



SOFT SERVE

THE ONE AND ONLY

VEGAN • DAIRY FREE • GLUTEN FREE • KOSHER OUD





Pomegranate Flavored • Mango Flavored • Peach Flavored • Cherry Flavored • Raspberry Flavored • Lemon

FOR THE LOVE OF DOLE SOFT SERVE®

DOLE SOFT SERVE® is a fruit-flavored phenomenon, with fans proclaiming their love for the refreshing and creamy dessert through apparel, social media, and art—even tattoos. Known for its bold, true-to-fruit taste, the dessert lovingly known as DOLE SOFT SERVE® has garnered a huge fanbase that seeks out the delicious delight. A truly unique, true-to-fruit treat, DOLE SOFT SERVE® draws a crowd wherever it's sold.



ICE CREAM CATEGORY (& SOFT SERVE)

is growing with projections of 5.3% CAGR through 2032¹

¹ Intelmarket Research, 2025
² www.nutritionaloutlook.com 2/12/25



FRESH FLAVORS

Consumers seek products with berries, botanicals and exotic fruits, associated with a healthy lifestyle.²

³ Datassential 2026 Trends
⁴ foodbusinessnews.net, Flavors to watch in 2025



GLOBAL MASHUPS & PLAYFUL FORMATS

are shaping the Frozen Treats category.³



OPPOSITES ATTRACT

Fruit + Savory are creating new sensory experiences.⁴



Flavored • Lime Flavored • Strawberry Flavored • Orange Flavored • Watermelon Flavored • Pineapple Flavored

ON-TREND APPEAL

DOLE SOFT SERVE® is a staple in the dessert world, offering a delightful and versatile treat that can easily elevate any menu. Its versatility extends beyond flavor, and can be transformed into a variety of indulgent creations such as swirl cones, sundaes, and even customized toppings. Whether you're looking to satisfy sweet cravings or explore the latest flavor trends, DOLE SOFT SERVE® is the key to unlocking a world of delicious possibilities.

Pineapple Sunrise Float

Twist together DOLE SOFT SERVE® Pineapple Flavored with DOLE SOFT SERVE® Strawberry Flavored in a tall glass and top with orange juice.

Cherry S'mores

Add marshmallow pieces, graham cracker cookies and chocolate pieces on top of prepared DOLE SOFT SERVE® Cherry Flavored. Drizzle chocolate sauce and add a cherry for finishing touch.

Classic Pineapple Float

Dispense DOLE SOFT SERVE® Pineapple Flavored in a serving vessel then add *DOLE® 100% Pineapple Juice* around the soft serve and garnish with pineapple wedge.

Pomegranate Citrus Shake

Blend together DOLE SOFT SERVE® Pomegranate-Flavored, orange juice and ice water until smooth, about 1 minute. Pour into chilled glasses and garnish with whipped cream and pomegranate seeds.

Prep is a Snap... 1,2,3



Fill clean bucket with 6.75 quarts of cool water for DOLE SOFT SERVE®



Add one bag of DOLE SOFT SERVE® mix while stirring with a wire whisk until completely dissolved (approximately 2 minutes)



Pour mixture into soft serve machine

GREATER PROFIT POTENTIAL, LOWER COST

Stable costing

More affordable to store, ship and greater yield per case costing compared to ready-to-use-dairy

SHELF STABLE UP TO 18 MONTHS

Compact for easy storage
Greater operational efficiency

SUSTAINABILITY

Lower ratio of packaging waste compared to ready-to-use
Requires less energy to produce & ship

For the full preparation process scan below



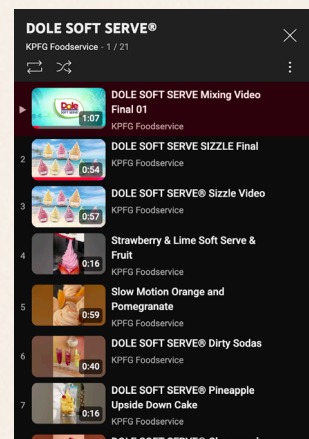
<https://bit.ly/41uhIRN>

For a downloadable recipe book scan below



<https://bit.ly/4frYhPh>

For recipe inspiration, visit our playlist on our YouTube channel



<https://bit.ly/3ZUtT9v>

TIME TO GET THE WORD OUT



DOLE SOFT SERVE® is committed to supporting your business by providing effective tools to amplify your message. Our comprehensive marketing materials are made with you in mind and ready to be integrated into your establishment and shared across your social channels.

