

Auntie Em's Bakery

Company Profile

Auntie Em's brings our 50 plus years of baking experience to partner with WAM to help you grow this category in your store.

Opportunities for food service in the convenience store industry continue to soar, and donuts have become a fan favorite by consumers. Auntie Em's uses only the highest quality ingredients to provide the best customer initial experience and generate repeat purchases in your store!



Product Profile

Our thaw and serve donuts are available in bulk and are best when sold within a 1-day shelf life. Our product ships in 6 count trays for better daily inventory control to minimize waste based on what is needed for each day sales. Also to maximize freezer space, we offer a 48ct variety pack of our best sellers for larger stores.

TOP SELLERS INCLUDE:

- Glazed Ring
- Chocolate Long John w/Holland Creme Filling
- Raspberry Bismarck
- Old Fashioned Sour Creme
- Glazed Bow Tie
- Glazed Ring With Sprinkles (Choc and Vanilla)
- Chocolate Long John w/ Custard Filling
- Donut Hole Plain, Glazed, Cherry and Chocolate



Get in the bakery business today and add food service profits to your bottom line!

SIGN UP TODAY!

Point of Sale

We provide point of sale materials to help promote your donut business. Also, when you merchandise our product, make sure they are positioned close to your coffee to maximize sales opportunities. We also have donut & donut hole racks available to purchase with a product rebate program designed to reimburse your rack cost.

Auntie 
Com's
Bakery

WAM
FOCUSED PROGRAMS • PROVEN RESULTS



Equipment

No equipment is required, this is a thaw and serve program.

Retail Accrual Program

Exclusively through your wholesale distributor and WAM, we offer a retailer accrual program that adds profit to your bottom line. Don't wait! Get in the bakery business today and begin to add food service profits to your bottom line.



Commit to a consumer favorite and generate repeat purchases for your store!