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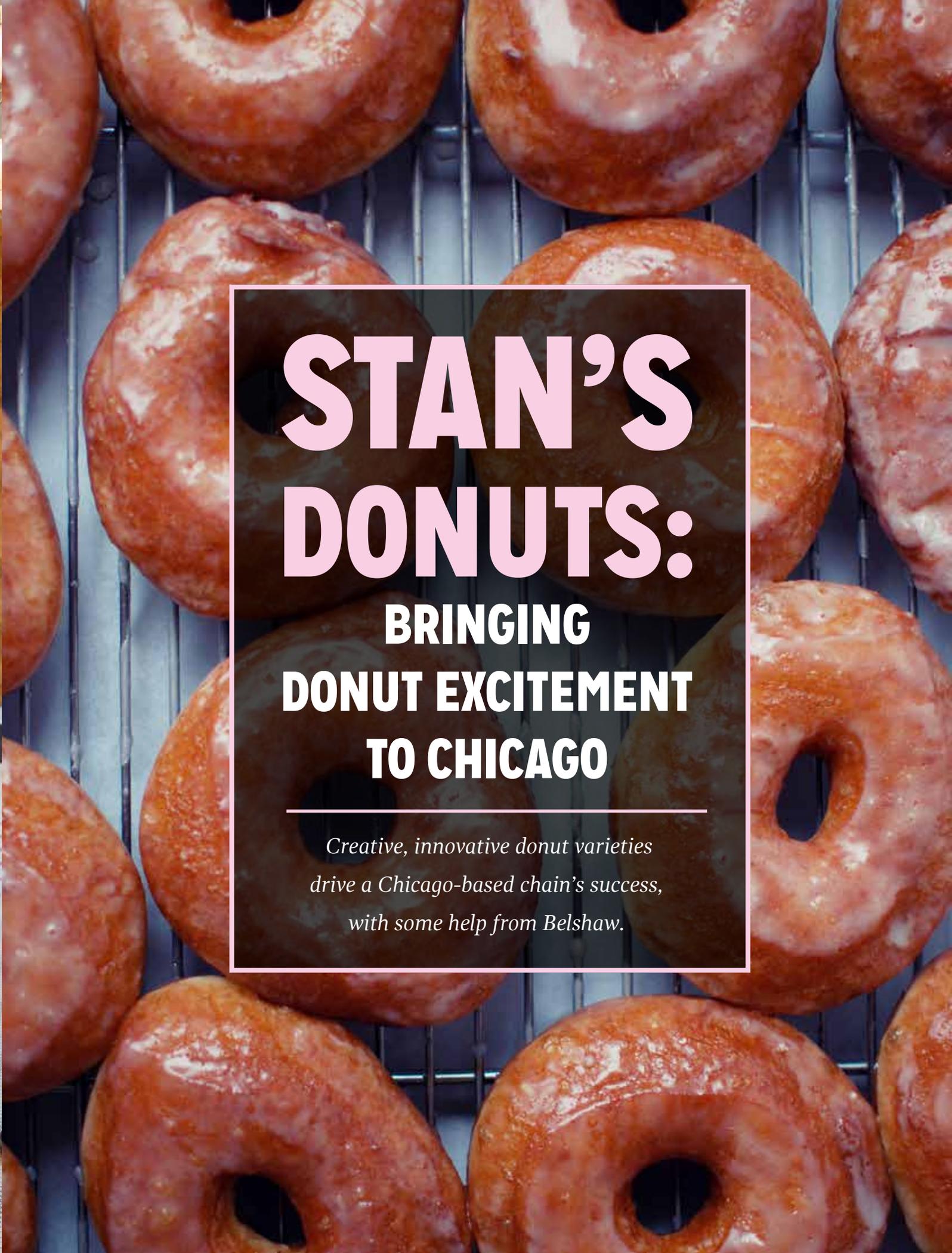
**STAN'S DONUTS:
BRINGING A WHOLE LOT OF
EXCITEMENT TO CHICAGO**

