



WE'RE  
HERE LET'S GO.

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# INNOVATION TOUR SERIES

WHAT? **DONUTS**  
WHERE? **NYC**

# 0 0 1

In our constant search of new ideas, EFCO sends members of the R+D team into the field to get a first hand look at what's resonating with consumers. Hitting the streets is a great way to find sources of inspiration, new trends and other tidbits that prove to be invaluable to the ideation and innovation process.

Please enjoy this publication and consider joining us on a future innovation tour.





**DONUTS**  
**-NYC-**

## RISE OF CHEESECAKE DONUTS

Cream cheese filling has long been a bakery staple for danishes, but now it is growing in popularity as a donut filling.



« Danishes with cream cheese filling  
PARIS BAGUETTE



Cheesecake donuts with cream cheese filling >>  
DOUGH DOUGNUTS

### HERE'S HOW EFCO INNOVATES

EFCO has a product line, named cremedela, featuring a wide range of cream cheese fillings and sauces. These products are custom formulated for both sweet and savory applications.



TO LEARN MORE ABOUT HOW EFCO CAN DEVELOP IDEAS FOR YOU WITH THIS OR OTHER TRENDS, EMAIL US AT [RESEARCH@EFCOPRODUCTS.COM](mailto:RESEARCH@EFCOPRODUCTS.COM) AND CONNECT DIRECTLY WITH OUR R+D LAB TEAM.



## SAVORY DONUTS

Savory flavors such as salted caramel, maple bacon and salted chocolate are familiar flavors for bakeries. Now new savory flavors are appearing that continue to press the envelope.

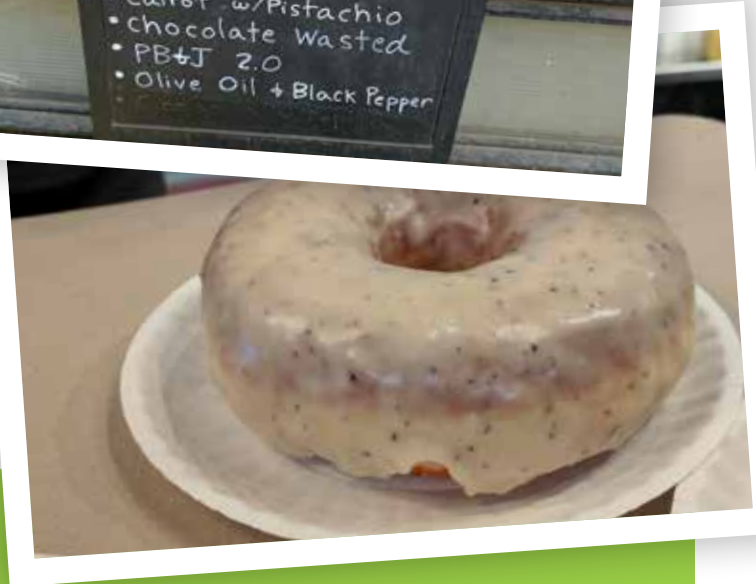


« Salted chocolate caramel doughnuts  
DOUGH DOGHNUTS

Beet w/ ricotta or everything doughnuts »  
THE DOUGHNUT PROJECT



Olive oil + black pepper doughnut »  
THE DOUGHNUT PROJECT



### HERE'S HOW EFCO INNOVATES

EFCO has formulated savory cream cheese flavors such as chipotle, tomato balsamic, tikka masala and French onion. These are popular bagel spreads and flatbread sauces, but are growing in popularity as fillings in Danishes, croissants and more.



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## DONUT SPOTLIGHT

Two of the most innovative donut spots in NYC are Dough Doughnuts and The Doughnut Project. Below is just the shortlist of the many varieties they're crafting daily.



- « *Dough Doughnuts NYC*
  - Chocolate stout doughnuts
  - Yuzu curd doughnuts
  - Chocolate chipotle doughnuts

- The Doughnut Project* »
  - Birthday cake doughnuts
  - Prosecco doughnuts
  - Blueberry + parsnip doughnuts



### HERE'S HOW EFCO INNOVATES

At EFCO, the R+D team has translated these trendy flavors into innovative products such as passion fruit filling, café au lait filling, blood orange jelly, horchata filling and green tea buttercreme.



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WE'RE HERE LET'S GO.

**GET INVOLVED**

» **INNOVATION HAS MANY FORMS**

EFCO ignites inspiration that sparks innovation. Join the fun and get involved. Here are just a few ways for you and your team to be part of the action.

**001//**

**JOIN ONE OF OUR INNOVATION TOURS**

We hold several innovation tours each year. They're a lot of fun and provide a street-level perspective on what's resonating with patrons. Joining us for our next innovation tour is a piece of cake (pun intended) – simply reach out to our team for more information on topics and schedules.

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**INVITE US FOR AN ON-SITE INNOVATION SESSION**

Let us come to you. We can conduct a targeted innovation session focused on your specific needs and applications. It's a great way to experience everything EFCO is monitoring in the marketplace.

**003//**

**ATTEND AN INNOVATION SUMMIT**

Join us at EFCO headquarters. Located 90 miles north of NYC in the Hudson Valley Region, EFCO is in the center of a region rich in farm-to-table cuisine and home to the world famous Culinary Institute of America. Let us host you as we collaborate to create memorable dishes.



THERE ARE MANY WAYS TO ENGAGE WITH EFCO THAT WORKS BEST FOR YOU AND YOUR TEAM. SIMPLY EMAIL US AT [RESEARCH@EFCOPRODUCTS.COM](mailto:RESEARCH@EFCOPRODUCTS.COM) AND CONNECT WITH OUR R+D LAB TEAM TO LEARN MORE.

# THANK YOU. LET'S INNOVATE.

The R+D Lab at EFCO is supported by EFCO's manufacturing expertise and a talented team delivering on a promise of excellence every EFCO customer knows intimately. Challenge us; we're here to help.

David Cullinan  
R&D Manager



Vijay Poreddy  
Food Scientist



YOU-CENTRIC  
APPROACH

Brian Duffy  
Food Technologist,  
Innovation



Brianna Benson  
Sample Coordinator



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