

[FRUIT = FLAVOR and function!]

Healthy eating habits are a growing concern for many Gen Z'ers, and offering menu items made from wholesome ingredients can help demonstrate that you care about their well-being. DOLE fruit brings exceptional flavor to meals and snacks for students of any age.



Growing Menu Possibilities,
Year-Round.®

Need a boost?

65%

of Gen Z'ers want a more plant-forward diet¹

Almost
HALF

of Gen Z'ers would pay more for foods they perceive as healthier²



In this issue:

- **Feature:** Consumer demand for functional foods
- **New video:** Menu items with a nutritious boost
- **Special offers:** Try DOLE Dragon Fruit Chunks (Pitaya) and DOLE Mixed Tropical Fruit Tidbits in 100% Fruit Juice, FREE!
- **Recipes:** Nutritious ingredients enliven global recipes
- **Product focus:** Tropical Fruit Salad, Pineapple, Mango and more
- **On trend, on the menu**
- **Chef Tidbits**



84%
of Gen Z'ers say
their diet could
be healthier.³

Fruit gives menu items **A NUTRITIOUS BOOST**

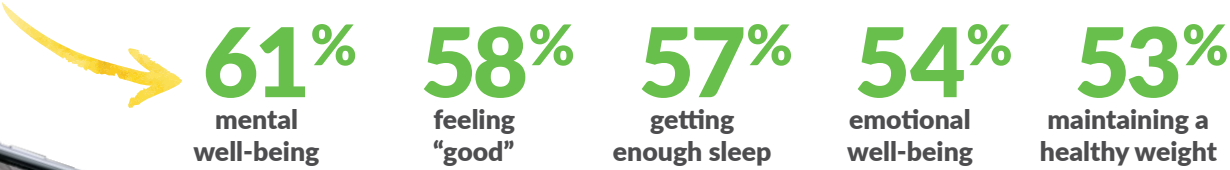
The dining habits of younger consumers reveal interesting connections between the ideas of “eating healthy” and “eating well.” Gen Z'ers are more concerned about the healthfulness of their dining habits than any other generational group, with 84% saying their diet could be somewhat healthier.³ But taste, the feeling of satiety and even the social experience of a meal all contribute to their feeling of eating well.

While your students may not be concerned with the same types of nutritional claims that adult diners share, they are creating their own definition of healthy eating. Gen Z consumers say they want to meet their health goals through food and beverages rather than pharmaceuticals,⁴ choosing plant-based options and items described as “fresh” or “natural” with more frequency.⁵

No matter the age of your students, the key to increasing participation and consumer satisfaction is offering meals and beverages that are both delicious and nutritionally sound. Many essential nutrients—including vitamin C, vitamin D, zinc and protein⁶—are found in fruit. In this issue of our newsletter, we'll showcase frozen and shelf-stable products from Dole that help minimize waste, save time and maintain food safety, along with exciting new recipes and special offers to inspire your menu innovation.



How does Gen Z define the meaning of health?⁷



Capitalize on consumer demand for functional foods with the feel-good benefits of DOLE fruit. Learn more in our latest video. Visit dolefoodservice.com/nutritious-menu-boost

SPECIAL OFFERS

Want to try the newest products from DOLE, for free? Check out our latest free sample offers:



DOLE Dragon Fruit Chunks (Pitaya) bring exotic taste and vibrant color to smoothies, beverages, desserts and more. [FREE SAMPLE](#)



DOLE Mixed Tropical Fruit Tidbits in 100% Fruit Juice feature a delicious combination of juicy red and yellow papaya and pineapple. Both papaya and pineapple are excellent sources of vitamin C, which supports a healthy immune system.⁸ [FREE SAMPLE](#)

GLOBAL GOODNESS for your menu

As the most diverse generation in the country, Gen Z consumers love experimenting with international flavors.⁹ If you're looking to enliven your offerings with some new, on-trend meals and beverages, globally inspired dishes featuring the natural sweetness of DOLE fruit are a great place to start.

Fruit plays a key role in each of the following recipes, inspired by authentic dishes from India and Japan, along with colorful new smoothie bowls and beverages. DOLE products are washed, cut and ready to use, for true convenience that helps you manage costs, minimize prep and reduce touchpoints to ensure food safety.

CONSUMER PERCEPTION OF HEALTHIEST GLOBAL CUISINES¹⁰

1. Japanese 2. Mediterranean 3. Thai 4. Korean 5. Chinese 6. Indian



PINEAPPLE:
excellent source
of vitamin C

VEGETARIAN PINEAPPLE SHIO RAMEN

Infuse a traditional shio ramen stock with the unexpected flavor of DOLE 100% Pineapple Juice. This sweet and savory dish features spicy DOLE Pineapple Tidbits, pineapple-braised jackfruit, a soft-boiled soy-marinated egg, ramen noodles, chili threads and nori. [RECIPE](#)



PAPAYA:
excellent source
of vitamin C

INDORI POHA

This crave-worthy, spicy street snack is made of flattened rice cooked with fennel seeds, garam masala, green chiles, ginger, garlic, onion and turmeric, topped with DOLE Mixed Tropical Fruit Tidbits in 100% Juice and cilantro. [RECIPE](#)



