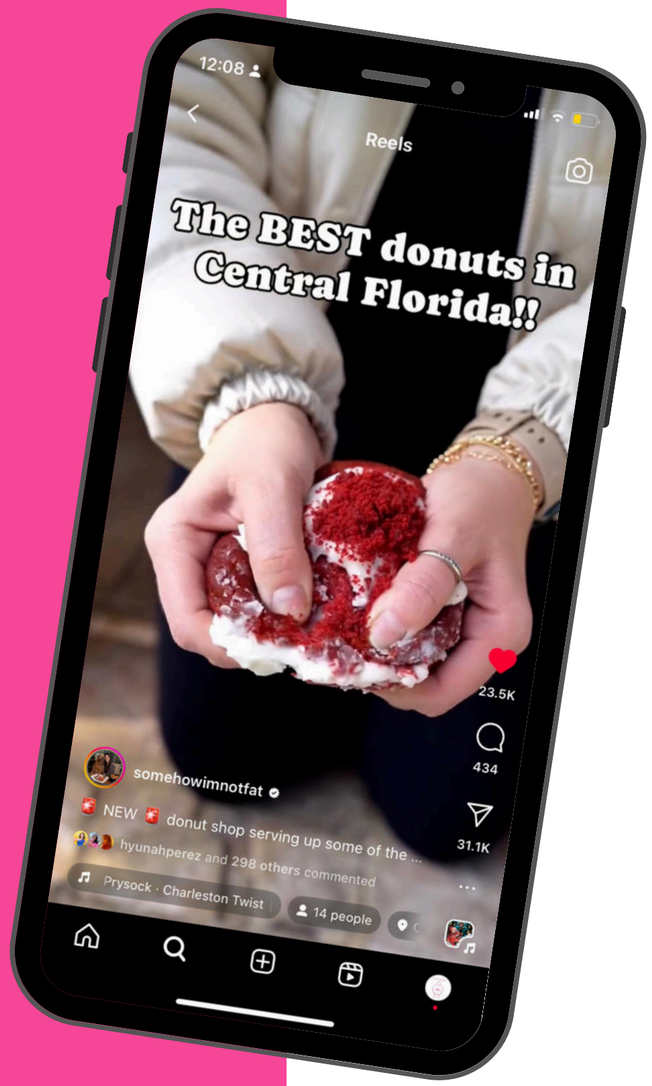
Best Donuts, Cinnarolls Pastries & Sandos in the

DONUTSTE DOUGHNUTS & COFFEE



Presented by
Donut’ste Doughnuts

2026





1.2 Million Views

[CLICK HERE TO VIEW]

We went viral in January 2024, when we were declared the best donuts in central Florida by a food blogger in Orlando.

Press Highlights,

545.6K
Views
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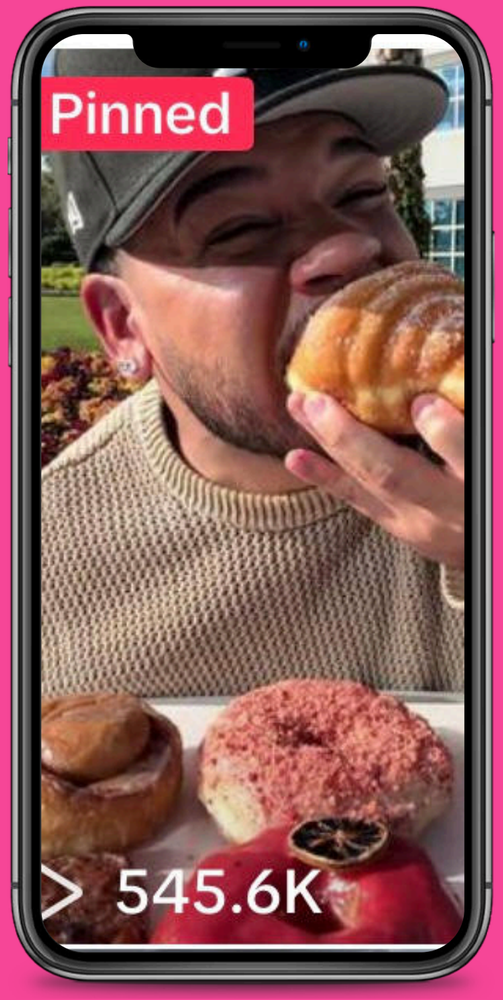



