



November 22, 2021

To Our Valued Customers & Brokers:

Over the past few months, Baker Boy has been forced to make difficult decisions regarding our product offerings.

Like all food manufacturers, we continue to face labor and supply chain disruption challenges while experiencing record-high customer demand for our bakery products. This combination of factors shows no signs of subsiding in the near future and has caused us to struggle filling customer orders at rates we are not comfortable maintaining in the long term.

As we search for ways to better serve all customers, we have made the extremely difficult decision to discontinue The Donut Hole® Thaw & Serve Donut category effective January 1, 2022. Following that date, these products will be available until supplies are depleted.

The products being discontinued include all items that were available in 30-count cases containing five 6-pack trays. These are:

Item Number	Description
40011	Glazed Ring Donuts
40012	Chocolate Iced Ring Donuts
40101	Glazed Cake Donuts
40102	Glazed Old Fashioned Cake Donuts
40103	Glazed Blueberry Cake Donuts
40104	Glazed Devils Food Cake Donuts
40105	Glazed Pumpkin Cake Donuts
40146	White Iced Raspberry Magic Ring® Donuts
40147	Chocolate Iced Chocolate & Bavarian Crème Magic Ring® Donuts
40149	White Iced Strawberry Cream Cheese Magic Ring® Donuts
40211	Maple Iced Long John
40242	Chocolate Iced Crème Filled Long John
40331	Glazed Cinnamon Twist Donuts
40371	Glazed Cinnamon Roll Donuts
40411	Glazed Apple Filled Fritters
40650	Chocolate Iced Cake Donuts

Doing this allows Baker Boy to be more efficient with our labor usage to better serve our customers and increase fill rates on other Baker Boy products.

bakerboy.com

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While we are eliminating the 6-pack Thaw & Serve Donut category, we will continue to offer fully finished donuts through The Donut Hole® Individually Wrapped Donut program. The recent success of this product line has shown us that there is a demand for fully finished donuts and streamlining our offerings to the individually wrapped product line allows us to continue offering these.

The Donut Hole® Individually Wrapped Donut consists of the following products:

Item Number	Description
41011	IW Glazed Ring Donuts
41141	IW Apple Magic Ring® Donuts w/ WG
41146	IW White Iced Raspberry Magic Ring® Donuts
41147	IW Chocolate Iced Chocolate & Bavarian Crème Magic Ring® Donuts
41211	IW Maple Iced Long John
41652	IW Blueberry Cake Donut w/ WG
41660	IW Cake Donut w/ WG
41666	IW Glazed Old Fashioned Cake Donuts

If you have any questions or to learn more about The Donut Hole® Individually Wrapped Donut program, please contact your Baker Boy sales representative.

Thank you,

Dustin Monke
Marketing Manager