

In-Store Bakery

Product Knowledge

Course 3: Donuts and Sweet Goods



A Training Series for Supermarket Bakery Department Associates

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Course 3: Donuts and Sweet Goods



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In-store Bakery Product Knowledge

ABOUT THIS SERIES

The *In-store Bakery (ISB) Product Knowledge* series shows you how to delight customers with bakery product information. Customers want to be confident that they've made good decisions. Be an advocate every day for the bakery products you sell. It's one of your most important roles. This training will build your confidence and your bakery expertise.

This bakery series has three courses and a final quiz:

- Course 1: In-store Bakery, Cakes, Icing, & Cookies
- Course 2: Breads & Rolls
- Course 3: Donuts and Sweet Goods
- Final Quiz

Course 1: In-store Bakery, Cakes, Icing, & Cookies

As a retail professional working in a supermarket bakery, this course will give you a better understanding of the department you work in, your roles, and information you'll need to discuss with your customers. This course will cover the following products: cakes, icings, and cookies.

When you finish this course, you'll be able to talk about:

- The importance of the in-store bakery department and new product trends.
- The important role you play on the bakery team.
- Three bakery buying categories: desserts, breads & rolls, and breakfast goods.
- Six bakery production methods: scratch, par-bake, bake-off, thaw and sell, freezer-to-oven, and mix.
- Popular cakes and icings.
- Popular cookies.

What You'll Learn:

- The importance of the in-store bakery department to your store.
- Your important role on the bakery team.
- Bakery production methods: scratch, par-bake, bake-off, thaw and sell, freezer-to-oven, and mix.
- Bread baking basics.
- Popular bakery products: cakes & icing, cookies, breads & rolls, donuts, sweet goods, and Danish.

Course 2: Breads & Rolls

Your bakery sells a collection of sandwich and artisan breads and rolls that brings in almost one-third of all in-store bakery sales. From simple ingredients like flour, water, and a leavening agent, and sometimes sourdough or pre-fermented dough, come products like delicious crusty French baguettes, sourdoughs, dark ryes, healthful grain rolls, and ethnic specialties like ciabatta, tortillas, wraps, and naan flatbreads.

This course will help you focus on some of the most popular ISB breads and rolls so you can help customers make good buying decisions. When you finish this course, you'll be able to talk about popular:

- Artisan hearth and crusty breads.
- Sandwich or pan breads.
- Flatbreads.
- Rolls.

Course 3: Donuts & Sweet Goods

This course is about two top sellers in the breakfast bakery category: donuts and sweet goods. These two baked goods account for about 20% of in-store bakery business. With recipes borrowed from the Dutch and the Danes, today's in-store bakery is a go-to destination for these favorites — morning, noon, and night.

When you finish this course, you'll be able to talk about popular:

- Yeast and cake donuts.
- Sweet and Danish dough products.

In-Store Bakery Product Knowledge includes this series of three courses, a final quiz, a final quiz answer key, and an associate tracking tool.

As you work through this series, you'll find:



Exercises



Links to FREE *IDDBA Job Guides* at IDDBA's Web site



Answer Keys



Links to FREE IDDBA Casts at IDDBA's Web site

How To Get the Best Results

The IDDBA *In-store Bakery Product Knowledge* training course is a workbook series. To get the full instructional benefit, we recommend that you take this series in two sessions: Courses 1 & 2 in one session and Course 3 and the final quiz in a second session. These three courses should take a total of about two hours to complete. However, you or your supervisor can customize this based on your available training time, what works best for you, and the needs of your business.

IDDBA Job Guides for Department Associates

Use our free, downloadable *IDDBA Job Guides* as part of your training experience. Print them from iddba.org/jobguides and use them as helpful guides as you work.

Progress Report

Use this Progress Record to keep track of your course and quiz completion.