739.9K
Views
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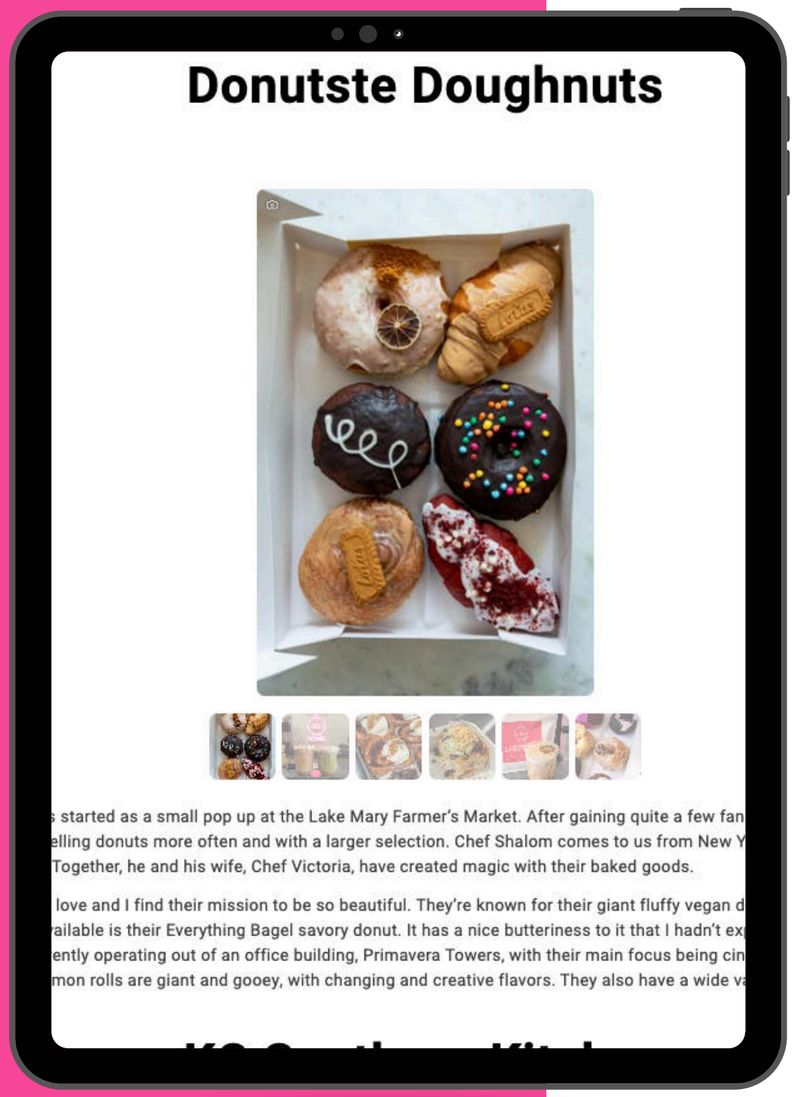
TO VIEW

We went viral on Tiktok November 2024 and Again in February 2025, when a food blogger in Orlando covered us.



DINING & NIGHTLIFE

Savor the Flavor at These Black-Owned Restaurants

Christina Petsos (Guest Blogger) Feb. 11, 2026

"Chef Shalom comes to us from New York, where he learned his cooking techniques. Together, he and his wife, Chef Victoria, have created magic with their baked goods.

We had a review published in Visit Orlando , on February 11th, 2026.

CLICK HERE TO READ

Chef Shalom

Résumé

Executive Chef, Restaurant Consultant, Co-Founder Donut'ste Doughnuts

EXPERIENCE

Donutste Doughnuts, Central Florida —Co-Founder/Executive Chef
2022 - CURRENT
The dough company that was Artisadough became focused on a product rather than the dough and was born into Donutste Doughnuts. We quickly scaled from Florida farmers markets (Lake Mary Farmers Market, Mount Dora Farmers Market, Vegan Market, and Winter Park pop-ups) into a cottage shop in Lake Mary. Due to very high demand, we came up with a plan with the city of Lake Mary directly, which required us to move to a pre-order-only model. We are now opening up a fully retail-based shop in Winter Park right by the new-to-come Fairbanks exchange.

ArtisaDough, New York — Co-Founder/Executive Chef
2019 - 2022
Created a plant-based dough company that featured Donuts & Cinnarolls, now known as Donutste, that was deemed "The Best Donut In The World"
Donuts Carried In:
Guy & Gallard, 5 locations, New York City
Orchard Grocery, Lower Manhattan, NYC
Tonnie's Minis, Newark NJ

Meditating Chef & Co, New York — Founder/Executive Chef
January 2013 - 2019
Operated and ran a chef team of 5, private chef events for home-based clients, celebrities, and corporate entities

Notable Serviced Clients:
Sean Combs Enterprise
Toni Morrison
NFL Members
The Breakfast Club New York
Hot 97 Feed The Homeless
Hot 97 Summer Jam (2013)
Bishop Jordan
New York Fashion Week
Moncler Clothing, Executive Staff
Aids Healthcare Foundation
Elevee Mens' Suits
InterFaith Medical
XO Necole
Madame Noire

SKILLS

- ***Menu development, kitchen and staff training, full restaurant consulting***
- ***Front-of-house restaurant and food operations.***
- ***Proprietary recipe development***
- ***Day-to-day company operations***

RECOGNITION

Orlando Sentinel "Restaurant, Food, and Drink Section"/ Donutste Doughnuts featured by food critic Amy Drew Thompson

Sanford Herald/ Chef Shalom & Donutste featured by editor "The Sanford Vegan"

Dubbed Best Donut in Central Florida / In a now viral video, with 1.3 million views, Orlando-based food blogger bestowed the title to Donutste Doughnuts "The Best Donut In Central Florida ".

