



Stan's Donuts  
& COFFEE



# WHOLESALE

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# 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 retailers 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

Our two most popular full-size donuts. Available in packs of 4.



## CHOCOLATE DIPPED

### *Chocolate Dipped 4 Pack*

UPC Case	UPC Item	Description	Cost	Retail	Margin %
10810151100552	810151100555	A vanilla cake donut dipped in chocolate and drizzled with white chocolate			



## BIRTHDAY CAKE FLAVOR

### *Birthday Cake 4 Pack*

UPC Case	UPC Item	Description	Cost	Retail	Margin %
10810151100545	810151100548	A cake donut dipped in birthday cake flavored white chocolate topped with rainbow sprinkles			

UPC Item



UPC Case



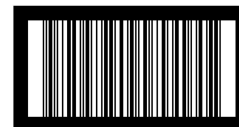
10810151100552



UPC Item



UPC Case



10810151100545





# MINI DONUTS

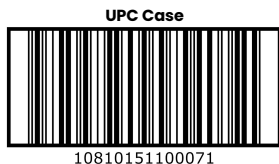
One of our two most popular wholesale donut flavors are now available as handy, dandy mini donuts!



## CHOCOLATE DIPPED

### Chocolate Dipped Mini - 12ct Tub

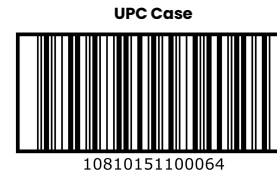
UPC Case	UPC Item	Description	Cost	Retail	Margin %
10810151100071	810151100074	A vanilla cake donut dipped in chocolate and drizzled with white chocolate			



## BIRTHDAY CAKE FLAVOR

### Birthday Cake Mini - 12 ct Tub

UPC Case	UPC Item	Description	Cost	Retail	Margin %
10810151100064	810151100067	A cake donut dipped in birthday cake flavored white chocolate topped with rainbow sprinkles			



# MINI DONUTS

Our Mini Powdered Sugar Tubs carry a 16 count since the coating changes the size of the donut.

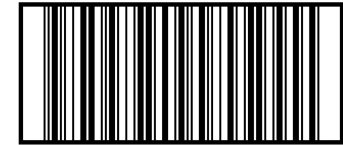


## POWDERED SUGAR

UPC Item



UPC Case



10810151100194

### Mini Powdered Sugar - 16 ct Tub

UPC Case	UPC Item	Description	Cost	Retail	Margin %
10810151100194	810151100197	Vanilla cake donut, tossed in powdered sugar with a hint of vanilla.			



# PACZKI

## LIMITED TIME OFFERS

SPRING

### Strawberry Paczki 4 Pack Box

UPC Case	UPC Item	Description	Cost	Retail	Margin %
10850030090628	850030090621	Stan's take on a classic Polish Paczki with Strawberry filling.			

### Bavarian Cream Paczki 4 Pack Box

UPC Case	UPC Item	Description	Cost	Retail	Margin %
10850030090611	850030090614	Stan's take on a classic Polish Paczki with Bavarian Cream filling.			

### Raspberry Paczki 4 Pack Box

UPC Case	UPC Item	Description	Cost	Retail	Margin %
10850030090840	850030090843	Stan's take on a classic Polish Paczki. Flavor options are Raspberry, Strawberry, and Bavarian Cream!			



UPC Item



UPC Item



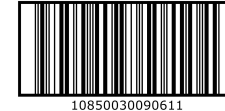
UPC Item



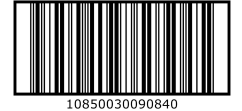
UPC Case



UPC Case



UPC Case



# DONUTS

## LIMITED TIME OFFERS

### SUMMER



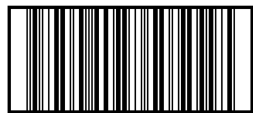
## STAR SPANGLED

### Patriotic 6 Pack Box

UPC Case	UPC Item	Description	Cost	Retail	Margin %
10850030090857	850030090850	Celebrate Summer in America with this star-spangled, cake donut topped with festive sprinkles.			



UPC Case



10850030090857



### AUTUMN



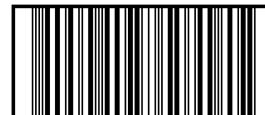
## APPLE CIDER

### Apple Cider 6 Pack Box

UPC Case	UPC Item	Description	Cost	Retail	Margin %
00850030090546	850030090539	Made with real apple cider, apples and applesauce.			



