



What's Behind the Brand?

Why DOLE® Means More.

DOLE is committed to producing products of unparalleled quality, a philosophy that has guided its steady progress from a regional pineapple grower to a food industry leader. We dedicate ourselves to providing safe, delicious products, while protecting the environment where our products are grown and processed.

Commitment



- For over 100 years, committed to producing the highest quality fruit products and fruit juices in the world.
- World's largest producer and marketer of high-quality fruit.

Trusted Brand



- Strongest brand in the fruits category; 72% of consumers mentioned DOLE in an unaided recall study, almost 3X that of Dole's nearest competition.*

Source



- Guarantees consistent, quality fruit straight from the source.
- Have procedures in place, which ensure quality and safety of its products from the farm to you.
- Guarantees quality and safety regardless of country of origin.

Quality



- Products are laboratory tested for conformance to established written specifications.
- Testing starts with raw materials, and also occurs during production and after the product has been packaged in the final container.
- Random Due Diligence testing is performed by Corporate QA at independent testing laboratories.
- Stringent quality standards often exceed government requirements.
- Procedures documented in detailed quality manuals.
- Abides by Good Manufacturing Practices (GMPs) in its manufacturing and co-packers' facilities worldwide.
- Complies with HACCP Principles.

Safety Standards



- The industry's highest safety standards.
- Worldwide team oversees compliance.
- Water is tested to ensure compliance with US EPA standards for drinking water.
- Holds several ISO Certifications ensuring quality, environmental friendliness, safety, reliability and efficiency.

Growing Standards



- A world leader in growing standards.
- Follows Good Agricultural Practices (GAP) according to the United States Environmental Protection Agency, European Union, and World Health Organization.
- Complies with US EPA, EU and Japan regulatory standards.
- Developing and implementing successful Integrated Pest Management for decades.

Worker Health & Hygiene



- Procedures and experienced supervision to ensure the food handlers meet the highest standards.



*Source: Dole Brand Equity Research, Millward Brown, Sept. 2010.

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DOLE® takes great pride in creating and providing products to inspire your signature creations. Science continues to discover new and wonderful ways fruits help people live longer and healthier lives. So with some help from Mother Nature and DOLE, your menus nourish healthy appetites.

What to consider when evaluating the value of the DOLE Products you purchase:

Healthier Product Solutions



- DOLE Mandarins in Juice #10 cans are packed in 100% Fruit Juice - no high-fructose corn syrup included.
- DOLE Fruit Bowls® are packed in 100% Fruit Juice.
- DOLE Fruit Bowls® and Fruitocracy® are convenient and healthy grab n' go options with no high-fructose corn syrup included and non-GMO.

Innovation



- Takes a leadership role in healthful, fruit-forward menu innovations that replace high calorie or high fat ingredients with fruit.
- Provides cost-saving products, including DOLE Chef-Ready Cuts.
- Value-added products and experienced supervision to ensure the food handlers meet the highest standards.

Quality Guaranteed



- Picked at the peak of freshness retaining flavor, color and consistency through shelf life.
- Doesn't change suppliers so you're guaranteed consistent product for your menu.
- Consistent fruit quality standards from all sources.

Quality Packaging



- Clean, bright, colorful packaging clearly defines product.
- Large percentage of packaging is bilingual.
- Tear open, re-sealable bags with recipe ideas included on all frozen fruit products.

Trial Sampling



- Free samples available for you to try.
- Free case trial offers are available.

Loyalty Programs



- Operator Direct program.

Culinary Inspiration



- Our team of culinary professionals help keep your food and beverage menus on trend.
- Our Mixologist provides beverage menu innovations, signature drink ideas, and offers you tips for success.

Recipe Development



- Creates useful, on-trend recipes and innovative Fruit Pairings.

Promotional Support



- Provides FREE traffic-building merchandising materials.
- Contact your broker or Dole Sales Representative.

Research/Trends



- A resource for integrating growing fruit trends into profitable menu items.
- Monitors food industry trends and promotes the unprecedented menu prominence of fruit.
- Commissions research that becomes useful information to you.

Nutrition Leader



- An industry leader in nutrition education and research.

Resources



- Provides product demos, videos, and more at www.dolefoodservice.com.



WHY DOLE?

Dole Is Your Menu Solutions Partner.

