

# The Donutologist

COMPANY SNAPSHOT



## ABOUT THE MINI DONUTS

Over 25 years ago the Donutologist perfected his mini donut recipe. The gourmet mini donuts are unique and delicious. And after one bite they prove that bigger isn't always better. The mini donuts are accompanied with a choice of white, chocolate, or strawberry powder. Drizzle syrup flavors include dulce de leche and chocolate. With the help of "The Dream" machine which produces up to 1200 mini donuts in an hour, the mini donuts are a favorite at events of all sizes.

**1993**

CUZIN'S DUZIN OPENS

**2012**

SWEET DREAMS MINI  
DONUTS LAUNCHES

DONUTS FOR GROWN UPS  
CREATED

**2013**

TODD JONES EVOLVES TO  
THE DONUTOLOGIST

**2015**

SWEET DREAM MINI  
DONUTS FRANCHISE  
EXPANDS

## ABOUT THE DONUTOLOGIST

With the world as his patients and donuts as his prescription, Todd Jones aka the Donutologist is curing sweet teeth one bite at a time. After 40 years in the business, which includes working with Dunkin Donuts, it's safe to say he's an expert. The Donutologist is well known for his tasty mini treats all over the world. His Sweet Dreams catering company and Cuzin's Duzin bakery provides delicious mini donuts for high profile clients such as Google, Twitter and the Hard Rock Café. The Donutologist lives, breathes, eats, and continues to reinvent one of America's oldest treats.



**THE DONUTOLOGIST**  
A.k.a. Todd Jones

## PAST CLIENTS



# The Donutologist

AWARDS & ACCOLADES

Atlanta Family Food Fest People's Choice Award – 2015

Partners in ACTS 6<sup>th</sup> Annual Unsung Angel Award- 2015

Voted #1 on the 2014 Mitzvah Market Circuit – 2014

Dessert Expo Winner- 2013

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*"Despite a preponderance of hearty dishes, the show stealer at the end of the day were the sweet desserts that rounded out the three hour event. First, the inventive folks at Sweet Dreams who brought with them a mini doughnut factory, pumping out freshly made mini "Ciroc Donuts," served piping hot and doused in powdered sugar. These were absolutely incredible and forced us to return time and again like we had a drug habit."*

Localbozo.com



*"One of our favorite vendors we found ourselves frequently visiting throughout the event was Sweet Dreams Gourmet Mini Donuts! Do-nut-ologist Todd Jones, the creator of these awesome treats served up these delicious mini donuts with some outrageously enticing flavors. Since the mini donuts were unlimited we had to try them all!"*

AllGenerationsEntertainment.com



*"Cuzin's Duzin has the coolest donut-making machine, which is almost as much fun as eating the hot, sugar coated donuts that it makes. This magical contraption is designed to be portable, and Todd can bring it to your Halloween parties, weddings, bar and bat mitzvahs, birthday parties, and even to your office if you want to make your employees really happy. Way better than a pony! Todd can make donuts in a variety of flavors, including strawberry, chocolate and cinnamon, and he has been known to spice them up with a dash of Hennessy or Cyroc for the grown-ups in the room."*

MarketsofNewYork.com



*"This week we chat with Todd Jones, a true donut expert. He has worked in the donut industry for 36 years and is the brains behind the Sweet Dreams brand. Everything the shop sells is hot, fresh, and mini! As if these little delights weren't enough, they sell other on-the-go items like signature beverages and mini cookies. They cater everything from weddings, birthday parties, bar/bat mitzfaahs, and corporate events, and can make the delicious mini donuts right before your guests' eyes!"*

Blogtalkradio.com

FOR MORE PRESS VISIT:

[SWEETDREAMSMINIDONUTS.COM/PRESS](http://SWEETDREAMSMINIDONUTS.COM/PRESS)

# The Donutologist

## PROFESSIONAL BIOGRAPHY

Unlike most kids, Todd Jones a.k.a. the Donutologist's first love wasn't video games, sports, or shoes. It was donuts. Over 40 years in business has earned Todd Jones several accolades, appearances, and the title of the Donutologist, America's donut connoisseur.

Jones's training began at the age of fifteen when he worked at a store called A Cup and Two. Under the guidance of the owner, he made his first donut. While Jones enjoyed his humble beginnings, he spent the next 25 years at one of the largest Dunkin Donuts franchises in Long Island as the highest paid baker in history.

The young boy from Harlem, New York became know as the baker who prepared donuts with precision and passion. While he kneaded, molded, and baked donuts, there was a bigger dream being cooked inside of him. Jones desired to be an entrepreneur, mentor, and the owner of a billion dollar global brand. Fast forward a few years, and Jones set out to make his D.R.E.A.M. (Donuts Rule Everything Around Me) a reality.

In November 1993, Jones opened Cuzin's Duzin in Downtown Brooklyn, and New Yorkers welcomed the mini donuts with open arms.

Locals and tourists fell in love with the delicious, bite-sized donuts, and Jones caught the attention of household companies like Google and Twitter. With mobile services in high demand, Sweet Dreams Catering Company was birthed to bring the sweet experience to intimate gatherings, birthdays, weddings, and other events. In 2012, Jones also added his signature liquor infused treats, Donuts for Grown Ups, to the menu.

Todd Jones aka the Donutologist is well known for his tasty mini donut treats all over the world. He brings over 40 years of expertise, passion, and innovation, catching the attention of media outlets such as *Oprah Magazine*. Now coined Sweet Dreams Mini Donuts by The Donutologist, the brand continues to thrive.

His accolades include 2015 People's Choice Award at the Atlanta Family Food Fest, 2013 Dessert Expo Winner, 6<sup>th</sup> Annual Unsung Angel Award City of Newark and other recognitions.

TO CONTACT THE DONUTOLOGIST DIRECTLY:  
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## FAST FACTS

Founded: November 1993

Founder: Todd Jones aka the Donutologist

Website: [www.sweetdreamsminidonuts.com](http://www.sweetdreamsminidonuts.com)

Facebook: [Sweet Dreams Mini Donuts](#)

Twitter: [@SweetDreamsMini](#)

Instagram: [The Donutologist](#)

About Us: Todd Jones aka the Donutologist is no stranger to the donut world. With over 40 years experience in the donut business, the Donutologist is well known for his tasty mini donut treats all over the world. His Sweet Dreams catering company and Cuzin's Duzin bakery has provided delicious mini gourmet donuts for high profile clients such as Google, Twitter and the Hard Rock Cafe.

A few fun facts: The Dream Machine produces 1200 mini donuts in an hour.

Donuts for Grown Ups is a signature liquor infused donut.

The Donutologist started as a baker in one of America's most popular and longest running food chains.

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# The Donutologist

5 - DONUT REVIEWS



"Best little donuts on earth." - Carin C.



"I cannot say enough how much I enjoyed these delish little donuts at the Astoria Restaurant Week kickoff event on Tues! And watching your contraption in action was super exciting!" - Kate F.



"Toasty goodness all in a circle! Watch out Dunkin!" - Jacob M.



"These donuts are EVERYTHING. And if your woman craving that extra special something to make you feel awesome, these small round moments of happiness is the way to go." - Cassandra D.



"Sweet Dreams is the perfect name because I've been dreaming about these donuts ever since the event. They were incredible." - Brenda W.



"Both Todd and his partner were absolutely fabulous! They arrived on time, set everything up, served even more than we had asked and cleaned up. The office really enjoyed both their product (the donuts were UNBELIEVABLE) and their personalities." - Claire W.

