



# DONUT BUSINESS *Starter Kit*



*Belshaw*®



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# *Welcome to the Donut Business*

We're so glad you're here, and even more excited that you're considering launching your own donut business with the Belshaw Insider!

At Belshaw, we've spent over 100 years helping entrepreneurs like you bring the joy of fresh, high-quality donuts to communities around the world. We're proud to offer equipment that's not only reliable and innovative, but also designed to make your business easier, more efficient, and more profitable.

When you choose Belshaw, you're gaining a team that's committed to your success. From your first donut to your hundredth event, we're here to support you every step of the way.

This starter kit is designed to guide you through the essentials - from startup planning to daily operations - so you can hit the ground running. Whether you're dreaming of a weekend pop-up or a full-time donut empire, we're here to help you make it happen.

Welcome to the Belshaw family. Let's turn your donut dream into a sweet success!

To your success,

*The Belshaw Team*



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# *Why Donuts?*

Donuts are more than just a sweet treat - they're a proven business opportunity with broad appeal, low overhead, and high profit potential. Whether you're launching your first venture or expanding your donut business, the Insider offers a fun, flexible, and scalable path to success.

## **Universal Appeal**

Donuts are loved by people of all ages and backgrounds. They're perfect for breakfast, snacks, desserts, and celebrations - making them a year-round favorite at events, markets, and pop-up locations.

## **Low Cost, High Margin**

Donuts are inexpensive to produce, with basic ingredients available in bulk. A donut that costs just \$0.30 to make can sell for \$1.50 to \$4.00 or more - especially when customized with gourmet toppings or served fresh on-site.

## **Easy to Scale**

With the right equipment, like the Belshaw Insider, you can start small and grow fast. Whether you're serving a weekend crowd at a farmers market or catering large events, the donut business adapts to your goals and schedule.

# Meet the Insider

The Insider mobile donut kiosk is a self-contained, compact, and professional-grade solution that lets you make and sell donuts virtually anywhere - indoors or outdoors - without the need for a traditional kitchen or bakery setup.

## **The Insider is a mobile donut kiosk equipped with:**

- A Donut Robot® fryer visible through clear windows, so customers can watch the donut-making magic in real time.
- Space underneath the fryer for an EZMelt. Easily melt, filter, and top up fryer shortening with the push of a pedal.
- A clean-air cabinet and built-in fire suppression system for safe, compliant operation in public spaces.
- The ability to produce cake donuts, mini donuts, donut holes and yeast-raised donuts with ease.
- Fully customizable, eye-catching graphics

## **Your Ticket to Sweet Success:**

- Ideal for high-traffic areas, fairs, and farmers markets
- Low startup costs with a quick return on investment
- Easily operated by a single person, little training required
- Flexibility to work when and where you want



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# Startup Checklist

## Business License and Permits

Before you start selling donuts, you'll need to register your business and obtain the necessary licenses. Check with your local health and business departments to understand specific requirements in your area. This may include:

- ☐ *A general business license from your city or county*
- ☐ *A food vendor permit or mobile food license*
- ☐ *Health department approval for food preparation and handling*
- ☐ *Fire safety inspection (especially if operating indoors or in public venues)*
- ☐ *Insurance and safety compliance*

## Location Scouting

Choosing the right location is key to your success. Look for:

- ☐ *High foot traffic areas like farmers markets, fairs, festivals, shopping centers*
- ☐ *Indoor venues like malls or food courts that allow mobile food kiosks*
- ☐ *Opportunities for recurring events or seasonal pop-ups*

## Donut Supplies and Ingredients

Stock up on the essentials to keep your operation running smoothly. Buying in bulk from restaurant supply stores or food distributors can help you save on costs.

- ☐ *Dry ingredients: flour, sugar, baking powder, yeast, etc.*
- ☐ *Shortening for frying*
- ☐ *Toppings: glazes, sprinkles, cinnamon sugar, etc.*
- ☐ *Packaging: boxes, napkins, bags*
- ☐ *Cleaning supplies and food-safe gloves*

# Cost and ROI

Startup costs vary by location and scale, but many operators see ROI within 3 to 6 months.

