDOUGH

**15 OZ**

Par baked

Fully Baked

Fully Baked & Sliced

1/2" Slice





# 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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# STAN'S COLD BREW

A customer favorite in our Stan's Donut Shops is now available in cans!  
This energizing ready-to-drink coffee is steeped in cold water for a smooth taste with notes of chocolate.

**12 CANS PER CASE. 11 OZ CANS**