PINEAPPLE:
excellent source
of vitamin C

GREEN GARDEN SMOOTHIE

Bright and refreshing, this kale smoothie features DOLE Chef-Ready Cuts Diced Apples and DOLE 100% Pineapple Juice for a nutritious boost. Lemon, lime and agave nectar deliver just the right touch of natural sweetness and a tangy punch. [RECIPE](#)



DRAGON FRUIT:
good source
of fiber

DRAGON FRUIT SMOOTHIE BOWL

Our newest smoothie bowl recipe is truly a show-stopper. It features a vivid blend of DOLE Dragon Fruit Chunks, DOLE Chef-Ready Cuts Mango Cubes, DOLE Chef-Ready Cuts Sliced Bananas and frozen DOLE Raspberries, topped with almonds, chia seeds, granola and, of course, more fruit! [RECIPE](#)

BANANA:
good source
of potassium

RASPBERRY:
excellent source
of vitamin C

Product Focus

DOLE Mixed Tropical Fruit Tidbits in 100% Fruit Juice

This mix of juicy red and yellow papaya and pineapple is exceptional on its own or as an addition to pancakes, salads, sauces and desserts.

DOLE Pineapple Tidbits in 100% Pineapple Juice Our pineapple tidbits are ideal for topping pizzas, sandwiches and desserts. You can even reserve the juice for use in sauces and glazes.

DOLE 100% Pineapple Juice Pineapple juice is a natural sweetener and a great source of vitamins for customers looking for better-for-you menu items. Serve on its own or enhance marinades, dressings, smoothies and more.

DOLE Chef-Ready Cuts Mango Cubes Add a burst of mango flavor and versatility to any menu or daypart, whenever you need it! Our mango is picked at the peak of ripeness, perfectly cubed and quick-frozen to lock in nutrients and flavor.



ON TREND, on the menu

Ingredients that carry a healthy halo are being incorporated into a wider variety of menu items—including those that lean indulgent or comfort driven. Here are some of the examples we're seeing across noncommercial channels, giving consumers an appealing way to try fruit-forward ingredients within familiar dishes.

Retail Outlet, Multi-Campus Health System

BLEU CHEESE & APPLE PIZZA: freshly baked with olive oil and garlic, 3 cheese blend, bleu cheese, sliced apples, arugula and red onion

Children's Hospital

GREEN MONSTER SMOOTHIE: orange juice, pineapple juice, apple, banana, carrot, spinach, strawberry

Residential Dining Hall, Large University

"TROPIC LIKE IT'S HOT" ACAI BOWL: banana, kiwi, strawberries, mango-honey granola

"Healthy Comfort Food" Outlet, Small University

VEGAN SAUTÉED VEGETABLES, BARLEY, MANDARIN ORANGES AND PINEAPPLES: also includes bean sprouts, broccoli, carrots, mushrooms, snow peas and bell peppers, cooked in a soy-rice wine sauce



CHEF TIDBITS
FROM 

Your students see health in broad terms, but they do understand the role food plays in maintaining a healthy lifestyle. Many of the nutrients they seek are found in fruit!

- **FRESHNESS LOCKED IN.** Frozen and shelf-stable DOLE fruit is picked at its peak ripeness, when fruit is the most nutrient-dense.
- **AN APPLE A DAY.** The USDA recommends consuming 2 cups of fruit daily, approximately 4 servings. Make it easy for your customers to meet these guidelines by serving DOLE fruit.
- **NATURAL SWEETENER.** Many consumers are looking to avoid added sugar. Most DOLE fruit products cover their needs.

Are you using DOLE fruit to create wellness-focused dishes on your menu? Upload photos of your fruit-forward menu items on social media and be sure to tag @dolefoodservice and #askfordole.

Chef James

"THE MOST INTERESTING
MAN IN FOODSERVICE"

Sources:

- ¹Gen Z to drive produce growth," *Produce Blue Book*, June 29, 2020.
- ²Victoria Campisi, "Gen Z's Influential Food Preferences," *The Food Institute*, July 27, 2020.
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- ⁴Sam Danley, "Understanding the new 'Immunity Seeker,'" *Food Business News*, October 21, 2020.
- ⁵Linda Milo Ohr, "Focus on Immune Health," *IFT*, September 1, 2020.
- ⁶Euromonitor International, "Health By Generation: Understanding Healthy Lifestyles and Behaviours," June 2020.
- ⁷Cleveland Clinic, "8 Vitamins & Minerals You Need for a Healthy Immune System," December 4, 2020.
- ⁸American Egg Board, "A New Generation to Feed: Zeroing in on Gen Z's Preferences," 2020.
- ⁹Datassential, "Simply Smarter Webinar," February 4, 2021.

Additional Reference:

- Katie Ayoub, "Immunity on the Menu," *Flavor & The Menu*, January 26, 2021.
USDA, "Dietary Guidelines for Americans 2020-2025."