LANGUAGES

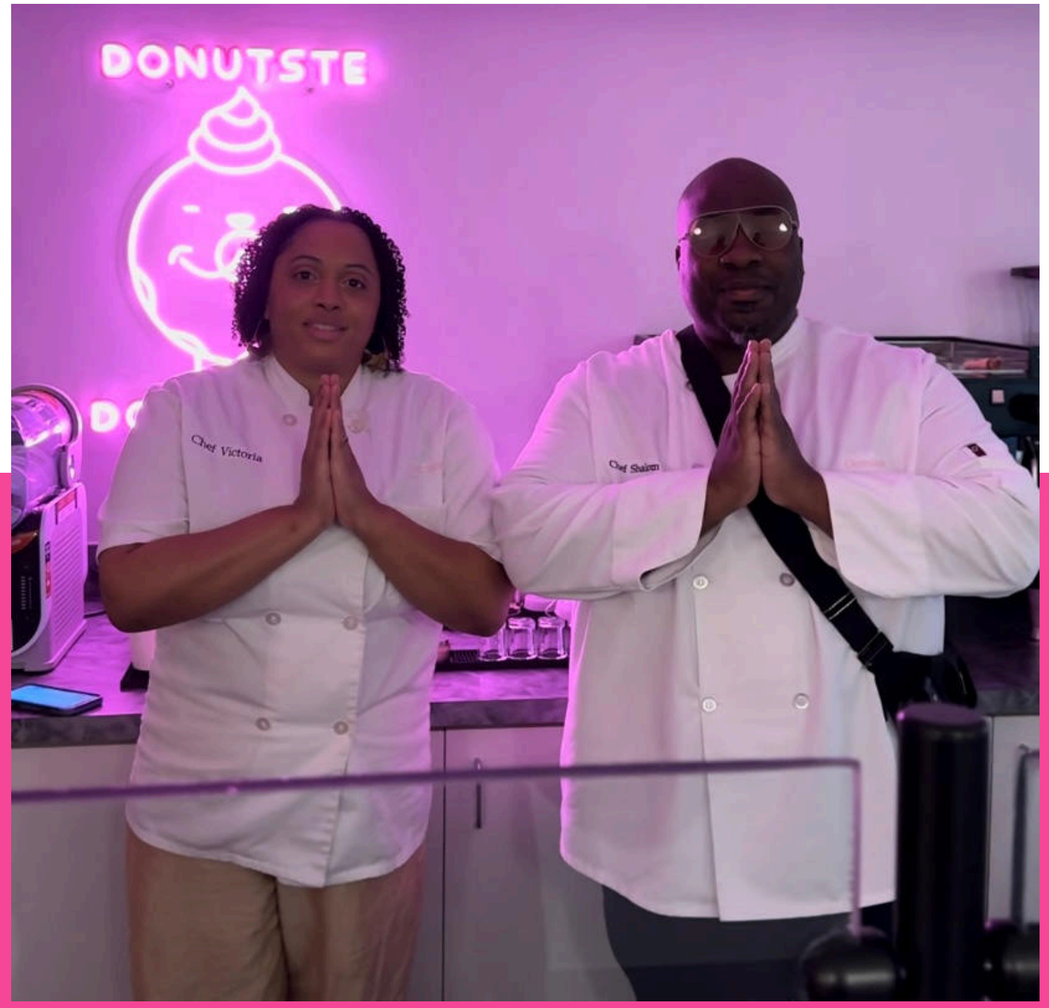
English

Restaurant Consultant

Bocaito, Queens New York — Restaurant Consultant
December 2015
Designed a new menu to include a pre-sold profitable brunch model for weekend operations.

Vivid Bistro, Brooklyn — Restaurant Consultant
December 2015
Designed a new menu to include a pre-sold profitable brunch model for weekend operations.

Tully's, Brooklyn — Restaurant Consultant
January- February 2016
Designed a new menu for Lunch and Dinner to help the restaurant increase profit margins and attract new customers based on a higher-end menu. Trained the kitchen staff to operate at required New York City standards. The menu I designed got the restaurant local new press.



Passionate Team: At Donutste, our team is more than just employees; we're a family united by a common purpose. Each member brings a unique set of skills and experiences to the table, contributing to our success and growth.