UPC Case



00850030090546





# MINI DONUTS

LIMITED TIME OFFERS

AUTUMN

WINTER



**APPLE CIDER  
MINI**

*Apple Cider Mini - 16 ct Tub*

UPC Case	UPC Item	Description	Cost	Retail	Margin %
10850030090833	850030090836	Made with real apple cider, apples and applesauce.			



UPC Case



10850030090833



**Peppermint  
Chocolate Dipped  
MINI**

*Peppermint Chocolate Dipped Mini - 12 ct Tub*

UPC Case	UPC Item	Description	Cost	Retail	Margin %
10810151100521	810151100524	A devil's food chocolate cake donut, dipped in peppermint flavored white chocolate, topped with peppermint sprinkles			



UPC Case



10810151100521





# MINI DONUTS

LIMITED TIME OFFERS

WINTER



## Valentine's Dipped MINI

*Valentine's Dipped Mini - 12 ct Tub*

UPC Case	UPC Item	Description	Cost	Retail	Margin %
10810151100613	810151100616	A chocolate cake donut, dipped in white chocolate, drizzled with pink white chocolate, and topped with heart-shaped sprinkles			

UPC Item



UPC Case



10810151100613





Stan's Artisan Breads was created by Chief Doughboy, Rich Labriola. Rich's journey began with his Labriola Baking Company. Regarded as one of Chicago's premier artisan bakers, Rich took his decades of baking and production experience, sold his Labriola Baking Company, 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 and bread.



# SAN FRANCISCO SOURDOUGH

**24 OZ**

Fully Baked & Sliced 1/2"

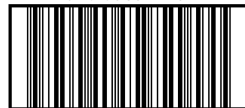


UPC Case	UPC Item
10850040103189	850040103182

UPC Item - 24oz



UPC Case- 24oz



10850040103189

Nutrition Facts	
About 12 servings per container	
<b>Serving size</b>	(2oz)
<b>Amount per serving</b>	
<b>Calories</b>	<b>130</b>
% Daily Value*	
<b>Total Fat</b> 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 320mg	14%
<b>Total Carbohydrate</b> 25g	9%
Dietary Fiber 1g	4%
Total Sugars 0g	
Includes 0g Added Sugars	0%
<b>Protein</b> 5g	
Vitamin D 0mcg	0%
Calcium 15mg	0%
Iron 1mg	6%
Potassium 0mg	0%

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**32 OZ**

Fully Baked & Sliced 1/2"

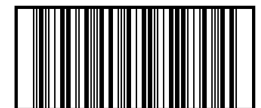


UPC Case	UPC Item
10850040103011	850040103014

UPC Item - 32oz



UPC Case- 32oz



10850040103011

Nutrition Facts	
About 12 servings per container	
<b>Serving size</b>	(2oz)
<b>Amount per serving</b>	
<b>Calories</b>	<b>130</b>
% Daily Value*	
<b>Total Fat</b> 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 320mg	14%
<b>Total Carbohydrate</b> 25g	9%
Dietary Fiber 1g	4%
Total Sugars 0g	
Includes 0g Added Sugars	0%
<b>Protein</b> 5g	
Vitamin D 0mcg	0%
Calcium 15mg	0%
Iron 1mg	6%
Potassium 0mg	0%

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

## INGREDIENTS:

Enriched Wheat Flour (Wheat Flour, Malted Barley Flour, Niacin, Iron, Thiamin Mononitrate, Riboflavin, Folic Acid), Water, Contains 2% or Less of the Following:, Sea Salt, White Rye Flour, Corn Meal, Cultured Wheat Flour, Mono & Diglycerides, Enzymes, Malted Wheat Flour

**Contains:** Wheat

Made in a facility with Tree Nuts

# ASIAGO PEPPERCORN

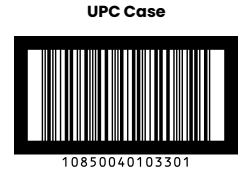
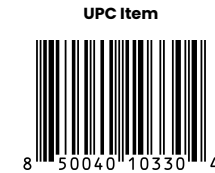
An irresistible artisanal offering with tangy flavor, chewy texture, crackly crust, signature sourdough aroma with an added twist of asiago cheese and peppercorn.

