Stan's Donuts

A Chicago Original

WHOLESALE

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THE Stan's STORY

CHICAGO DONUT HISTORY WAS MADE IN 2014.

It started with a friendship — and decades of mastery. Rich Labriola spent **30 years as one of Chicago's premier artisan bakers** before he met Stan Berman, founder of the iconic Los Angeles donut shop, **Stan's Donuts**. Inspired by that friendship and a shared passion for craft, Rich brought Stan's Donuts name to Chicago — and the result has exceeded every expectation. Today, there are over twenty **Stan's Donuts & Coffee** locations across the Chicago area, earning the title of **"Best Donut in Chicago"** from numerous media polls.

That 30-year foundation of artisan baking is baked into everything Stan's makes. It's why our **artisan sourdough bread** — slow-fermented and hand-crafted — belongs in every grocer's bakery set alongside our legendary donuts.

In 2021, we launched in the grocery channel with 4-packs of two fan favorites — **Chocolate Dipped** and **Birthday Cake** — made with real vanilla, whole eggs, and premium chocolate. No shortcuts. No compromises.

In 2022, we introduced our **Stan's Sourdough** as a thaw-and-sell superremium bread available as a branded or private label item.

PREMIUMIZATION BUILDS THE CATEGORY

Premiumization continues to be a 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 uniquely positioned to deliver on all of it. With Rich Labriola's 30 years of artisan baking heritage at its core, Stan's brings a genuine super premium standard to not one but two grocery bakery categories — setting a new bar for donuts and artisan sourdough bread alike, and giving shoppers a compelling reason to trade up.

BEER

ICE CREAM

FROZEN PIZZA

PASTA SAUCE

DONUTS

Full-Size | 4-pack Bakery Box

Thaw-and-Sell

CHOCOLATE DIPPED

Vanilla cake donut dipped in chocolate and drizzled with white chocolate

BIRTHDAY CAKE FLAVOR

Cake donut dipped in birthday cake flavored white chocolate topped with rainbow sprinkles

DONUTS

NEW- Available in packs of 2.
Thaw-and-Sell

CHOCOLATE DIPPED

Vanilla cake donut dipped in chocolate and drizzled with white chocolate

BIRTHDAY CAKE FLAVOR

Cake donut dipped in birthday cake flavored white chocolate topped with rainbow sprinkles

DONUTS

COMING SOON- Available in packs of 2.
Thaw-and-Sell

PISTACHIO TWIST

Buttermilk-cake cruller dipped in pistachio-flavored white chocolate topped with crushed pistachios

STRAWBERRY TWIST

Buttermilk-cake cruller dipped in strawberry-flavored white chocolate

CHOCOLATE TWIST

Chocolate buttermilk-cake cruller dipped in Chocolate

MINI DONUTS

12-Count Slotted Clamshell

Thaw-and-Sell

CHOCOLATE DIPPED

BIRTHDAY CAKE FLAVOR

Strawberry Dipped

DONUTS

LIMITED TIME OFFERS

Full Size 6-Count Clamshell

Thaw-and-Sell

AUTUMN

Made with real apple cider, apple pieces and applesauce.

APPLE CIDER

PACZKI

LIMITED TIME OFFERS

Our signature Polish Paczki. Sold seasonally around Lent & Fat Tuesday

Thaw-and-Sell

SPRING

Bavarian Creme

Strawberry

Raspberry

DONUTS

CHOCOLATE DIPPED
4 pack

UPC Item

8 10151 10055 5

UPC Case

10810151100552

BIRTHDAY CAKE
4 pack

UPC Item

8 10151 10054 8

UPC Case

10810151100545

CHOCOLATE DIPPED
2 pack

UPC Item

8 10151 10059 3

UPC Case

10810151100590

BIRTHDAY CAKE
2 pack

UPC Item

8 10151 10058 6

UPC Case

10810151100583

MINI CHOCOLATE DIPPED
12 ct

UPC Item

8 10151 10007 4

UPC Case

10810151100071

MINI BIRTHDAY CAKE
12 ct

UPC Item

8 10151 10006 7

UPC Case

10810151100064

MINI STRAWBERRY DIPPED
12 ct

UPC Item

8 10151 10072 2

UPC Case

10810151100729

DONUTS

LIMITED TIME OFFERS

APPLE CIDER
6 pack

UPC Item

8 50030 09053 9

UPC Case

00850030090546

PISTACHIO TWIST
2 pack

UPC Item

8 10151 10075 3

UPC Case

10810151100750

PACZKI

STRAWBERRY PACZKI
4 pack

UPC Item

8 50030 09062 1

UPC Case

10850030090628

BAVARIAN CREAM PACZKI
4 pack

UPC Item

8 50030 09061 4

UPC Case

10850030090611

RASPBERRY PACZKI
4 pack

UPC Item

8 50030 09084 3

UPC Case

10850030090840

Stan's SOURDOUGH

Wild yeast. Slow fermentation. No shortcuts. The result is a deeply flavorful loaf with a crisp crust, open crumb, and a chew your customers will love..

Stan's Sourdough was created by Chief Doughboy, Rich Labriola—one of Chicago's premier artisan bakers. After decades building Labriola Baking Company into a respected name in bread, Rich brought his expertise to Stan's Donuts & Coffee in 2014.

In 2021, he returned to his roots with a singular focus: crafting exceptional sourdough at scale. The result is Stan's Sourdough—a line of artisan breads made with time-honored techniques, designed for today's grocery shelves.

OUR SECRET RECIPE

Flour, Water, Sea Salt & TIME

SAN FRANCISCO
SOURDOUGH

24 OZ or 32 OZ
Thaw-and-Sell
Fully Baked & Sliced 1/2"

ASIAGO PEPPERCORN

20 OZ
Fully Baked & Sliced 1/2"

JALAPEÑO CHEDDAR

20 OZ
Fully Baked & Sliced 1/2"

Stan's SOURDOUGH

SAN FRANCISCO
SOURDOUGH

24 OZ
Fully Baked & Sliced 1/2"

UPC Item - 24oz
8 50040 10318 2

UPC Case- 24oz
10850040103189

32 OZ
Fully Baked & Sliced 1/2"

UPC Item - 32oz
8 50040 10301 4

UPC Case- 32oz
10850040103011

JALAPEÑO CHEDDAR

UPC Item
8 50040 10329 8

UPC Case
10850040103295

ASIAGO PEPPERCORN

UPC Item
8 50040 10330 4

UPC Case
10850040103301