CRAFT ON DRAFT

JOYRIDE COFFEE PARTNERS WITH
BEVERAGE AIR TO PROVIDE
TURNKEY NITRO COFFEE SOLUTIONS







STAN'S DONUTS: BRINGING DONUT EXCITEMENT TO CHICAGO

*Creative, innovative donut varieties
drive a Chicago-based chain's success,
with some help from Belshaw.*

The term “artisanal” has been applied to just about anything that’s edible or drinkable over the past few years. Whether it’s a craft beer, a heritage pork breed or a handmade loaf of bread, the word has come to represent a food item that’s carefully produced and full of flavor.

And artisanal appropriately applies when describing the variety of delectable donuts Stan’s Donuts serves. Since opening its first unit in Chicago in 2014, Stan’s has become the go-to place for whimsical, delicious donuts for residents of the Windy City. The name Stan’s Donuts is already familiar to residents of Los Angeles, however, as Stan Berman opened the original Stan’s Donuts in 1963 in the city’s Westwood Village neighborhood.

Flash forward nearly 50 years later, when Rich Labriola happened to see Berman on a TV travel show. Labriola already knew his way around the dough table, as he had been in the artisan bread business in Chicago for more than 20 years by that time. “I

started Labriola Baking in 1993 and sold it in 2013,” he says. “We did high-end artisan breads for white-tablecloth restaurants and sold a lot to Trader Joe’s and Costco. I started that business out of my car, and then when I sold it, we were doing about \$35 million in sales annually.”

Ready for a new challenge, Labriola entered into a partnership with Berman to bring Stan’s Donuts to Chicago. Since “his story and my story work well together,” Labriola says, the decision was made to go with the existing name rather than establishing a new brand from scratch. “We went with his history and his varieties were unique,” Labriola says. “It’s just a good story. I think that’s why we’re so successful.”

Naturally, those donut varieties include traditional favorites such as glazed, plain cake and vanilla-sprinkled cake, which retail for \$1.95 each. But Stan’s specialty donut menu lists nearly 35 different donuts selling for \$2.75, including such taste-tempting treats as a lemon pistachio old fashioned, a Dreamsicle bar and a toffee cake donut. Another list, called the Dough Boy’s Best (coincidentally, “Dough Boy” is Labriola’s job title), features the top-of-the-line donuts at \$3.75 each. This menu includes



Lemon
Pistachio





Stan's has become the go-to place for whimsical, delicious donuts for residents of the Windy City.



Glazed Old-Fashioned



Nutella Banana Pocket

pockets, one of the specialty items for which the original Stan's location is famous, Labriola says. "It's made like a pastry. We put Nutella or Biscoff or peanut butter in it, but we put it in before frying and we give it a diamond fold-over so the filling solidifies a little bit. So it's not like a Bismarck." Labriola notes that his croissant-donut hybrid, dubbed the LeStan, is one of the more popular items offered. Along with the donut selection, Stan's offers a full selection of coffee, tea, espresso and ice cream.

The combination of ice cream and donuts led to a limited time offer last summer, which garnered significant publicity for the chain: the donut ice cream sandwich. A staff member splits a donut ("the cake varieties work better," Labriola says) and fills it with ice cream or gelato. One Chicago publication listed the Stan's Donut ice cream sandwich as one of its must-have, "life-changing" ice cream sandwiches for summer eating.



Apart from the wide range of flavors offered, one of the things that differentiates Stan's from other donut shops is the way the chain makes its donuts. Labriola explains, "We make our donuts vastly different than most people. Our yeast-raised donuts are made kind of like artisan bread in the way we mix the dough and the way we ferment the dough. It's not straight



Double
Chocolate
Cake



Belshaw Century 300
System produces 3,000
donuts per hour.