**20 OZ**  
Fully Baked &  
Sliced 1/2"

Nutrition Facts	
10 servings per container	
<b>Serving size</b>	<b>1 Slice (2oz)</b>
Amount per serving	
<b>Calories</b>	<b>150</b>
% Daily Value*	
<b>Total Fat</b> 2g	3%
Saturated Fat 1g	5%
Trans Fat 0g	
<b>Cholesterol</b> 5mg	2%
<b>Sodium</b> 420mg	18%
<b>Total Carbohydrate</b> 26g	9%
Dietary Fiber 1g	4%
Total Sugars 0g	
Includes 0g Added Sugars	0%
<b>Protein</b> 7g	
Vitamin D 0mcg	0%
Calcium 20mg	0%
Iron 1.3mg	8%
Potassium 10mg	0%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	



UPC Case	UPC Item
10850040103301	850040103304



## INGREDIENTS:

Ingredients: Enriched Wheat Flour (Wheat Flour, Malted Barley Flour, Niacin, Iron, Thiamin Mononitrate, Riboflavin, Folic Acid), Water, Asiago Cheese (Cultured Milk, Enzymes, Salt) Contains 2% Or Less Of: Salt, Rye Flour, Black Pepper, Mono & Diglycerides, Enzymes, Cultured Wheat Flour, Malted Wheat Flour

**Contains:** Wheat, Milk

*Made in a facility with Tree Nuts*



# JALAPEÑO CHEDDAR

An irresistible artisanal offering with tangy flavor, chewy texture, crackly crust, signature sourdough aroma with an added twist of cheddar cheese and jalapeno.

## Nutrition Facts

About 10 servings per container

**Serving size** 1 Slice (2oz)

Amount per serving

**Calories** 140

% Daily Value\*

**Total Fat** 1.5g 2%

Saturated Fat 1g 5%

Trans Fat 0g

**Cholesterol** 5mg 2%

**Sodium** 440mg 19%

**Total Carbohydrate** 24g 9%

Dietary Fiber <1g 3%

Total Sugars 0g

Includes 0g Added Sugars <1%

**Protein** 7g

Vitamin D 0mcg 0%

Calcium 70mg 6%

Iron 1.2mg 6%

Potassium 0mg 0%

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



**20 OZ**  
Fully Baked &  
Sliced 1/2"

UPC Case	UPC Item
10850040103295	850040103298

UPC Item



UPC Case



**Ingredients:** Enriched Wheat Flour (Wheat Flour, Malted Barley Flour, Niacin, Iron, Thiamin Mononitrate, Riboflavin, Folic Acid), Water, Cheddar Cheese (Pasteurized Part-Skim Cow's Milk, Cheese Culture, Salt, Enzymes, Annatto (Color)), Sliced Jalapenos (Jalapeno Peppers, Water, Vinegar, Salt, Calcium Chloride, Sodium Benzoate, Turmeric), Contains Less Than 2% Of: Salt, Malted Wheat Flour, Cultured Wheat Flour, Enzymes, Mono & Diglycerides.

**Contains:** Wheat, Milk

*Made in a facility with Tree Nuts*



# 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.



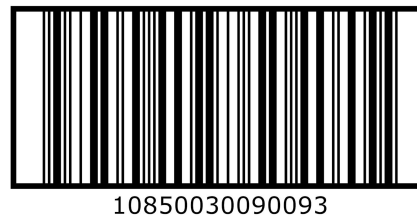
## HOUSE BLEND

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

### Ground House Blend Bag



### House Blend Ground Case



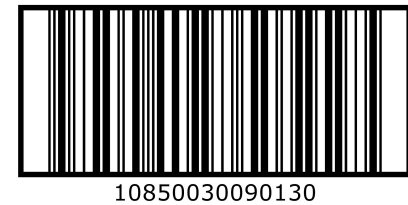
## DARK ROAST

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

### Ground Dark Roast Bag



### Ground Dark Roast Case



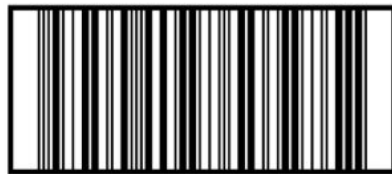
House Roast Ground • House Roast Whole Bean • Dark Roast Ground • Dark Roast Whole Bean

# 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 <sup>oz</sup> CANS



20850030090175

Cold Brew UPC : 12-Can Master Case



8 50030 09017 1

Cold Brew UPC : Single Can