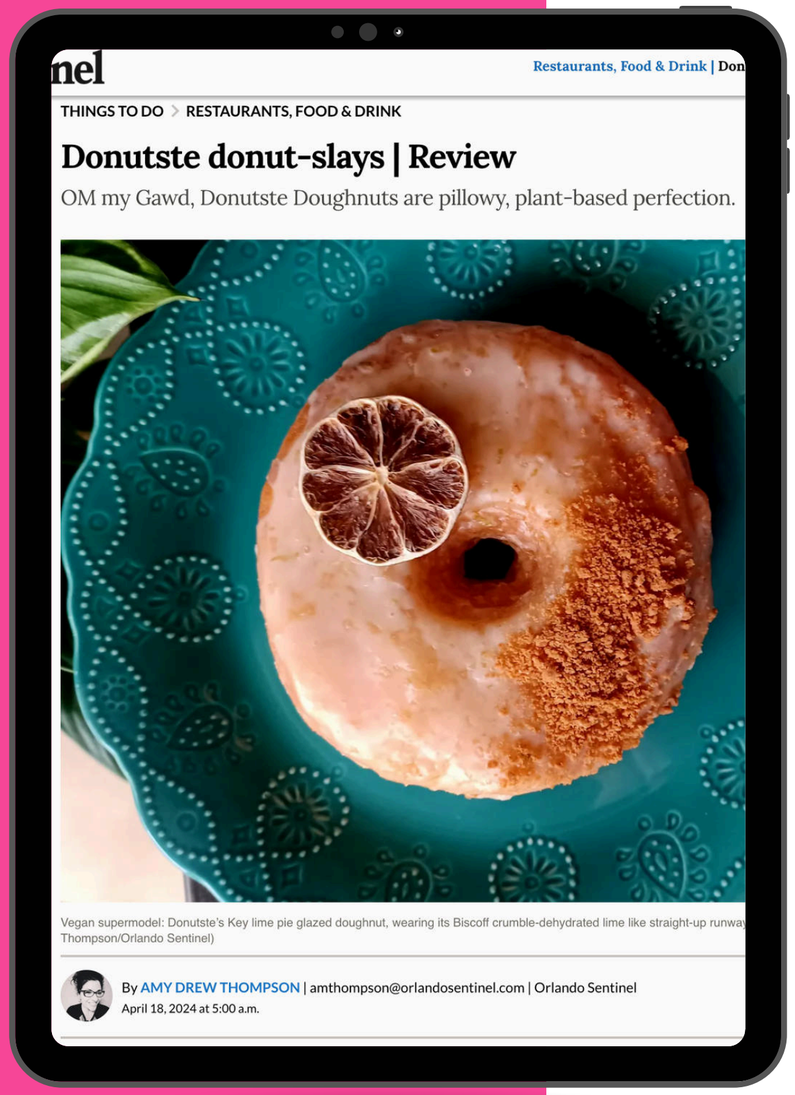
Our Team

Chef Shalom

Chef Shalom is the co-founder of Donutste and a celebrity Chef. He has over two decades of professional culinary experience, cooking for high-end clients such as the late Toni Morrison, NFL Clients, and Fashion Brands such as the Execs at Moncler, Combs Enterprise, and many more.

Chef Victoria

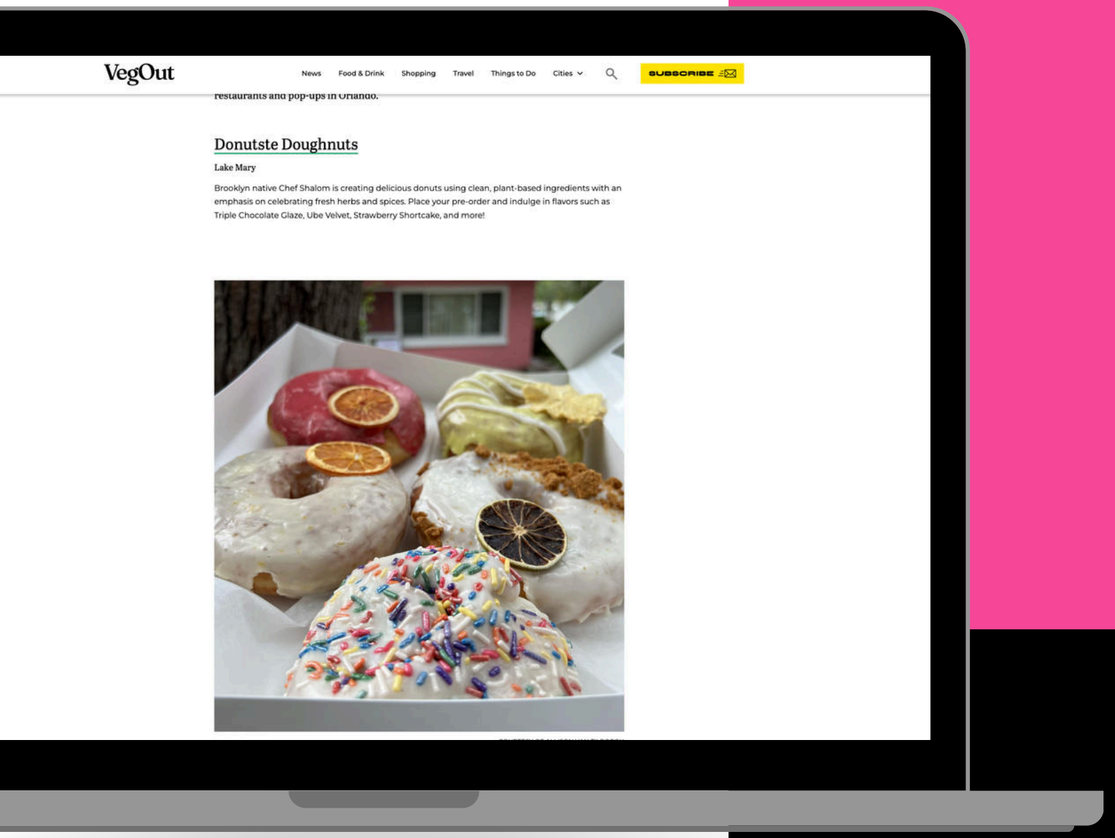
Chef Victoria is the co-founder of Donutste. She has cooked along side Chef Shalom for close to a decade before starting the company together.



