

Thinking Outside the Donut Box

No longer limited to set shapes, sizes, or fillings, the versatile donut base creates infinite opportunities for creativity, both in aesthetic and for flavor.

At McCormick Flavor Solutions, we strive to think outside of the donut box, and work to create show-stopping flavors that help you to defy the status quo. We are here to inspire you with flavorful twists for your next donut (or non-donut) innovation, check out some ideas to get you started...

13%
increase of donuts on U.S. menus over past 4 years.

Datassential



HEALTH CONSCIOUS

- Blueberry Lemon
- Brownie
- Cinnamon Sugar
- Dark Chocolate
- Maple Bacon
- Mixed Berry
- Salted Toffee



B Doughnut (La Plata, MD): Vegan Lemon glazed, cinnamon sugar, & mixed berry donuts.

Vegan donuts grew **+90%** on U.S. dessert menus over the past 4 years. (*Datassential*)

HOLIDAY CELEBRATIONS

- Apple Cider
- Birthday Cake
- Caramel Apple
- Chocolate Covered Strawberry
- Cranberry
- Gingerbread
- Maple
- Orange
- Pumpkin Spice



'Seasonal' is one of the fastest growing positionings in the U.S. for Sweet Baked Goods launches. (*Innova*)

DESSERT INSPIRED

- Apple Pie
- Carrot Cake
- Cinnamon Roll
- Crème Brulee
- Red Velvet
- Strawberry Cheesecake
- Waffle Cone Sundae



Crème Brulee Donuts are popular posts on Pinterest & TikTok.



Dunkin' Red Velvet Donut

GLOBAL VARIETIES

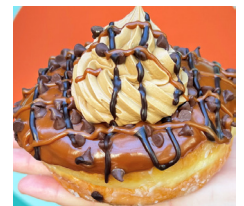
- Chocolate Baklava
- Churro
- Dulce de Leche
- Pistachio
- Thai Donut

Churros grew **+36%** on U.S. dessert menus over the past 4 years. (*Datassential*)



BEVERAGE INSPIRED

- Mexican Hot Chocolate
- Mocha
- Peppermint Hot Chocolate
- Pina Colada/Tropical
- Strawberry Lemonade
- Strawberry Milkshake
- Vanilla Chai



Everglazed Donuts' (Disney Springs, FL)
Cafe Mocha Donut: caramel iced donut, chocolate chips, coffee buttercream, caramel and chocolate icing