



Sentinel

The Bakery Specialist

Third Quarter 2021

A Premium Doughnut Mix Collection for the Experienced Baker

INTRODUCING 52 YOUR CHOICE DOUGHNUT ARTIST SERIES

Our exclusive brand, 52 Your Choice, presents the Doughnut Artist Series! The Doughnut Artist Series was born out of the belief that doughnut bakers are true artisans and that several small innovations can come out of a 30 lb. or 50 lb. bag. Experience the difference with our premium glaze, yeast raised and cake doughnut mix varieties for a customized taste for ALL doughnut lovers.

Our premium Cake Doughnut Mixes have excellent star break, low oil absorption, outstanding water absorption, great height and size, a smooth surface and no after taste. Whether your customers prefer chocolate, blueberry, spice or a vegan option, there's something for everyone to enjoy! For those wanting to add an exclusive taste to their menus, our specialty doughnut mixes include Buttermilk Bar, Old Fashioned Cake and French Cruller – all rich in color, smell, AND flavor.

Soft and tender with excellent volume, our Yeast Raised Doughnut Mixes offer superior rise during the proofing stage, fantastic water absorption and a fine chew. And lastly, the Doughnut Artist Series wouldn't be complete without a classic, all-time favorite doughnut glaze. Our Signature Doughnut Glaze has an abundant depth of flavor, balanced sweetness and an extra shine to provide unlimited design capabilities for any master baker.



DOUGHNUT ARTIST SERIES

Continued on page 4



Sunrise Becomes the Preferred Distributor for Puratos in Southern California

Sunrise Food Service is proud to become the preferred distributor for Puratos premium bakery products in the Southern California region. Founded in 1920 by Henri Groot and his son Fils, Puratos is driven by a passion for innovation and strives to continuously improve their product line so their customers can bake with confidence. Close relationships with their customers has always inspired them to go above and beyond expectations.

Puratos develops innovative ingredients and solutions for bakers, pâtissiers and chocolatiers around the world. With their rich experience as a premium bakery supplier, they can design and manufacture every component of their products themselves and consistently offer bakery ingredients of the highest quality.



Pâtisseries are part spectacle and part seduction, and a good deal of talent and expertise is required. With Puratos' pâtisserie ingredients, customers can easily master the interactions between base, filling, and decoration. When it comes to sweet treats, chocolate is the world's number one favorite. Whether in praline, croissant, cookie or pastry, a collective obsession with chocolate runs deep among consumers. Puratos understands and shares this love of chocolate. Their chocolate products are intense, complex, varied, and sophisticated, inspiring passion and delight throughout the menu.

Contact your Sunrise sales rep to bring the premium products from Puratos to your bakery!



The "Choice" Solution for Perfect Pies & Pastries

Enjoy the finest fruit fillings "filled" with fresh seasonal fruits picked at the peak of flavor and prepared with minimal processing, 52 weeks a year. Time to bake away with confidence!

#93702
Fancy Cube Cut Apple

#93301
Apple Pastry

#949525
Imitation Raspberry



atalanta
TO BE A PART OF EVERY food experience

Convenient, Authentic French Flavor

Experience gourmet delights that never cease to amaze with Atalanta. These frozen treats carry fresh flavor and promise to save your employees valuable prep time on a daily basis.

- #99188** Macaroon La Rose Noir
- #92613** Sliced Peach Canned
- #92674** Crème Brulee
- #91510** Lady Fingers





General Mills – Making Lives Healthier, Easier and Richer

General Mills is a staple in any baking-focused business. And Sunrise Food Service is no different. For over five years, the Sunrise-General Mills relationship has grown steadily and gotten stronger each year. Today, that thriving partnership delivers easy access to the highest-quality cake mixes, corn meal, yogurt – and, yes, flour, to Sunrise customers across Southern California.

General Mills' focus is their Consumer First strategy: deeply understanding the needs of consumers and moving quickly to satisfy those needs with a broad lineup of established, iconic brands, such as Pillsbury, Nature Valley, Bisquick, Cheerios and more.

At the core of the General Mills product catalog is baking and baking ingredients...the same essential solutions that Sunrise delivers on a daily basis. Sunrise and General Mills have the answers YOUR bakery needs for the best time of year...baking season! From ready to bake products like Place and Bake Crescent Rolls to basic ingredients that let YOU be the innovator; Sunrise has all of the General Mills staples needed to properly stock your shelves in anticipation for the fall!



Flour 101: Stock Up on Kitchen Staples

Whether it's bread or cake, baking is the art of turning flour into tasty treats. At General Mills, it's been 150 years of making food with passion & delivering bakers with the essential ingredients for tasty, sweet treats!

**#91803
Sureflake Flour**

**#950143
All Trumps –
Unbleached Hi
Gluten Flour**



Your Bakery Just Got Creamier

No matter what you're baking, you can count on consistent flavor, texture, appearance, and superior holding power with Ventura Foods.

#91950 Liquid Margarine #90472 Mayo, Extra Heavy



52 Your Choice Doughnut Artist Series

Continued from page 1

Doughnut innovators deserve a quality product line that features choice customer service, packaged in a colorful palette of flavors that speak directly to the artist within. The Doughnut Artist Series is the answer for standout, "Instagrammable" doughnuts that promise to have your customers going "nuts"!

Contact our team to order samples today.



Creative & Colorful Creations Await

A variety of fillings, margarines & quality decorations that will provide your baked sweets with more than just standout color, but signature flavor

#99851 Fresa Strawberry Filling

#930065 Danish Margarine

#9918 Non Pariels Rainbow



**GRUPO
LA FLORIDA
MEXICO**

