



Profitable. Delectable. Versatile.

THE PERFECT MIX

**DOLE SOFT SERVE® MAKES IT EASY
TO OFFER GREAT-TASTING TREATS
WITH GREAT PROFITABILITY**





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.

NEW! Introducing POMEGRANATE! Flavor



True-to-Fruit Flavors



PINEAPPLE FLAVOR



ORANGE FLAVOR



RASPBERRY FLAVOR



CHERRY FLAVOR



STRAWBERRY FLAVOR



MANGO FLAVOR



WATERMELON FLAVOR



LIME FLAVOR



LEMON FLAVOR

On-Trend Appeal



VEGAN • DAIRY FREE • GLUTEN FREE LACTOSE FREE • NO CHOLESTEROL

GREATER PROFIT POTENTIAL, LOWER COST

Stable costing

More affordable to store,
ship and greater yield
per case costing

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

Infinite Enjoyability

Flavor ideas inspired by favorite treats



CHOCOLATE-COVERED STRAWBERRY SUNDAE

DOLE SOFT SERVE® Strawberry
Flavor + Hot Fudge



STRAWBERRY LIMEADE TWIST

DOLE SOFT SERVE® Strawberry
Flavor + DOLE SOFT SERVE®
Lime Flavor



SOFT SERVE SANDWICH

DOLE SOFT SERVE®
+ Two Sugar Cookies



POMEGRANATE CITRUS SHAKE

DOLE SOFT SERVE® Pomegranate
Flavor + Orange Juice + Ice



TROPICAL TWIST

DOLE SOFT SERVE® Mango
Flavor + DOLE SOFT SERVE®
Pineapple Flavor



CARAMEL COLADA

DOLE SOFT SERVE®
Pineapple Flavor + Caramel
+ Toasted Coconut



LEMON MERINGUE SUNDAE

DOLE SOFT SERVE® Lemon Flavor
+ Marshmallow Topping
+ Graham Cracker Crumble



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



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

For more recipes,
merchandising support,
and a complimentary
mixing bucket,
and more, visit
DoleSoftServe.com



PROFITABILITY SNAPSHOT

	DOLE SOFT SERVE®	Ready-to-Use Dairy
Cost Per Serving (5 oz serving size)	\$0.25	\$0.30
Cone/Cup/Napkin/Spoon Cost	\$0.05	\$0.05
Selling Price	\$2.49	\$1.49
Profit Per Serving	\$2.19	\$1.14

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



CALCULATE YOUR PROFIT POTENTIAL

		DOLE SOFT SERVE®
Product Cost per Serving (5 oz serving size)		\$0.25
Add Your Costs per Serving (cone/cup/napkin/spoon)	+	\$
Total Cost per Serving	=	\$
Your Selling Price		\$
Subtract Cost per Serving	-	\$
Profit per Serving	=	\$
Multiply by # of Anticipated Sales per Day	x	
Daily Profit Potential	=	\$
Multiply by # of Operating Days per Year	x	
Annual Profit Potential	=	\$

Realize your profitability potential with our digital profitability calculator!

Profitability calculations are made using estimated average industry pricing.

Product Specs

Nutritional Claims

Flavor	Mfr Code	DOT Code	UPC	Case Pack	Servings/Case	Servings/Bag	Serving Size (Prepared)	Dairy Free	No Cholesterol	Gluten Free	Lactose Free	Vegan	Kosher	Low Fat
DOLE SOFT SERVE®														
Pineapple Naturally & Artificially Flavored	D581-A6120	560382	10072058610194	4/4.4 lbs	288	72	5 oz	•	•	•	•	•	•	•
Orange With Other Natural Flavors	D531-A6120	560386	10072058610910	4/4.4 lbs	288	72	5 oz	•	•	•	•	•	•	•
Raspberry With Other Natural Flavors	D551-A6120	576152	10072058611818	4/4.6 lbs	288	72	5 oz	•	•	•	•	•	•	•
Lemon Naturally Flavored	D585-A6448	605490	10072058614949	4/4.4 lbs	288	72	5 oz	•	•	•	•	•	•	•
Mango With Other Natural Flavors	D561-A6120	576123	10072058611900	4/4.5 lbs	288	72	5 oz	•	•	•	•	•	•	•
Strawberry With Other Natural Flavors	D542-A6120	632335	10072058615533	4/4.5 lbs	288	72	5 oz	•	•	•	•	•	•	•
Lime Naturally Flavored	D586-A6120	671891	10072058619418	4/4.4 lbs	288	72	5 oz	•	•	•	•	•	•	•
Cherry With Other Natural Flavors	D571-A6120	707521	10072058621411	4/4.5 lbs	288	72	5 oz	•	•	•	•	•	•	•
Watermelon Artificially Flavored	D520-A6120	716218	10072058621855	4/4.5 lbs	288	72	5 oz	•	•	•	•	•	•	•
Pomegranate With Other Natural Flavors	D594-A6120	743027	10072058633100	4/4.4 lbs	288	72	5 oz	•	•	•	•	•	•	•

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 Precision Foods Group at **800-442-5242**. DoleSoftServe.com