

Holes in One: The Valley's Donut Craze

Written by Christina Tetreault



By Mellisa Larsen

Photography by Cori Roberts

Like cupcakes before them, the Valley is, well, nuts about doughnuts. Spots have sprouted throughout the Valley within the last year, all producing innovative and, most importantly, mouthwatering favors. Many are thinking outside the box—or ring—as some of the newest local doughnut makers are churning out varieties like chocolate-rose-pistachio and spicy Thai coconut that are making sweet teeth swoon. Read on to get to know a few of our favorite doughnut authorities.



[Born and Glazed](#)

Joshua James & Nick Campisano Owners of Born & Glazed

Business partners at Phoenix's highly praised The Clever Koi, Joshua James and Nick Campisano have long wanted to open a doughnut shop. So when an opportunity arose to purchase a spot in Scottsdale, they jumped on it. Born & Glazed, which opened in June, specializes in from-scratch yeast-risen doughnuts and potato cake doughnuts, as well as daily pastries.

Doughnuts are a hot item in the valley right now. Why do you think that is? I believe that doughnuts are a hot commodity in Phoenix right now because we are seeing the trend across the nation and want to be a part of it here. Doughnuts are very simple in nature but incredibly hard to execute properly. When you have a great doughnut, it is a life-changer.

What sets you apart from other doughnut makers? The one thing that currently separates us from other doughnut makers in the Valley is our potato cake (old fashioned) and our house churro doughnut. The potato cake is a common thing found in the Midwest and is usually referred to as a spud-nut. The potato offers a lighter version of a cake doughnut that tends to have a little more of a pillowy texture. The churro doughnut is simply a Pâte à Choux dough piped into the shape of a traditional doughnut and topped with bitter Mexican chocolate.

What is your specialty doughnut? Top seller? Our top seller thus far has been our prickly pear doughnut that is in the shape of a saguaro cactus. It seems to really be a big hit on social media as well.

How do you choose your featured doughnuts? We like to focus on seasonally driven ingredients when it comes to the doughnuts. Within those parameters, we draw inspiration from a variety of things such as cocktails, our food at The Clever Koi and regionally driven favors.

What is the best doughnut you have ever eaten? The best doughnut I have ever tried was at small pintxos bar in San Sebastian called Gogoko Goxuak. It was a really simple cake donut, but it was amazing. Maybe it had something to do with the beautiful surroundings of the city, but it was heavenly.

What flavors are you working on now? What is your dream flavor? We are currently working on a lacto-fermented apple fritter (which once perfected will be amazing), a Vietnamese cream filled, lemon curd cream filled and a gochujang (Korean chili pepper paste) with candied

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almonds. There are so many ideas for doughnuts; it's hard to reel all of them in. My dream would be eventually do a whole line of doughnuts based on classic cocktails.

What are your feelings on pastry hybrids, like cronuts? I think the pastry hybrid is very interesting in nature. I really don't have a problem with it at all. The cronut was designed in a city where competition is high and any niche drastically helps. Like most things in the culinary world, it is a fad but has the potential to become a more permanent part of business.

What is your doughnut-making philosophy? Our philosophy is very simple: offer a great product at a fair price and do it with a smile on your face.



[Roll over Donuts](#)

Brad & Kat Moore Owners of Rollover Doughnuts and Coffee

After finding success with Short Leash Hot Dogs, one of the Valley's favorite food trucks and, more recently, brick-and-mortar hot dog eateries, Brad and Kat Moore started making doughnuts as a dessert option at their Roosevelt location more than a year ago. In October of 2014, the Moores opened Rollover Doughnuts and Coffee in Phoenix and are soon to have another location in the heart of Downtown.

What inspired you to go from hot dogs to doughnuts? Growing up in Texas, there were doughnut shops on every corner. When we moved out here, we noticed that there were only a select few. Our philosophy has always been to take a classic American staple like a hot dog or a doughnut and give it a unique twist.

