



PRESS RELEASE

For Immediate Release

The Origins of Donuts: From Dutch *Olykoek* to the Guilt-Free Innovation of Creamy Pumpkin Donut

Jakarta, October 1st, 2025 - Who doesn't love this soft and sweet treat? From children to adults, donuts have always been a favorite. Whether as a weekend snack, a school lunchbox filler, or even as a gift, donuts fit perfectly in any occasion. Nowadays, their popularity is rising again with various shapes and tempting toppings. However, did you know the origins of donuts and how they became a beloved snack all around the world? Here are some fascinating facts about the journey of donuts through the ages.

1. Tracing Its Roots to the Netherlands

Many people assume that donuts originated in America, but culinary historians agree that the modern donut traces its roots to a Dutch pastry called *olykoek*, which means "oil cake." This treat was made from sweet dough fried in plenty of oil and became popular in the Netherlands during the 17th century. When Dutch immigrants migrated to America, particularly to New Amsterdam (now known as New York), they brought the recipe with them. From there, the donut began to develop and gradually transformed in America.

2. The Story Behind the 'Holed' Donut

Although the original concept came from the Netherlands, the donut shape with a hole in the middle is closely associated with America. A popular story from 1847 tells of an American ship captain named Hanson Gregory, who is said to have created the hole in the dough so that donuts would cook more evenly. From then on, the American version of the doughnut grew rapidly and became a culinary cultural icon, especially with the rise of donut franchises originating from the United States that expanded worldwide.

3. The Introduction of Donuts in *Nusantara*

In Indonesia, donuts are believed to have been introduced during the Dutch colonial period. Over time, the recipe adapted to local ingredients such as potatoes, giving rise to the uniquely Indonesian potato donut, known for its soft, fluffy texture and more filling quality. Beyond potato donuts, culinary trends have continued to evolve, inspiring a variety of local innovations such as



bomboloni (filled donuts), *mochi* donuts, *cronuts* (*croissant* donuts), sweet potato donuts, and other modern variations made with more natural and healthier ingredients. This is why donuts in the Indonesian archipelago are known not only as a Western-style sweet treat, but also as unique local creations that are loved across generations.

4. Creamy Pumpkin Donut – A Guilt-Free Sweet Treat

Behind its deliciousness, many consumers are becoming increasingly aware of the importance of a healthy and balanced diet, and thus worry about the risks of consuming snacks that are too sweet and high in calories. Addressing this concern, **Dairy Champ** presents a donut recipe made with healthier natural ingredients so that the experience of enjoying it feels more guilt-free: **The Creamy Pumpkin Donut**.

“Sweet snacks can still be enjoyed without worry as long as they are consumed within reasonable daily limits. The key is balance—both in portion sizes and in choosing the right ingredients. By replacing some components with natural ingredients, consumers can not only enjoy the sweetness they love but also benefit from better nutrition. Through this Creamy Pumpkin Donut Champion recipe, Dairy Champ seeks to inspire people to enjoy sweet treats that can remain both healthier and satisfying,” said **Dodi Afandi, Marketing Manager of PT Etika Beverages Indonesia**.

The Creamy Pumpkin Donut is a creation that combines the natural nutrients of pumpkin, which is rich in beta-carotene and vitamin A, with the creamy sweetness of Dairy Champ sweetened condensed creamer, resulting in donuts that are soft, creamy, and delicious without being excessively sweet.

Creamy Pumpkin Donut Recipe

Ingredients:

- 120 g steamed pumpkin, mashed
- 250 g high-protein flour
- 1 tsp instant yeast
- 2 tbsp Dairy Champ sweetened condensed creamer
- 1 egg
- 40 ml warm water (adjust depending on dough moisture)
- 45 g butter or margarine
- ½ tsp salt



- 3 tbsp sugar (can be reduced since condensed creamer is already used)
- 2 tbsp milk powder (optional)

Instructions:

1. Combine dry ingredients: flour, yeast, sugar, salt, and milk powder (if used).
2. Add the wet ingredients: mashed pumpkin, egg, and Dairy Champ sweetened condensed creamer. Mix well.
3. Gradually pour in warm water while kneading until the dough starts to come together.
4. Add butter, then knead again until the dough becomes smooth and elastic.
5. Let the dough rest for about 30 minutes in a covered bowl until it doubles in size.
6. Shape the dough into balls, and make a hole in the center if you prefer the classic donut shape.
7. Rest the dough again for 15–20 minutes.
8. Fry in hot oil over low heat until golden brown, turning only once to avoid excess oil absorption.
9. Drain and add your favorite toppings: powdered sugar, chocolate glaze, grated cheese, or sprinkles. The Creamy Pumpkin Donut is ready to be served.

With its creamy taste, balanced sweetness, and consistent texture, Dairy Champ sweetened condensed creamer not only enhances the Creamy Pumpkin Donut recipe but also brings a more balanced indulgence to sweet treats. Its presence makes every homemade creation more special—perfect for enjoying with family or as inspiration for food lovers eager to experiment with delicious, nutritious, and practical recipes.

About Etika Group Indonesia

Etika Group Indonesia is a subsidiary of Asahi Holding Southeast Asia (AHSEA), which was established to provide high-quality and delicious products to the rapidly growing population of Southeast Asia. Etika Group Indonesia has 3 entities in Indonesia, namely PT. Etika Beverages Indonesia, PT. Etika Dairies Indonesia & PT. Etika Manufacturing Indonesia.