Course Name	Completion Date	Job Guides Used	✓
In-Store Bakery, Cakes, Icing, & Cookies		Customer Service: Building Sales	
		Customer Service: Suggestive Selling	
		Customer Service: Building Customer Loyalty	
		Customer Service: A G.R.E.A.T. Way to Sell	
		Food Safety: Understanding Sensitive Ingredients	
		Bakery Operations: Production Methods	
		Food Safety: Sensitive Ingredients — Cross-Contamination	
		Food Safety: Sensitive Ingredients in the Bakery	
		Food Safety: Sensitive Ingredients — Lactose	
		Food Safety: Sensitive Ingredients — Gluten	
		Food Safety: Sensitive Ingredients — Sugar	
		Cakes: Shapes & Servings (English or Metric)	
		Cakes: Specialty Icing	
Cakes: Icing			
In-Store Bakery Breads & Rolls		Bakery Operations: Production Methods	
		Breads & Rolls Food Pairings	
		Breads & Rolls Bread Shapes	
Donuts and Sweet Goods		Donuts: Donut Types	
		Donuts: Donut Shapes	

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Course 3: Donuts and Sweet Goods

Donuts

The Donut Story

Donuts are of Dutch origin. They were originally prepared as small balls, or nuts, of dough. To cook them more evenly they were later formed into rings.

How It's Made: Donuts are a small cake fried in oil, often shaped like a ring. They can be filled or plain, iced or glazed, or topped with sugar or sprinkles and decorations. There are two ways to prepare a donut — raised with yeast like many breads or raised with another leavening agent like baking power. They come in several different shapes: standard and mini donuts, donut holes, sticks, and twists.

Two Popular Donuts Types

Yeast-raised Donuts are made with a batter that has a yeast ingredient that gives most of these donuts a light, airy texture, like yeast breads. Yeast is used to make them rise as opposed to baking powder. They come in several different shapes, are fried, and often filled.

What You'll Learn:

When you finish with this course you'll be able to talk about:

- Yeast and cake donuts
- Sweet and Danish dough products

Yeast-Raised Donut	Texture & Shape	Flavor	Unique Features & Varieties
Rings	<ul style="list-style-type: none">• Light, airy texture.• Ring-shaped.• Other shapes: sticks, twists, jumbo.	<ul style="list-style-type: none">• Sweet, yeast-dough flavored.• Usually glazed, powdered, sugared or iced.• Many flavor additions and toppings — cinnamon, chocolate, cherry, blueberry, coconut, etc.	<ul style="list-style-type: none">• Fried donut.• Maybe be decorated with jimmies, sugars, or candy decorations.
Fritters	<ul style="list-style-type: none">• Extremely dense texture.• Irregular shape due to frying.• Fruits may be added.	<ul style="list-style-type: none">• Sweet, yeast-dough flavored.• May have apple, pineapple, apricot, or other fruit flavors.	<ul style="list-style-type: none">• Fried white-dough donut.• Usually plain, glazed, and/or with fruit.
Crullers	<ul style="list-style-type: none">• Light, airy texture.• Twisted or ring-shaped.	<ul style="list-style-type: none">• Sweet, yeast- dough flavored.• Usually glazed or iced.	<ul style="list-style-type: none">• Fried white-dough donut.• Name comes from an old Dutch word krullen — “to curl!”
Long Johns	<ul style="list-style-type: none">• Light, airy texture.• Rectangular shaped.• With fillings.	<ul style="list-style-type: none">• Sweet, yeast-dough flavored.• Usually glazed or iced.• Custard filling gives distinct flavor.	<ul style="list-style-type: none">• Fried, filled, white-dough donut.

Yeast-Raised Donut	Texture & Shape	Flavor	Unique Features & Varieties
Twists	<ul style="list-style-type: none"> • Light, open texture. • Long, twisted rope-shaped. 	<ul style="list-style-type: none"> • Sweet, yeast-dough flavored. • May be chocolate flavored. 	<ul style="list-style-type: none"> • Usually glazed or sugared. • Sometimes chocolate and white dough twists.
Bismark	<ul style="list-style-type: none"> • Light, open texture. • Round shape, no hole. • With fillings. 	<ul style="list-style-type: none"> • Sweet, yeast-dough flavored. • Jelly, jam, custard, or whipped cream provides specific flavors. 	<ul style="list-style-type: none"> • Fried, filled white-dough donut. • Usually sugared or powdered sugar. • Also called Jelly-filled, Berliners. • Uses: breakfast pastry or snack.



