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# PRESS RELEASE

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## **Indulge Your Taste Buds, Cut the Carbs: LaMar's Introduces Denver to Its Reduced-Carb Donut**

*Donut maker reshapes its newest donut offering by cutting the carbs in half*

**DENVER** – Low-carb diets may help you lose weight, but let's face it, there's just something about a donut that can make things right with the world. Now, with a mere 15 grams of net carbs, Denver-based LaMar's Donuts (formerly LaMar's Donuts International) can put into your hands a reduced-carb donut that's so indistinguishable from the real thing, they had to make it square.

Dubbed the "Fifteener," the donut will debut in most LaMar's Donuts locations in early November with a suggested retail price of \$1.19. Based on blind taste tests conducted by the company, LaMar's decided to make the donut square to make it easier to identify. "When developing the product, the low-carb donuts were round in shape and inadvertently mistaken for the original glazed donut," says LaMar's CEO Anthony Bonelli, "Before we knew it, customers requesting glazed donuts received the low-carb version – they couldn't tell the difference and neither could we."

As low-carb diets have gained in popularity over the past few years, donuts, bagels and other carb-intensive foods have seen a subsequent decline in sales. While many restaurants have been quick to adapt to the change, it has been more difficult for donut makers.

Many have tried to diversify their menus to cater to carb-counters, while others have tried to bring low-fat or low-carb donuts to market. But, like many previous attempts to redesign foods to fit a particular diet trend, the latter failed because they could not replicate the taste of the original.

"The trick isn't making a low-carb donut, that's easy," explains Bonelli, "the trick is making one that tastes good." LaMar's spent over a year making the Fifteener and didn't stop until they had something that could rival the taste of the regular donuts.

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“Nobody knows if the low-carb craze is a fad or if it is a trend that is here to stay,” says Bonelli. “Either way, the Fifteener is a tasty option for the carb-conscious and not-so-carb-conscious donut lover alike.”

Meanwhile, LaMar's reports that company sales are on the rise. From January to June 2004, sales have increased by 15 percent over the same period in 2003 and customer traffic also increased by 2.5 percent in the same period.

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### **About LaMar's Donuts**

Founded in 1960 by Ray Lamar, LaMar's Donuts made its debut in Kansas City. Based on the donut shop's phenomenal success and widespread reputation, franchises began selling in the early 1990s for bistro-style donut stores. LaMar's now has 24 locations in seven states: Alabama, Arizona, Colorado, Kansas, Missouri, Nebraska and Tennessee. LaMar's donuts have been recommended by *Zagat's Survey*, the *New Yorker* and *Gourmet Magazine*, and have been chosen as best donut by newspapers nationwide. Additional information can be found at [www.lamars.com](http://www.lamars.com).