



# 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 superpremium bread available as a branded or private label item.



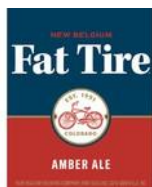
# PREMIUMIZATION BUILDS THE CATEGORY

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



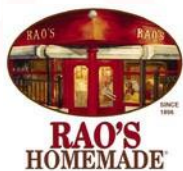
ICE CREAM



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



## PISTACHIO TWIST

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



# 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, apples pieces and applesauce.

## APPLE CIDER



MINI  
**DONUTS**  
*LIMITED TIME OFFERS*

SPRING

12-Count Slotted Clamshell – New Packaging in 2026  
**Thaw-and-Sell**



**LEMON  
DIPPED**

Lemon cake donut dipped in lemon flavored white  
chocolate topped with a lemon drizzle



# 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



UPC Case



## BIRTHDAY CAKE 4 pack

UPC Item



UPC Case



## CHOCOLATE DIPPED 2 pack

UPC Item



UPC Case



## BIRTHDAY CAKE 2 pack

UPC Item



UPC Case

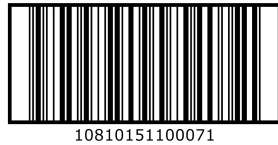


## MINI CHOCOLATE DIPPED 12 ct

UPC Item



UPC Case

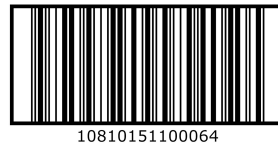


## MINI BIRTHDAY CAKE 12 ct

UPC Item



UPC Case



## MINI STRAWBERRY DIPPED 12 ct

UPC Item



UPC Case

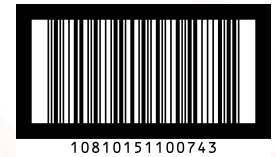


## MINI LEMON DIPPED 12 ct

UPC Item



UPC Case



# DONUTS

LIMITED TIME OFFERS

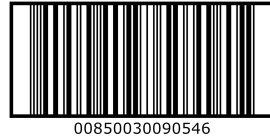
## APPLE CIDER

6 pack

UPC Item



UPC Case



## PISTACHIO TWIST

2 pack

UPC Item



UPC Case



# PACZKI

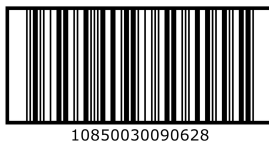
## STRAWBERRY PACZKI

4 pack

UPC Item



UPC Case



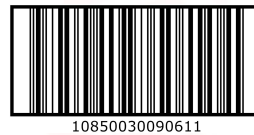
## BAVARIAN CREAM PACZKI

4 pack

UPC Item



UPC Case



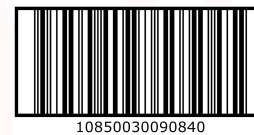
## RASPBERRY PACZKI

4 pack

UPC Item



UPC Case





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"





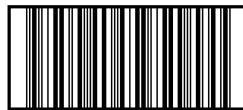
## SAN FRANCISCO SOURDOUGH

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

UPC Item - 24oz



UPC Case- 24oz



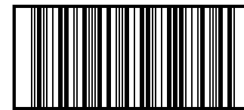
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**32 OZ**  
Fully Baked & Sliced 1/2"

UPC Item - 32oz



UPC Case- 32oz



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## JALAPEÑO CHEDDAR

UPC Item



UPC Case



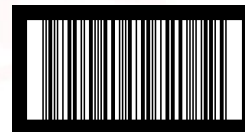
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## ASIAGO PEPPERCORN

UPC Item



UPC Case



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