Operator POS

Complimentary Pre-Approved & Printed
DoleSoftServe.com/OperatorPOS



BRAND STANDARDS GUIDE



FLAVOR TAGS
7in x 5in



FLAVOR MAGNETS
5in x 2in



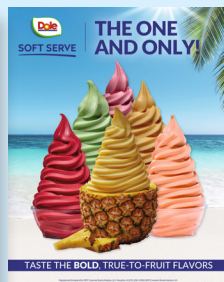
NUTRITIONAL GUIDE
4in x 6in



TABLE TENT
5in x 7in



WALL POSTERS
22in x 28in



SALES SHEET
8.5in x 11in



WINDOW CLINGS
22in x 28in & 5in x 7in



COUNTER CARDS
5in x 7in

Customizable POS

Contact lucy@kentww.com for more details.



POSTERS
24in x 36in



EMAIL BLAST IMAGE
650px x 350px



SOCIAL POST IMAGE
1080px x 1080px



FLAVOR TAGS
7in x 5in



TABLE TENTS
6in x 7in

***LOGO AND SIGNATURE USAGE**

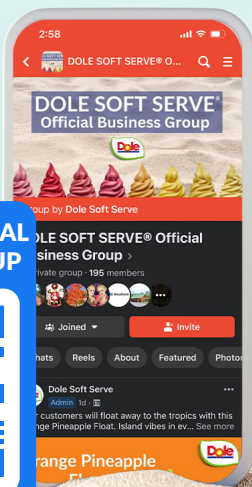
No use of the DOLE SOFT SERVE® marks on printed advertising (i.e., postcards, flyers, etc.), permanent signage, billboards, commercials, store front, store names, labeling, packaging, shipping containers or other materials, business documents, invoices, stationery, sweepstakes, drawings, giveaways, labels, cartons, or permanent wrapping.

*To view additional signage guidelines, reference the DOLE SOFT SERVE® Brand Standards Guide at dolesoftserve.com/marketing



SOFT SERVE

JOIN THE OFFICIAL BUSINESS GROUP



EVEN MORE IN STORE

Join the DOLE SOFT SERVE® Facebook Business Group and take a valuable first step towards gaining access to a wealth of information and powerful tools. Here we provide what you need to stay updated on industry trends, exchange insights with fellow professionals, and gain access to exclusive resources designed to enhance your marketing strategies.

PRODUCT SPECS								NUTRITIONAL CLAIMS						
FLAVOR	MFR CODE	DOT CODE	GTIN	CASE PACK	SERVINGS/CASE	SERVINGS/BAG	SERVING SIZE (PREPARED)	DAIRY FREE	NO CHOLESTEROL	GLUTEN FREE	LACTOSE FREE	VEGAN*	OUUD / HALAL	LOW FAT
DOLE SOFT SERVE® MIX														
Pineapple Naturally & Artificially Flavored	D581-A6120	560382	10072058610194	4/4.4 lbs	288	72	2/3 cup	•	•	•	•	•	•	•
Orange With Other Natural Flavor	D531-A6120	560386	10072058610910	4/4.4 lbs	288	72	2/3 cup	•	•	•	•	•	•	•
Raspberry With Other Natural Flavor	D551-A6120	576152	10072058611818	4/4.6 lbs	288	72	2/3 cup	•	•	•	•	•	•	•
Lemon Naturally Flavored	D585-A6448	605490	10072058614949	4/4.4 lbs	288	72	2/3 cup	•	•	•	•	•	•	•
Mango With Other Natural Flavor	D561-A6120	576123	10072058611900	4/4.5 lbs	288	72	2/3 cup	•	•	•	•	•	•	•
Strawberry With Other Natural Flavor	D542-A6120	632335	10072058615533	4/4.5 lbs	288	72	2/3 cup	•	•	•	•	•	•	•
Lime Naturally Flavored	D586-A6120	671891	10072058619418	4/4.4 lbs	288	72	2/3 cup	•	•	•	•	•	•	•
Cherry With Other Natural Flavor	D571-A6120	707521	10072058621411	4/4.5 lbs	288	72	2/3 cup	•	•	•	•	•	•	•
Watermelon Artificially Flavored	D520-A6120	716218	10072058621855	4/4.5 lbs	288	72	2/3 cup	•	•	•	•	•	•	•
Pomegranate With Other Natural Flavor	D594-A6120	743027	10072058633100	4/4.4 lbs	288	72	2/3 cup	•	•	•	•	•	•	•
Peach With Other Natural Flavor	DLOR010025	803787	10072058636484	4/4.4 lbs	288	72	2/3 cup	•	•	•	•	•	•	•

For Nutrition Facts Panel, please see DoleSoftServe.com website for additional information.

*Vegan Statement: The ingredients used in this product do not contain dairy, therefore, the product is considered dairy free. The Rabbinical guidelines classify this product to be kosher-dairy. Allergen control and sanitation procedures are in place and are strictly followed. In addition, this product does not contain any animal based ingredients.



For more information on how DOLE SOFT SERVE® can support the profitability of your operations with versatile, delectable frozen treats from a dry mix, contact

KENT Consumer Brands Americas, LLC at 800-442-5242. DoleSoftServe.com