





a story of aroma and taste.

Inspired by the quality standards and work ethics of the top notch Dawn Bread and its descendants, including Dawn Foods and Bread & Beyond, Doughstory has emerged as a passionate entity, focused on bringing the best in frozen bakery, pastry and savory products.

Setting out with a vision to become one of the top Asian brands internationally, Doughstory strives to provide incomparable quality, superior taste and ultimate convenience to local and global markets through its vast portfolio, including ready-to-cook, baked and unbaked frozen products. With innovation embedded in its every stage – from sophisticated strategies to the final processes – Doughstory continues in its endeavors to be at the cutting-edge in its responsiveness to the ever-changing market demands.

Using state-of-the-art facilities and maintaining stringent & consistent quality standards at Doughstory makes it uphold its commitment of delivering premium quality sustainably. It is due to this that the brand has earned quality certification from FSSC 22000 & BRC, and is certified Halal from the world renowned SANHA.



From the house of



Plain Rusk

Doughstory Plain Rusk is a perfect morning delight with sweetness and crispness to start your day. Perfect match for your teatime, it is made from the finest ingredients in safe conditions.



From the house of



From the house of



Rich Cake Rusk

Twice-baked, the deliciously sweet Doughstory Rich Cake Rusk is fresh, crispy and tasty. You can have it as a snack anytime you wish and enjoy it best with a hot cup of tea.



Bran Cake Rusk

Doughstory brings you a healthy, crispy and yummy treat with Bran Cake Rusk. Have it with a hot cup of tea and enjoy the fresh and healthy side of life.



From the house of



Puff Twists

Incredibly crispy and delightfully salty, Doughstory Puff Twists is a perfect savory snack. Dip it in melted cheese or eat it with any other dip as per your heart's desire, and relish its great taste in every bite.



From the house of



Puff Sticks

A delectable burst of flavors to savor as the perfect snack, Doughstory Puff Sticks are gloriously crispy and salty. Make every bite truly delightful by dipping them in a range of dips, from melted cheese to garlic butter.



From the house of



Baqarkhani

The crunchy, flaky and remarkably delicious Doughstory Baqarkhani is a sugar-coated delight to enhance your teatime. It is made from the finest quality wheat and is a delight to eat.



From the house of




French Heart

Irresistibly sweet and deliciously buttery, Doughstory French Heart is a tasty treat for sweet lovers. Its crispy quality makes it divine to taste, and the sprinkled sugar is just what the heart desires. It can be enjoyed best with a hot cup of chocolate, coffee or tea.



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