



Dreamy, Creamy DECADENCE

FROSTLINE® FROZEN TREATS



VERSATILE. PROFITABLE. DELECTABLE.

Why DRY?



In a comparison of dry mix and traditional, ready-to-use fresh dairy, dry mix wins every time.

DRY MIX

VS

READY-TO-USE DAIRY

GREATER PROFIT POTENTIAL, LOWER COST

Stable costing

More affordable to store and ship

Dry storage provides ease of handling
and reduces cost

Greater yield per case—delivering up to 3x the
servings of a case of ready-to-use product

Dry mix virtually eliminates potential for
leakers, limiting the likelihood of wasted
product and time-consuming cleanup due
to leaks

VOLATILE PRICING, HIGHER HANDLING COSTS

Frequent price fluctuations

Higher costs due to weight, mass, and
refrigeration/freezer needs

Costs more to handle and store, cutting
into profits

Lower yield per case

Leakers result in time-consuming
cleanup and wasted product

UP TO 18 MONTHS FOR DRY MIX

Eliminates the need for regular
product rotation, for greater
operational efficiency

Bags of dry mix can be stored for up to
18 months, allowing product to carry
over from one soft serve season to
another and requiring less frequent
deliveries

Shelf stable and compact for easy
storage

APPROXIMATELY 14-20 DAYS FOR FRESH DAIRY

Requires regular, operationally intensive
product rotation to reduce spoilage

Product has limited shelf life, requiring
more frequent deliveries

Occupies valuable refrigeration space

LESS PACKAGING AND PRODUCT WASTE

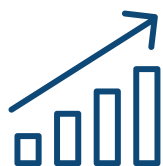
Lower ratio of packaging waste compared to
ready-to-use; one case of dry mix delivers the
same number of servings as three cases of
ready-to-use

Requires less energy to produce, ship, and
store and remains shelf stable until mixed

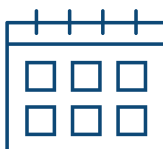
MORE PACKAGING AND PRODUCT WASTE

Higher ratio of packaging waste—up to 3x
corrugated waste compared to dry mixes

Requires more energy to produce, ship, and
store, with need for constant cold storage



PROFITABILITY



SHELF LIFE
AND STORAGE



SUSTAINABILITY



Serving up VERSATILITY

Our dry mixes deliver, even beyond traditional soft serve. Just pour the same mix into different frozen dessert machines and expand your offerings.

VERSATILE FLAVOR POSSIBILITIES



ICE CREAM
CONE/BOWL

Water
+ Dry Mix
+ Soft Serve
Machine



FROZEN
BEVERAGE

Water
+ Dry Mix
+ Granita
Machine



SHAKE

Water
+ Dry Mix
+ Shake
Machine



VERY STRAWBERRY SHORTCAKE

Frostline® Vanilla Soft Serve
+ Cake Pieces
+ Strawberry Topping



CHOCOLATE PEANUT BUTTER SOFT SERVE

Frostline® Chocolate Soft Serve
+ 2 Cups Creamy Peanut Butter
added to mix



FROSTY ROOT BEER FLOAT

Frostline® Vanilla Soft Serve Mix
+ 2 Gallons Flat Root Beer*



MOCHA

Frostline® Chocolate Soft Serve
+ 2 Gallons Coffee, Cooled*

Doubly
Indulgent for
the 21+ Crowd

Simply substitute alcohol
for a portion of the water,
totaling the same amount
of liquid the recipe calls for.

Recipe Recommendations



FROZEN
COCKTAIL

Water
+ Alcohol
+ Dry Mix
+ Granita
Machine



BOOZY
SHAKE

Water
+ Alcohol
+ Dry Mix
+ Shake
Machine



SHOT-TOPPED
SHAKE

Water
+ Dry Mix
+ Granita or
Shake Machine
+ Alcohol Floater



VANILLA BOURBON

Frostline® Vanilla
+ Bourbon



RUM BUTTER

Frostline® Salted Caramel
+ Rum



DARK AND STORMY

Frostline® Vanilla
+ Ginger Beer
+ Rum



CHOCOLATE MARTINI

Frostline® Chocolate
+ Vanilla Vodka
+ Crème de Cacao

Frostline® Frozen Treats

Soft Serve Mix	Mfr Item #	DOT Item #
Vanilla Artificially Flavored	D400-C4000	100461
Chocolate	D410-C4000	100479
Salted Caramel Artificially Flavored	D456-C4000	671893
Pumpkin Spice Naturally & Artificially Flavored	D455-A9000	641416
Pink Cotton Candy Artificially Flavored	D494-C4000	729573
Birthday Cake Artificially Flavored	D493-C4000	729574
Blue Cookie Dough Artificially Flavored	D501-C4000	743024
Frozen Yogurt Mix		
Vanilla Artificially Flavored	Y800-C4001	189912
Shake Mix		
Vanilla Artificially Flavored	D425-C4001	352479

Profitability Snapshot

	Frostline® Frozen Treats	Ready-to-Use Dairy
Cost Per Serving (5 oz serving size)	\$0.14	\$0.30
Cone/Cup/Napkin/Spoon Cost	\$0.05	\$0.05
Selling Price	\$1.49	\$1.49
Profit Per Serving	\$1.30	\$1.14

Frostline® Profit Potential

Sales per Day	Daily Profit	Monthly Profit	Annual Profit
25	\$32.50	\$975.00	\$11,700.00
50	\$65.00	\$1,950.00	\$23,400.00
100	\$130.00	\$3,900.00	\$46,800.00

Profitability calculations are made using estimated average industry pricing.



For more information or to order our complimentary merchandising support materials, visit frostlinefrozentreats.com or call 800-442-5242

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