

[FRUIT = FLAVOR and function!]

Health and nutrition will always be top priority in the healthcare channel, but there is still a need to improve customer satisfaction even while working to streamline menus. DOLE fruit brings exceptional flavor to meals and snacks for patients, residents and employees alike.

Growing Menu Possibilities,
Year-Round.®



Need a boost?

66%

of patients/residents say food is important to their overall healthcare experience¹

8 in 10

adults strongly agree it is important to eat foods that are naturally rich sources of vitamins and minerals,² highlighting the ongoing challenge of providing foods that are healthy while still delivering on taste or indulgence.³



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**



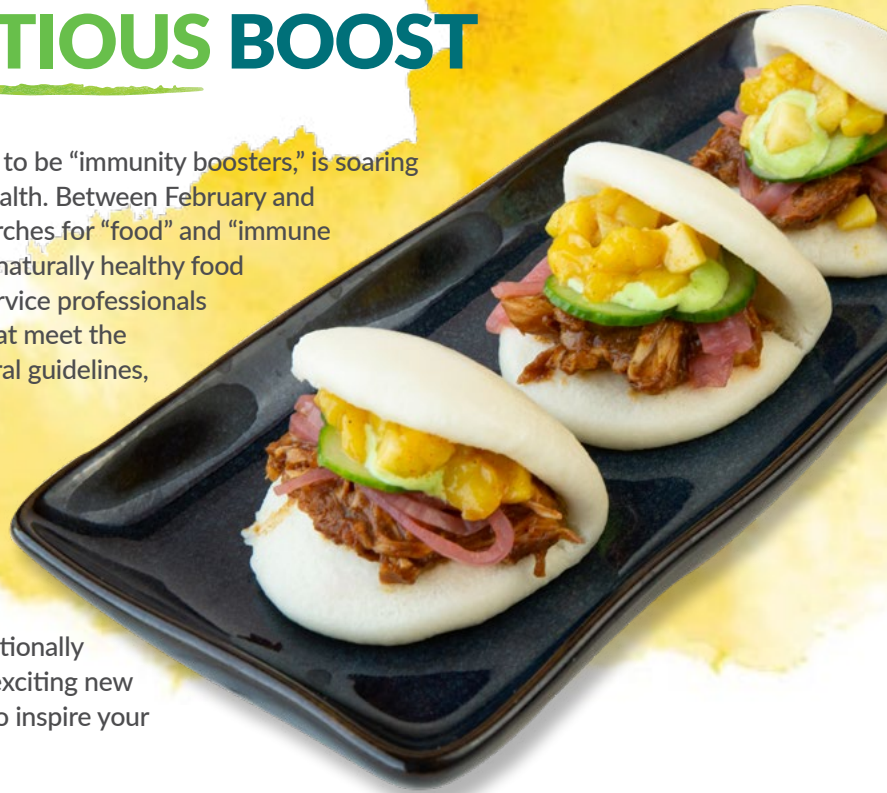
In 2020, naturally healthy food sales hit

\$259
BILLION.⁵

Fruit gives menu items A NUTRITIOUS BOOST

Demand for functional foods, especially those purported to be “immunity boosters,” is soaring as consumers adjust their dining habits in the name of health. Between February and March of 2020 there was a 670% increase in Google searches for “food” and “immune system.”⁴ Functional food sales topped \$267 billion, and naturally healthy food sales hit \$259 billion.⁵ The trend aligns with what foodservice professionals in the healthcare channel know best—providing meals that meet the nutritional needs of their clientele, satisfy state and federal guidelines, and nourish their customers around the clock.

Many of the nutrients that play a role in immune system health—including vitamin C, vitamin D, zinc, probiotics and protein⁶—are found in fruit. Frozen and shelf-stable DOLE fruit helps operators minimize waste, save time and maintain food safety, all while serving as the star of meals and beverages that can be both delicious and nutritionally sound. In this issue of our newsletter, we’re showcasing exciting new DOLE recipes, products, special offers and Chef Tidbits to inspire your innovation in this critical time.



What benefits do health-motivated eaters seek from food?⁷



62%
weight
management

57%
energy

46%
digestive
health

44%
heart
health

40%
immune
function



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

Here's some good news—the majority of consumers believe that global cuisines carry a healthy halo. 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 CUISINES⁹

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 **THE MOST INTERESTING MAN IN FOODSERVICE**

These days, your customers want to maximize the benefits from the foods and beverages they consume on a regular basis. 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:

- ¹Datassential, "Healthcare Foodservice 2020 Keynote," April 2020.
- ²Elizabeth Brewster, "The Time Is Ripe for Fruit, Veggie Ingredients," *IFT*, December 1, 2020.
- ³Sherry Tseng, "The role of food in health care," *SmartBrief*, April 8, 2020.
- ⁴Linda Milo Ohr, "Focus on Immune Health," *IFT*, September 1, 2020.
- ⁵Daphne Ewing-Chow, "The Latest Trends in Immunity-boosting: What Works and What Doesn't," *Forbes*, July 31, 2020.
- ⁶Phil Lempert, "Food Trends Forecast 2021: Being Healthy In A Post Covid-19 World," *Forbes*, October 19, 2020.
- ⁸Cleveland Clinic, "8 Vitamins & Minerals You Need for a Healthy Immune System," December 4, 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."