



SUMMERTIME FUN WITH REFRESHING WATERMELON

Introducing DOLE SOFT SERVE®
Watermelon Flavor

A refreshing Watermelon flavor with a gentle touch of sweetness. This true to fruit flavor will bring the essence of summer to all who indulge. Vegan and gluten free for the masses and multiple dessert solutions.



Watermelon's growth is predicted to outperform

97%

of all other foods, beverage, and ingredients through 2023

- Source: Datassential SNAP™ 2020

Watermelon flavor is projected to grow

15%

through 2023

- Source: Datassential SNAP™ 2020

A Generational Favorite

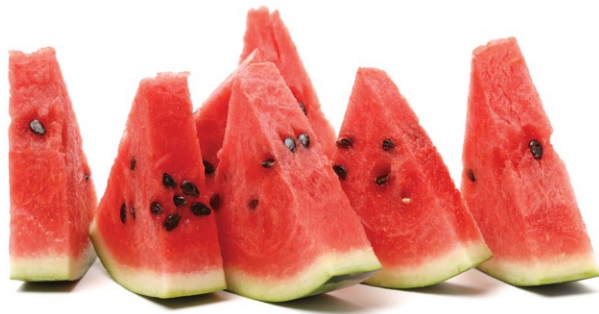
99%

Average "Love" Watermelon Flavor (Gen Z, Millennial, Gen X and Baby Boomer)

- Source: Datassential SNAP™ 2020



MADE IN THE USA



VERSATILE RECIPE OFFERINGS FOR EVEN GREATER FLAVOR POSSIBILITIES

WATERMELON MARTINI

1. Prepare DOLE SOFT SERVE® Watermelon Flavor as directed
2. Pour ½+ oz. of vodka and 1 teaspoon of lemon juice on top of prepared soft serve and mix
3. Garnish with lemon twist



WATERMELON FLOAT

1. Prepare DOLE SOFT SERVE® Watermelon Flavor as directed
2. Pour 1+ oz. of lime soda over prepared soft serve
3. Garnish with mint and lime



LIME-MELON TWIST

1. Prepare DOLE SOFT SERVE® Watermelon Flavor as directed
1. Prepare DOLE SOFT SERVE® Lime Flavor as directed
3. Twist both flavors into a 5oz. Vessel and serve



TRUE-TO-FRUIT FLAVOR. True Profit Potential.

DOLE SOFT SERVE® Profit Potential

Sales per Day	Daily Profit	Monthly Profit	Annual Profit
25	\$54.75	\$1,642.50	\$19,710.00
50	\$109.50	\$3,285.00	\$39,420.00
100	\$219.00	\$6,570.00	\$78,840.00

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

For DOLE SOFT SERVE®



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



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



- 3) Pour mixture into soft serve machine

Product Code: D520-A6120

UPC: 10072058621855

DOT Code: 716218

Case Pack: 4/4.5 lbs

Serving Size: 2/3 cup prepared (117g)

Servings per Bag: About 72*

Servings per Case: 288

*Note: A volume amount of 2/3 level cup, weighing 117g, of frozen prepared product is based on 40% overrun. Depending on the amount of overrun your soft serve machine is set up for, a 2/3 cup of prepared soft serve may weigh more or less than 117g and will affect the number of servings.

Nutrition Facts	
About 72 servings per container	
Serving size	2 Tbsp (28g)
[Makes 2/3 Cup Soft Serve (117g)]	
Amount per serving	
Calories	110
% Daily Value*	
Total Fat 0.5g	1%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 26g	9%
Dietary Fiber 0g	0%
Total Sugars 25g	
Includes 25g Added Sugars	50%
Protein 0g	
Vitamin D 0mcg 0%	Calcium 9mg 0%
Iron 0mg 0%	Potassium 2mg 0%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.