Cap'n
Crunch
Bismark



mix to machine to fryer. There's an 18-hour fermentation time for our yeast-raised donuts, and we have a very rich, old-fashioned cake donut. Everything about it is artisanal."

To make its artisanal donuts, Stan's relies on Belshaw equipment. "In my history of being in the baking business, buying equipment and having good equipment is one thing," Labriola says. "But what the Europeans call 'after-sales' and the service is just as important. Irene [Kimmerly] and the guys over at Belshaw have been just incredible for after-sales. I can't say enough about it."

The Belshaw Century 300 System serves as the centerpiece of Stan's production line. This fast, efficient system takes up only 10 feet of space and produces up to 3,000 donuts per hour. The unit makes either cake or yeast-raised donuts in just 110 seconds of frying time. Stan's also uses Belshaw's open kettle fryers and was one of the test locations for Belshaw's new automated heated bottom icing machine.

Irene Kimmerly, vice president of sales for Belshaw Adamatic Bakery Group, says that Stan's Donuts "is one of the more refined, elegant donut shops" she has seen. Kimmerly adds

that Stan's makes "a designer donut. It's more of a hand-forged donut, and when you get that beautiful donut, it's worth the price because it's a very delicious product."

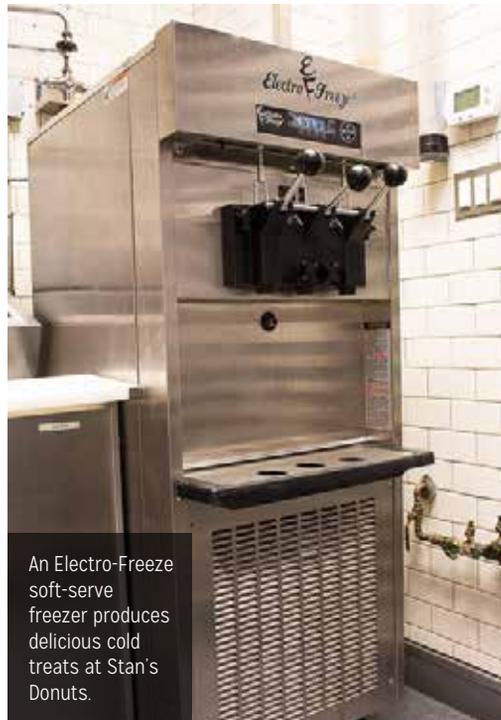
Quite literally, donut fans in Chicago continue to eat up Stan's high-quality selections. From its start in 2014, Stan's has now expanded to nine units in Chicago, and Labriola says the chain plans to add three more units over the next year or so. He estimates that the chain produces between 20,000 and 30,000 donuts daily across its nine existing units. And already Stan's is moving out of its brick-and-mortar units into new sales venues. For example, some Chicago-area Whole Foods Market stores now sell Stan's Donuts in their bakery sections, and Labriola says plans call for more new retail partnerships in the future.

That means a continuing partnership with Belshaw to produce even more of Stan's delicious donuts. "If there was a choice to be made between Belshaw and anybody else, just the after-sales alone tips the scales greatly," Labriola explains. "Belshaw is obviously a leader in this business."

www.belshaw-adamatic.com



Belshaw's EP18-24 proofer helps Stan's produce donuts efficiently.



An Electro-Freeze soft-serve freezer produces delicious cold treats at Stan's Donuts.



The unit makes either cake or yeast-raised donuts in just 110 seconds.



Belshaw's mixer "in action" making the dough.



A Beverage-Air dispenser serves up nitro cold brew coffee.

The chain produces between 20,000 and 30,000 donuts daily across its nine existing units.



A GLOBAL LEADER

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Ali Group designs, manufactures, markets and services a broad line of equipment used for commercial food cooking, preparation and processing. With 57 manufacturing sites, over 10,000 employees in 30 countries and 76 brands, it gives life to the most extensive product portfolio in the industry, operating in almost every hospitality and catering sector.



Stan's Donuts