"The first rule of Donutste is you may as well talk about Donutste. Because everyone else is."

We had a review published in the Orlando Sentinel, on April 18th, 2024.

CLICK HERE TO READ



Featured in VegOut Magazine

“Chef Shalom is creating delicious donuts using clean, plant-based ingredients with an emphasis on celebrating fresh herbs and spices.”

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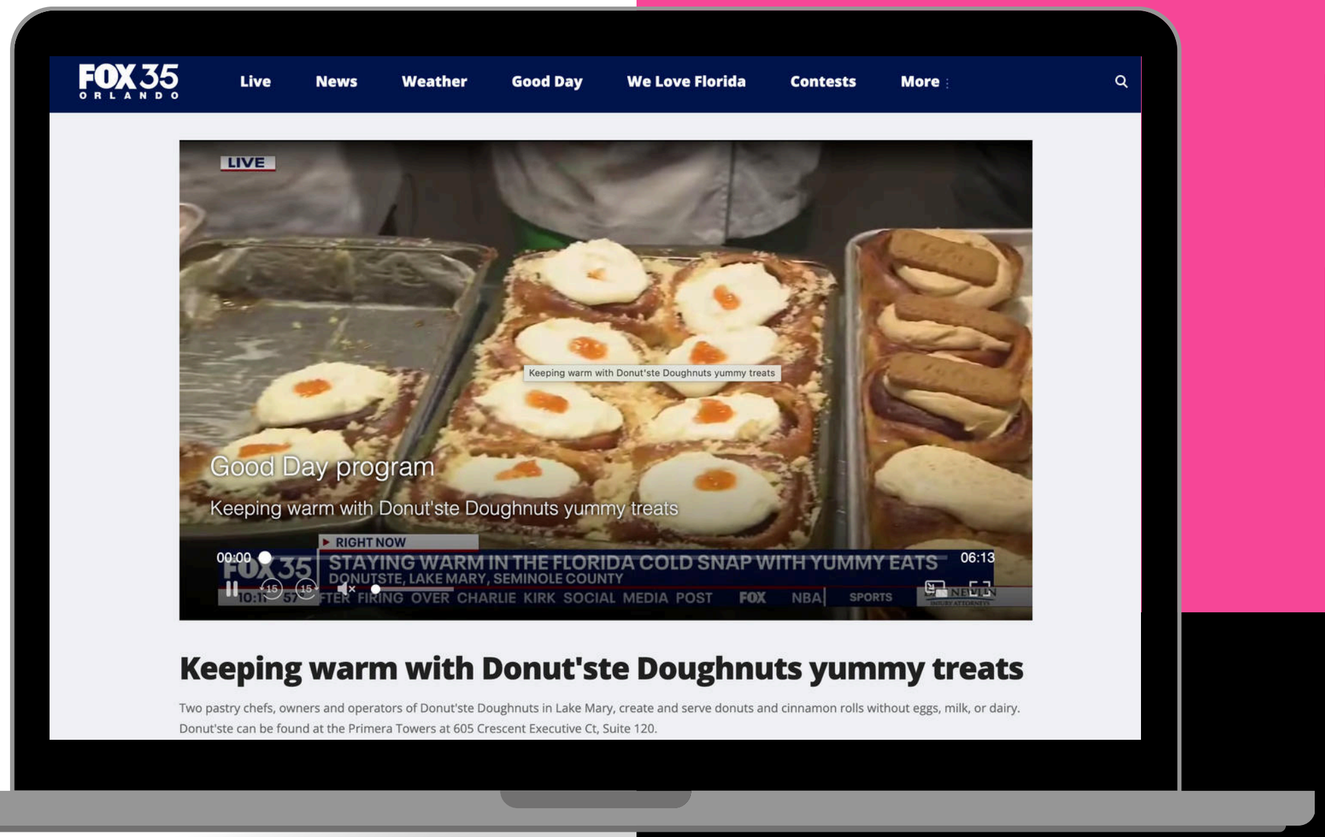
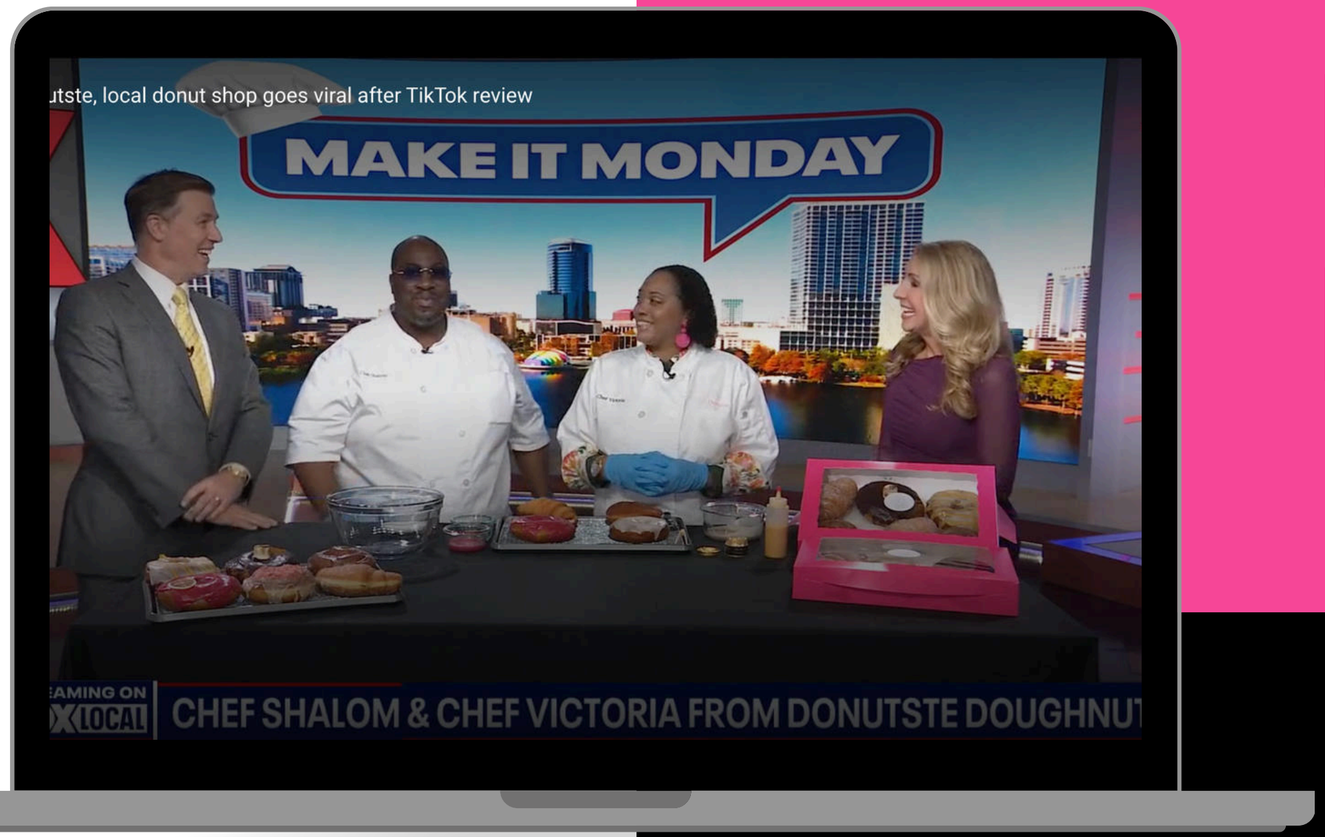