## Cost of Materials

(blue fields contain variables used to calculate ROI)

Product	Packaging Size	Cost Per Product	Qty to Produce 1000 Std Donuts or 2000 Minis	Extended Total (1000 std or 2000 Minis)
Cake Donut Mix (50lb Bag)	50lb Bag	\$75.00	.075	\$56.25
Shortening (50lb Block)	50lb Block	\$80.00	.025	\$20.00
Cinnamon Sugar (20lbs)	20lbs	\$50.00	.05	\$ 5.00
Bags/Boxes	1000	\$50.00	1	\$ 0.02

Unit Capability per Hour (110s fry time)	MKII Std Donuts	MKII Minis or Balls	MKV Std Donuts	MKV Minis or Balls
Pcs	360	740	530	1060
Material Cost per Pc	\$0.08	\$0.03		

### Equipment Cost (estimate)

Insider Kiosk, Mark Donut Robot, EZ Filter, Roto-Cooler, + Mixer and Cash Register

\$85,000

## Operating Details / ROI

### Option #1: Standard Donuts - Full Time

<b>Std Donuts sold/hr</b> 200	Production Hours Per Day 8	Operating Days/Year 225	# Sold/Perday 1600	Daily Sales \$2,400	Annual Sales \$540,000	<b>ROI (Months)</b> 2.2
	Direct Labor \$/Hr Paid \$20.00	Sale Price \$1.50	Annual Material Cost \$29,257	Annual Direct Labor Cost \$36,000	Gross Profit \$474,743	

### Option #2: Half-Dz Minis or Balls - Full Time

<b>Half-Dz Minis sold/hr</b> 120	Production Hours Per Day 8	Operating Days/Year 225	# Sold/Perday 960	Daily Sales \$3,840	Annual Sales \$864,000	<b>ROI (Months)</b> 1.3
	Direct Labor \$/Hr Paid \$20.00	Sale Price \$4.00	Annual Material Cost \$42,130	Annual Direct Labor Cost \$36,000	Gross Profit \$785,870	

### Option #3: Standard Donuts - Part Time

<b>Std Donuts sold/hr</b> 200	Production Hours Per Day 6	Operating Days/Year 80	# Sold/Perday 1200	Daily Sales \$2,400	Annual Sales \$192,000	<b>ROI (Months)</b> 5.9
	Direct Labor \$/Hr Paid \$20.00	Sale Price \$2.00	Annual Material Cost \$7,802	Annual Direct Labor Cost \$9,600	Gross Profit \$174,598	

### Option #4: Half-Dz Minis or Balls - Part Time

<b>Half-Dz Minis sold/hr</b> 120	Production Hours Per Day 6	Operating Days/Year 80	# Sold/Perday 720	Daily Sales \$3,600	Annual Sales \$288,000	<b>ROI (Months)</b> 3.9
	Direct Labor \$/Hr Paid \$20.00	Sale Price \$5.00	Annual Material Cost \$11,235	Annual Direct Labor Cost \$9,600	Gross Profit \$267,165	

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# Pricing Strategy

A solid pricing strategy is essential for the success of your donut business. Consider the following to build a smart pricing plan:

## Understand Your Costs

Break down your cost per donut: ingredients, packaging, labor, equipment depreciation, and overhead. Example: If your total cost per donut is \$0.30, aim to price it at least 2.5-3x that to ensure profit.

## Know Your Market

Research local pricing at farmers markets, food trucks, coffee shops, and event vendors. Premium pricing is possible when your donuts are fresh, unique, or part of a live experience (like viewing donuts being made on the Donut Robot®!)

## Set Your Retail Prices

- Set single donut, half dozen and full dozen prices
- Consider bundle and upsell options. Example: 1 dozen + coffee
- Add seasonal flavors or toppings for a premium

## Event & Catering Pricing

Consider flat-rate packages for parties, corporate events, weddings, and festivals.

## Promotions & Loyalty Programs

- First-time customer discounts
- Buy 5, get 1 free punch cards
- Social media check-in discounts

## Monitor & Adjust

- Track best-selling items, profit margins, and customer feedback.
- Adjust pricing seasonally or based on demand and ingredient costs.



# Daily Operations Guide

Operating your Belshaw Insider is simple, efficient, and designed for solo entrepreneurs. Here's a step-by-step overview of what a typical day might look like:

## **Set up and preheat the Donut Robot®**

- ☐ Arrive early to set up your kiosk and ensure all equipment is clean and ready.
- ☐ Plug in and power up the Insider and Donut Robot® fryer.
- ☐ Allow time for the machine to reach optimal frying temperature before production begins.

## **Prepare batter and ingredients**

- ☐ Mix your donut batter according to your recipe or pre-prepared mix.
- ☐ Set up toppings, icing, glaze, and finishing ingredients.

## **Serve fresh donuts and engage with customers**

- ☐ Begin frying donuts while the live cooking process draws attention!
- ☐ Serve donuts fresh and warm, ideally within minutes of frying.
- ☐ Greet customers with a smile, answer questions, and share your story.

