



*Have you ever tried  
a Gelato Snack flavoured Donuts?*



# MR. DONUTS STICKS



Mr. Donuts Sticks (MDS) is an innovative **Gelato Snack** that:

1. combines the flavor, shape and look of the original American Donut with freshness and creaminess of the Italian Gelato.
2. can be enjoyed as an ice cream stick, but also as an excellent lunch or dinner dessert, a special sweet for a party and everything else you can imagine.
3. is made of high-quality ingredients, guaranteed by our traceability system.

We have **patented MDS project**, to guarantee its uniqueness.





# MARKET POSITIONING



MDS can compete in 3 different markets:

Thanks to its unique features, MDS has no direct competitor in any of these markets



**Target Consumers:** kids, teenagers and adult young people. MDS ideal consumer:

- Has a **dynamic lifestyle**
- Often **eats out**
- Considers food as a **pleasure**

Wide range of potential consumers  
(from 5-65 years old)



# PRODUCT POSITIONING

**TOSCHI**  
*Gelateria*

Mister Donuts Sticks is...

## YUMMY

It is a pleasure for eyes and mouth. You see it, you want it, you buy it, you eat it.

## FUNNY

You create your MDS, choosing how to dress it. It changes every time, expressing yourself.

## FRESH

MDS is both a freshly made gelato snack and a youthful product.





# 4 GOOD REASONS TO BUY MR. DONUTS

**TOSCHI**  
*Gelateria*

**Why does Mister Donuts Sticks is an interesting product?**

MDS is an innovative and unique product, without competitors: it is both a Gelato and a Snack, with all the flavor and shape of the original American Donuts. MDS is then a good way to:

1. Attract **new consumers**.
2. Increase **sales** with **existing consumers**.
3. Obtain **satisfying profit margins**.
4. Sell a product that is **easy to prepare** (see the [Tutorial video](#)).





# MR. DONUTS KITS



**TOSCHI**  
*gelateria*

## CLASSIC KIT

With Soft Glazes:

- Chocolate
- Strawberry

**NEW**

## CROCC CLASSIC KIT

With Crunchy Glazes:

- Chocolate
- Strawberry

## REFILL KIT

A complete refill of base, paste decorations and sticks.

## RAINBOW KIT

With Soft Glazes:

- Pistachio
- Cotton candy
- Banana
- Milk

**NEW**

## CROCC RAINBOW KIT

With Crunchy Glazes:

- Pistachio
- Orange
- Lemon
- White chocolate

**N.B. 600 sticks** can be produced with every kit.





# PRODUCTIVITY



## ESTIMATION OF PRODUCTIVITY

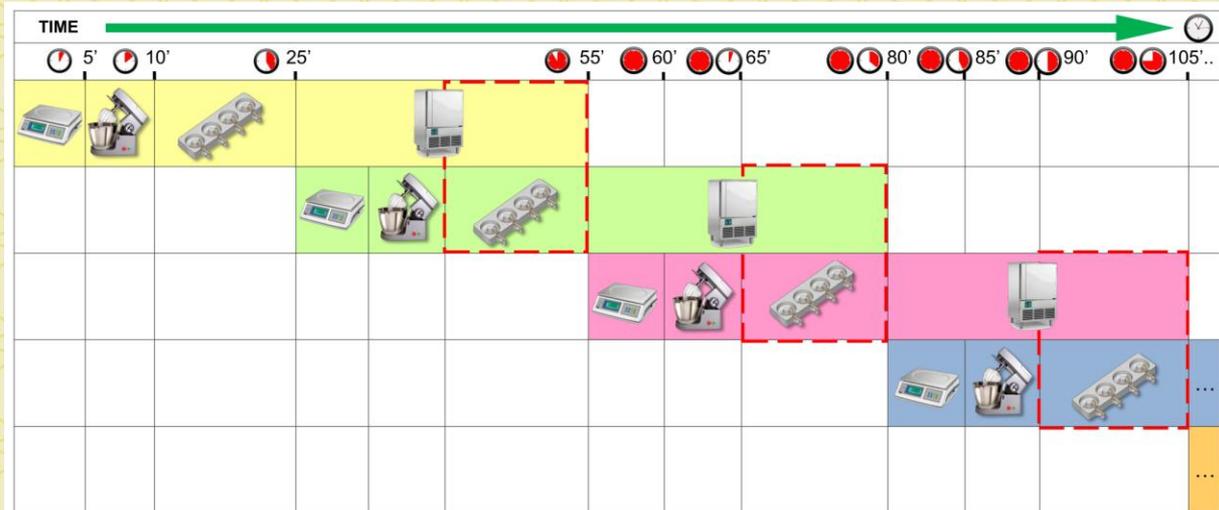
From a single recipe of Mr. Donuts (approximately 1.1 Kg) a trained employee, with MDS kit, a planetary mixer and a medium blast freezer, can obtain **around 40 virgin sticks\*** in 1 hour and 5 minutes (65') with a single production cycle.

**Integrated multiple cycles** let to produce **around 120 virgin sticks\*** in 1 hour and 15 minutes (105').

\***virgin sticks:** non decorated, white sticks.



## SINGLE CYCLE



## INTEGRATED CYCLE



# REFERENCES



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Enjoy your  !!!