Featured on Fox News

We were featured on Fox News Good Day Xtra in November 2025.

CLICK HERE TO WATCH

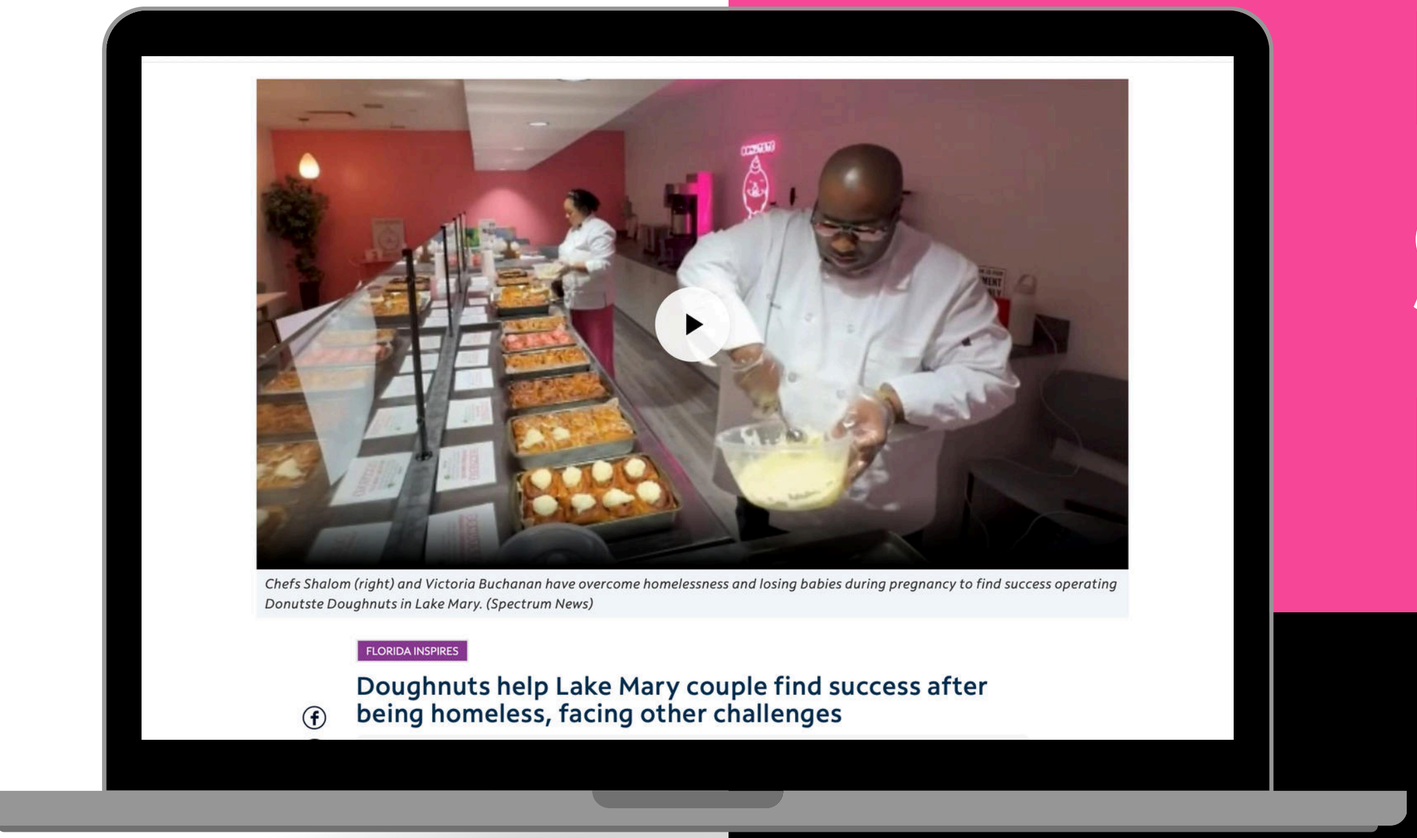


Featured on Fox News

We were featured on Good Day Xtra in November 2024.

CLICK HERE TO WATCH

Featured on Spectrum News



We were featured on Spectrum News Florida Inspires in February 2026.