What sets you apart from other doughnut makers? In doing our research and working on our doughnuts, we learned that most shops use a mix. Ours are a labor of love that I think are truly unique and artisan. The dough is a yeast-risen brioche-style dough. The dough rises overnight for about 18 hours, then hand-rolled and hand-cut. Our doughnuts tend to be a little more like a cake doughnut and have more texture than a traditional doughnut made from a mix.

What is your specialty doughnut? Top seller? We offer 12 signature favors, and we do a feature of the week that changes. I think one of our best sellers and most unique is the Tai coconut. It has a coconut custard that has a little Tai chili oil infused into it so it's a little sweet and little spicy. My personal favorite is the coffee cake doughnut that has a coffee custard filling and is topped with a walnut streusel.

How do you choose your featured doughnuts? We usually choose our features by either seeing what fruits are in season or if the week coincides with a holiday. For example, during the start of Oktoberfest, we did a German chocolate cake doughnut.

What is the best doughnut you have ever eaten? Right now, I am addicted to our apple fritter. It's made with honeycrisp apples, and every time I walk through the bakery, I feel compelled to steal one.

What flavors are you working on now? We are about to roll out a new bear claw that is made with toasted almonds, cinnamon and vanilla glaze. It is amazing and a perfect complement to a great cup of coffee.

What are your feelings on pastry hybrids, like cronuts? I'm all for fun, creative twists on food. I think food should be fun and interesting

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[Welcome Chicken and Donuts](#)

Casey Hopkins-Johnson, Head Baker and Michael Babcock, Part Owner and Head Chef Welcome Chicken + Donuts

Welcome Chicken + Donuts was conceived by Sloane McFarland, Michael Babcock and Jenn Robinson of Welcome Hospitality, who first worked together on the super-popular Welcome Diner. Together, the three of them saw an opportunity to turn an old 1970's building located on the Yourland site, which has been in McFarland's family for 100 years, into something special. After falling in love with the chicken-and-doughnuts concept taking hold of the country, Welcome Chicken + Donuts was born in the fall of 2014.

What inspired you to serve both chicken and doughnuts? We draw inspiration from many aspects. Michael has a history with Asian food from spending lots of time with his Japanese grandmother. We love the chicken-and-doughnuts concepts popping up around the country. We love the Korean fried chicken craze in L.A. and get really excited about pulling inspiration from Koreatown into Phoenix. Casey finds her inspiration from all over the place. We love giving her a real platform to express herself through delish doughnuts and desserts. Welcome Hospitality at its core is an inspiration lead company. We feed off each other and work collaboratively to make concepts that make Phoenix a proud culinary institution.

What sets you apart from other doughnut makers? Everything that we do is from scratch, aside from sprinkles. It is time-consuming and, at times, a bit daunting, but we love the challenge and believe that the customer benefits when things are made small, in-house, with the best ingredients and love.

What is your specialty doughnut? Top seller? Our offerings change so often that it is difficult to pin down a signature. Right now, I think that the doughnut bread pudding is the most specialty and unique to the shop. And the top seller is maple bacon. Hands down.

How do you choose your featured doughnuts? I try to look at what is being grown locally and favors that most folks typically associate with summer. For example, Arizona grows beautiful watermelons, so we are doing a cucumber-watermelon doughnut in celebration of that local offering.

What is the best doughnut you have ever eaten? I was not a big doughnut consumer before this job, so I have to say that my experience is limited. But we have done this red-wine-and-chocolate pudding doughnut with pinot noir salt that is out of this world.

What flavors are you working on now? We have been dreaming about some sort of summer s'more favor, some options with blackberries, and some new cake batter ideas. My dream favor: figs. I am waiting for fig season with great anticipation.

What are your feelings on pastry hybrids, like cronuts? I love them. Keep on the lookout. We are working on a hybrid of our own.

What is your doughnut-making philosophy? The best products possible, seasonal, local, boundary-pushing, from scratch and tasty. Really tasty.