Rings



Fritter



Cruller



Long John



Bismark

PDF  **Donuts:
Donut Shapes**
IDDBA.ORG/JOBGUIDES

PDF  **Donuts:
Donut Types**
IDDBA.ORG/JOBGUIDES

Cake Donuts are made with batter like a cake, usually shaped like a ring and fried. They rise with the help of baking soda or baking powder. They have a denser texture than yeast-raised donuts. Flavors like chocolate or blueberry, cherry, or other fruit flavors, may be added. Cake donuts may be iced, glazed, or sugared.

How To Enjoy

Donuts are a great breakfast item or snack item anytime of the day. They pair well with coffee, milk, or juice.

Important to Know

Donuts Shelf Life/Freshness

Donuts are one of the most perishable items in the bakery, with a maximum shelf-life of about 12 hours. Self-serve donuts can have an even shorter shelf life depending on the amount of heat, light, and air the donuts are exposed to. Always follow first-in, first-out (FIFO) product rotation to ensure the utmost freshness.

Donut Serving Tips

For best results, donuts should be consumed as soon as possible after purchase. Serve at room temperature. Freshly made donuts can be frozen. Thaw at room temperature. Donuts shouldn't be frozen a second time.



Plain Cake Donut



Chocolate Cake Donut



Sugared Cake Donut



Powdered Sugar Donut



Glazed Cake Donut



Donut Holes





Exercise 1: Donuts

Directions: Match the best answer to the sentence and then check the Answer Key for the correct answers.

- 12 hours
- Berliner
- custard
- cake donuts
- denser
- irregularly
- baking soda or powder
- 24 hours
- sweet, yeast dough
- cruller

1. _____ are made with batter like a cake, usually shaped like a ring, fried and generally have a _____ texture than yeast-raised donuts.
2. Cake donuts rise with the help of _____.
3. Fritters are _____ donuts that have a dense texture and are _____ shaped.
4. Long Johns are a yeast-dough donut usually filled with _____.
5. Donuts are one of the most perishable items in the bakery, with a maximum shelf-life of about _____.
6. Another name for a Bismark is a _____.



Answer Key
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Exercise 1: Donuts

1. **Cake Donuts** are made with batter like a cake, usually shaped like a ring, fried, and generally have a **denser** texture than yeast-raised donuts.
2. Cake donuts rise with the help of **baking soda or powder**.
3. Fritters are **sweet, yeast-dough** donuts that have a dense texture and are **irregularly** shaped.
4. Long Johns are a yeast-dough donut usually filled with **custard**.
5. Donuts are one of the most perishable items in the bakery, with a maximum shelf-life of about **12 hours**.
6. Another name for a Bismark is a **Berliner**.

Sweet Goods

The Sweet Goods Story

Sweet goods are originally from Europe. Many varieties can be traced to Denmark, historically famous for making rich, buttery rolls and sweet buns. One of the best-known sweet goods — the Danish — still carries the name of its home country.

How It's Made: The term “sweet goods” refers to all bakery products made with sweetened yeast dough — using either a sweet dough formula or Danish formula. The ingredients include water, yeast, butter or shortening, sugar, salt, milk, eggs, and flour. Danish versions of the dough contain more eggs and butter or shortening than non-Danish sweet dough. Sweet goods are often glazed or iced. Glazes serve three functions: to enhance the appearance (shine) and flavor of sweet goods, and to lengthen shelf life.

Fillings can include fruits like blueberry or apple, nuts like almonds or pecans, cream cheese, chocolate, or marzipan (almond paste). Icings may be: vanilla, chocolate, clear glaze, and honey pan glaze (for caramel rolls), etc. Topping types include cinnamon sugar, streusel or crumb topping, nuts, or coconut.