CLICK HERE TO WATCH

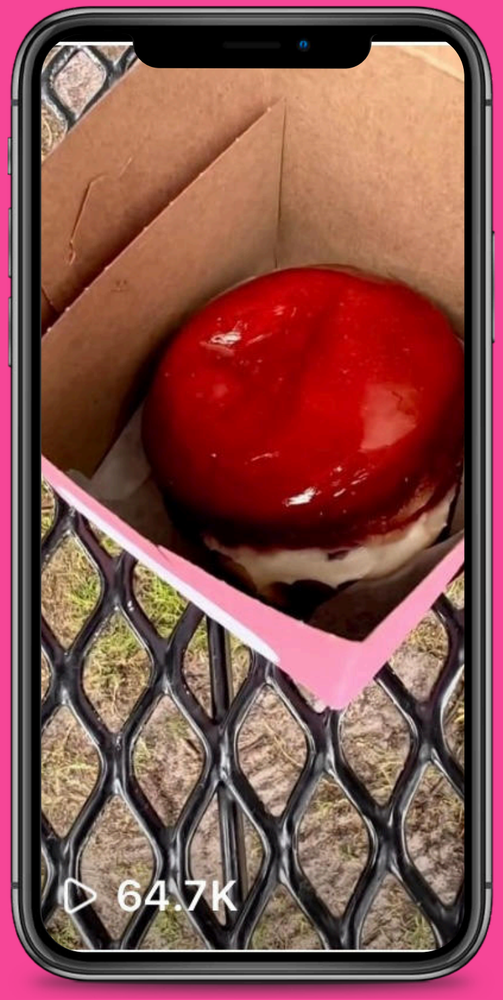


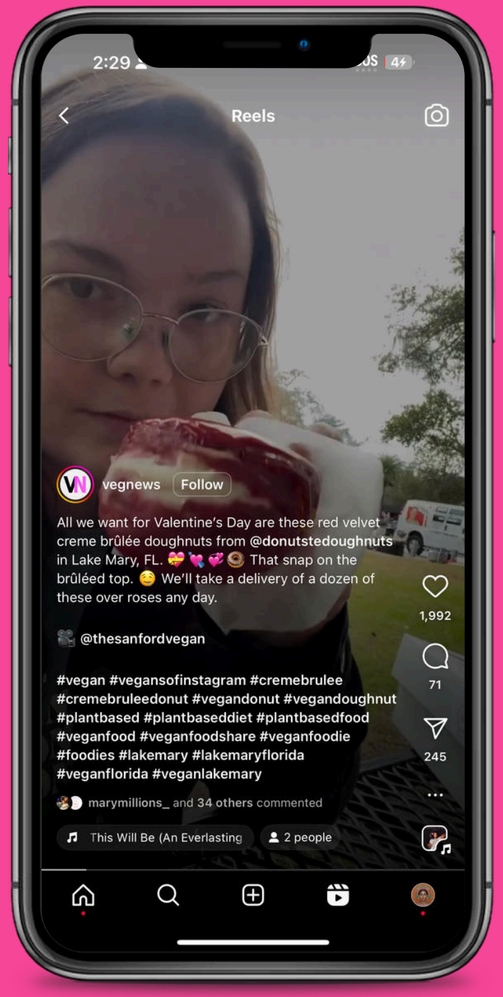
Featured on Telemundo 31

We were featured on Telemundo in January 2025.

CLICK HERE TO WATCH

VegNews





[CLICK HERE TO SEE VIDEO]

Featued on VegNews, the world's #1 plant-based food + lifestyle magazine



Donutste Doughnuts: Chef Shalom's Fight for Flavor

Top left: (l to r) Allison van Tilborgh with Chef Shalom and Chef Victoria.

Top right & bottom left: Some of the tasty treats made by Donutste Doughnuts.

Photos contributed

By Allison van Tilborgh
Vegan Columnist

Chef Shalom, founder of Donutste Doughnuts, quickly attained cult status in markets around Central Florida, where their plant-based donuts spread through word of mouth. Custard filled-creme brulee donuts with crunchy sugar shells, fire-roasted smores donuts with chocolate cream and graham cracker topping, and bright pink lemonade donuts with fresh Meyer lemon are just a portion of Donutste Doughnut's rotating seasonal selection. All Donutste Doughnuts are made without animal ingredients, crafted lovingly with plants. What inspires one to take on such a huge task, as starting a vegan donut Brooklyn upbringing rarely put him in contact with the mysterious herbs and spices he'd read about when flipping through his mom's cookbooks (he grew up in what is called a "food desert"). His limited access to fresh enhancements did not deter him. Chef Shalom relayed to me a memory about reading a recipe for the classic mojito, muddled with fresh mint leaves and lime. Fresh mint seemed like a fantasy food--something from a far-off land. Indeed, to retrieve it, he'd have to venture far, hopping on the subway to Manhattan to find fresh ingredients such as this, where he also fell in love with the depths of Vietnamese cinnamon or Meyer lemons.

Instead of attempting to replicate dairy ingredients (namely milk and eggs), Chef Shalom meditated on what the ideal doughnut should taste like. Then he proceeded to lock himself in a kitchen for several weeks until he found the perfect combination that would lend itself not only to incredible texture but also transcendental flavors. For Chef Shalom, spices are more than spices, they're a fight: a fight for flavor, a battle for access, and most of all, a celebration of plants. It became his life mission to not just make food that was "good for plant-based" but just good.

By all measures, he has succeeded, in making the World's Best Doughnuts that frequently sell out in the wee hours of the Lake Mary Farmer's Market each Saturday Morning. Support Black-owned businesses by visiting the Donutste Doughnut booth at the Lake

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March

"Chef Shalom Quickly Attained Cult Status In Markets Around Central Florida, where their plant-based donuts spread through word of mouth."

We had a review published in the Sanford Herald, in March, 2023.

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DONUTSTE
COFFEE








DONUTSTE

Introduction

Donut’ste Doughnuts& Coffee

The Donut Lover In Me Honors The
Donut Lover In You

Brief Overview: Donutste was created to craft the best donuts and cinnamon rolls in the world—plant-based, chef-driven, and made for donut lovers everywhere, whether they’re vegan or not. Because our dough contains no eggs, milk, or dairy, we’re intentional about offering treats that taste incredible while supporting a more sustainable way of eating. Alongside our pastries, we serve carefully curated coffee that’s ethically sourced and expertly brewed, creating a café experience that’s indulgent, inclusive, and rooted in care.

Mission

To craft the best donut and coffee experience in the world—100% plant-based, and accessible to all donut and coffee lovers globally.

The Donutste Principles



We Honor You

We believe whatever you create with your hands carries an intention. We are very intentional about the energy, awareness, and love we put into the preparation process of Donut'ste Doughnuts. We want you to feel great about what you are consuming - as eating is very intimate and safe handling and preparing + love goes into every batch.



Freshly Made

Only The Best Goes In Each Batch.

Fresh Ingredients
Freshly Made
Made With Love Daily.



A Donut & Cinnamon Roll Inspiring Change

We are offering an alternative option to still enjoy the sweet staple you love.

About Donutste

Our vision is to redefine indulgence with delicious, sustainable, and chef-created donuts and cinnamon rolls that delight customers around the world.

Donutste was created with the intention of revolutionizing the donut and pastrie experience by offering gourmet, plant-based treats. Inspired by a love for donuts and a desire to make them accessible to everyone, we embarked on a journey to create the ultimate indulgence.