## **Clean and sanitize equipment**

- ☐ Wipe down surfaces regularly throughout the day to maintain cleanliness.
- ☐ At the end of the day, follow Belshaw's cleaning guidelines for the Donut Robot® and Insider found in the Operations Manual.

## **Track sales and inventory**

- ☐ Record daily sales, noting best-selling items and peak hours.
- ☐ Monitor inventory levels for ingredients, packaging, and supplies.
- ☐ Use this data to plan future batches, restock efficiently, and adjust menu.



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# Marketing Guide

Marketing is key to turning your donut business into a local favorite. With the Belshaw Insider's eye-catching design and live donut-making experience, you already have a built-in attraction - now let's amplify it.

## **Make your kiosk stand out**

- Branded signage and menu boards
- Business cards or flyers
- Social media handles and QR codes for online engagement
- Loyalty cards or promotional offers

## **Offer samples to attract foot traffic**

Free samples (mini donuts or bite-sized pieces) are a powerful way to introduce new flavors, engage passersby, create buzz at events.

## **Promote on social media**

Use platforms like Instagram, Facebook, and TikTok to showcase behind-the-scenes donut making, customer reactions and testimonials and limited-time flavors or event appearances.

## **Partner with local events and vendors**

- Farmers markets and festivals
- Coffee shops or food trucks
- Schools, sports teams, and community groups

## **Create a loyalty program or punch card**

Reward your regulars with:

- Punch cards (e.g., Buy 5, Get 1 Free)
- Exclusive discounts for social media followers
- -Birthday or referral rewards



# FAQs

## **Q: Do I need a commercial kitchen to make donuts?**

A: No! With the Belshaw Insider, you can make all kinds of donuts in high traffic areas, indoors or outdoors - no bakery or special kitchen or bakery required. The Insider has been carefully designed with systems to comply with safety, sanitation and clean-air ventilation standards.

## **Q: Can I operate it alone?**

A: Yes, the Insider is designed for ease of use and can be operated by one person with minimal training.

## **Q: What types of donuts can I make?**

A: Cake donuts, old fashions, mini donuts, donut holes and yeast-raised donuts.

## **Q: What are the capacities of the Donut Robot®?**

A: With capacities of 30 dozen to 151 dozen, the Donut Robot® is the go-to solution for donut makers worldwide.

- Donut Robot® Mark II - Cake donuts up to 30 dozen/hour
- Donut Robot® Mark II + Mini Donut Option - Cake donuts up to 30 dozen/hour + Mini donuts up to 79 dozen/hour
- Donut Robot® Mark II GP - Mini donuts (only) up to 102 dozen/hour
- Donut Robot® Mark V - Cake donuts up to 45 dozen/hour
- Donut Robot® Mark V + Mini Donut Option - Cake donuts up to 45 dozen/hour + Mini donuts up to 118 dozen/hour
- Donut Robot® Mark V GP - Mini donuts (only) up to 151 dozen/hour

## **Q: Where can I find more information?**

A: Visit [Belshaw.com](http://Belshaw.com) to find more information on the Insider and Donut Robot® systems, including videos and spec sheets. Find your local Belshaw distributor at [Belshaw.com/locations](http://Belshaw.com/locations).



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# *Business Planning Worksheet*

Use the following pages to outline your donut business goals, budget, and timeline.

## **Business Vision**

Business Name: \_\_\_\_\_

Mission Statement: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Target Audience: \_\_\_\_\_

\_\_\_\_\_

## **Location and Setup**

Primary Selling Location(s): (e.g., farmers markets, fairs, malls, special events)

\_\_\_\_\_

\_\_\_\_\_

Days/Hours of Operation:

\_\_\_\_\_

\_\_\_\_\_

Permits and Licenses Needed:

\_\_\_\_\_

\_\_\_\_\_

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# *Business Planning Worksheet*

## **Startup Budget**

Equipment Cost (Belshaw Insider, Mark Donut Robot, EZMelt, Roto-Cooler, Mixer and Cash Register): \_\_\_\_\_

Initial Ingredients and Supplies: \_\_\_\_\_

Permits & Insurance: \_\_\_\_\_

Marketing Materials: \_\_\_\_\_

Miscellaneous: \_\_\_\_\_

**Total Estimated Setup:** \_\_\_\_\_

## **Pricing and Revenue Goals**

Average Price Per Donut: \$ \_\_\_\_\_

Daily Sales Goal (units): \_\_\_\_\_

Daily Revenue Goal: \$ \_\_\_\_\_

Monthly Revenue Target: \$ \_\_\_\_\_

**Launch Date Goal:** \_\_\_\_\_



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