Sweet Dough Variety	Texture & Shape	Flavor	Unique Features & Varieties
Sweet Rolls	<ul style="list-style-type: none"> Round, oval, or oblong pastries. 	<ul style="list-style-type: none"> Sweet, yeast dough flavor; added fillings or icings also provide distinct flavors. 	
Cinnamon Rolls	<ul style="list-style-type: none"> Light, airy texture, Square or circular bun. 	<ul style="list-style-type: none"> Sweet, yeast dough flavor, cinnamon. 	<ul style="list-style-type: none"> Sweet rolls that have cinnamon layered in each circle of the roll. The rolls are usually panned together, then baked. They may be iced and topped with nuts.
Caramel Rolls	<ul style="list-style-type: none"> Square or circular bun. 	<ul style="list-style-type: none"> Cinnamon, with caramel and nutty flavors. 	<ul style="list-style-type: none"> Cinnamon rolls; topped with caramel glaze, nuts, or a crumb, brown sugar, nut streusel topping. Sometimes called Sticky buns or Pecan rolls.



Sweet Rolls



Cinnamon Roll



Caramel Roll



Danish



Bear Claw

Popular Danish Dough Varieties

Danish is a sweet pastry that has many shapes, including spirals, crescents, and figure eights. They may be filled with a variety of fillings like fruit or cream cheese; usually glazed and sometimes iced.

Bear claws are a Danish dough pastry shaped like a bear's paw; they're filled with marzipan and topped with cinnamon sugar, nuts, or almonds.

Butterflies are Danish dough shaped like the wings of butterfly; sweet pastry filled with fruit or cream cheese or cinnamon sugar.

Danish pockets are sweet dough shaped like a square envelope. They are filled with cream cheese, fruit or other fillings in the middle, then the corners are folded inward.

Danish Twists or Snails are sweet Danish pastry dough shaped like a twisted spiral; cinnamon sugar is spread on the dough. The center may be filled with fruit or cream cheese.

How To Enjoy

Sweet goods and Danish are great breakfast items or any time of the day snacks. They pair well with coffee, milk, and juice.

Important to Know

Sweet Good Shelf Life/Freshness

Most unpackaged sweet goods have a one-day shelf life; packaged products have a two-day shelf life.

Freshness: Check with your manager if you think any product may have lost its freshness. It varies by type, but all varieties should generally be soft and springy to the touch, not hard. Icings should not be brittle. Glazes should not be gummy.

Sweet Goods Serving Tips

Sweet goods are best eaten the day of purchase. Serve warmed or at room temperature. When serving warm, heat in an oven on low temperature about 10 minutes. Fresh sweet goods can be frozen; thaw at room temperature. If they have been frozen once, do not freeze again.



**Exercise 2: Sweet Goods**

Directions: Answer the questions below by choosing the best answer.

1. Sweet goods are made from:
 - a. Yeast dough with added cinnamon and sugar
 - b. Yeast dough enriched with sugar, shortening or butter, and eggs
 - c. Dough recipes originating in Europe
 - d. Fruit-enriched yeast dough

2. Packaged sweet goods typically have a shelf life of about
 - a. One day
 - b. Two days
 - c. Three days
 - d. Four days

3. Unpackaged sweet goods typically have a shelf life of about
 - a. One day
 - b. Two days
 - c. Three days
 - d. Four days

4. Glazes or icings on sweet goods are used to
 - a. Enhance flavor
 - b. Enhance appearance
 - c. Lengthen shelf life
 - d. All of the above

5. Danish dough is
 - a. Imported
 - b. Made domestically of imported ingredients
 - c. A sweet dough with more butter or shortening and eggs than non-Danish sweet dough
 - d. A sweet dough enriched with butter, eggs, and fruit or nuts

6. Bear claws are made with
 - a. Danish dough filled with marzipan and topped with almonds or other nuts
 - b. Cinnamon roll dough
 - c. Danish dough stuffed with caramel
 - d. Honey-glazed pan rolls



Answer Key
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Exercise 2: Sweet Goods

1. Sweet goods are made from:
b. Yeast dough enriched with sugar, shortening or butter, and eggs
2. Packaged sweet goods typically have a shelf life of about
b. Two days
3. Unpackaged sweet goods typically have a shelf life of about
a. One day
4. Glazes or icings on sweet goods are used to
d. All of the above
5. Danish dough is
c. A sweet dough with more butter or shortening and eggs than non-Danish sweet dough
6. Bear claws are made with
a. Danish dough filled with marzipan and topped with almonds or other nuts