

[FRUIT = FLAVOR and function!]

With immunity top of mind for many consumers, offering menu items made from ingredients that are rich in vitamin C can help demonstrate that you care about their well-being and desire for functional foods. Research shows that nutrients are most potent when they come directly from food¹—and fruit contains fiber, vitamin C, potassium and other nutrients that contribute to a healthy diet.

Growing Menu Possibilities,
Year-Round.®



Need a boost?

51%

of consumers say they wish immunity-boosting foods or ingredients were an option at all the places they go out to eat.²

8 in 10

adults strongly agree it is important to eat foods that are naturally rich sources of vitamins and minerals.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**



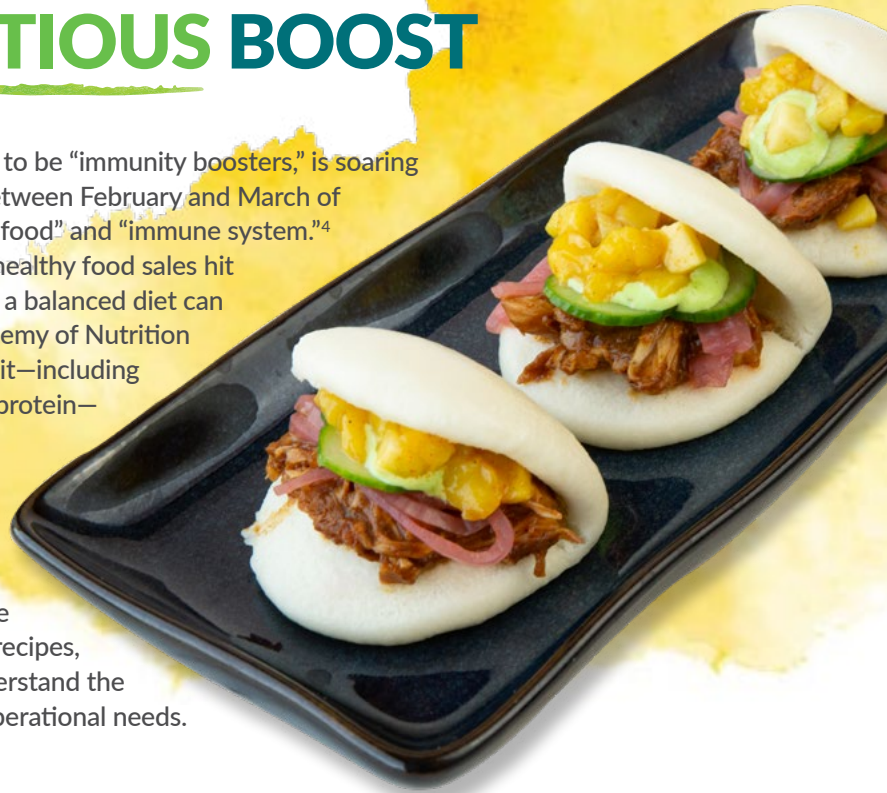
In 2020, naturally healthy food sales hit

\$259
BILLION.⁵

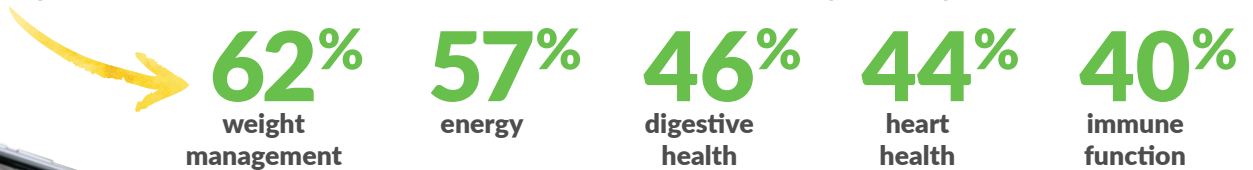
Fruit gives menu items **A NUTRITIOUS BOOST**

Demand for functional foods, especially those purported to be “immunity boosters,” is soaring as consumers try to stay healthy in these trying times. 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 Luckily for consumers, research shows that a balanced diet can positively contribute to immune system health. The Academy of Nutrition and Dietetics indicates that certain nutrients found in fruit—including beta-carotene, vitamin C, vitamin D, zinc, probiotics and protein—have been found to play a role.⁶

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 help you understand the trend and see how it can work for your own menu and operational needs.



What benefits do health-motivated eaters seek from food?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

Here's some good news—the majority of consumers believe that global cuisines carry a healthy halo. If you're looking to incorporate some buzzworthy ingredients or wellness attributes into your offerings, globally inspired dishes are a great place to start.

DOLE 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. The inclusion of ingredients like ginger, turmeric, chia seeds and fennel gives these menu items even more appeal to consumers looking for flavor AND function from meals away from home.

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](#)



MANGO:
excellent source
of vitamin C

MANGO MAPLE GINGER MOCKTAIL

For a refreshing mocktail that's not overly sweet, blend together DOLE 100% Pineapple Juice with frozen DOLE Mango Chunks, ginger, lime and maple syrup. Pour into ginger sugar-rimmed martini glasses to serve. [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 mixed drinks, 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

After a history of being associated almost exclusively with beverages, claims surrounding immunity, protein and “power-boosting” ingredients are starting to make their way to other parts of the menu. Here are some examples we’re seeing that might serve as inspiration for your own operation.

Independent Bistro

CITRUS AND WILD SALMON POWER BOWL: orange, avocado, asparagus, farro



Juice Bar/Café Chain

COCONUT YOGURT PARFAIT: probiotic coconut yogurt layered with banana, seasonal berries, gluten-free superfood granola and a local honey drizzle

Juice Bar/Café Chain

STRAWBERRY GREEN GOODNESS SALAD: avocado, crunchy nuts, “gut-healthy” pickled onions and carrots, fresh-cut strawberries

Independent Plant-Based Café

CRISPY FISH SANDWICH: cornflake-crusted Pacific rockfish, probiotic slaw, vegan mayo, dill pickles, sesame brioche bun



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:

- ¹Harvard Medical School, “Should you get your nutrients from food or from supplements?,” May 2015.
- ²Datassential, “Simply Smarter Webinar,” February 4, 2021.
- ³Elizabeth Brewster, “The Time Is Ripe for Fruit, Veggie Ingredients” *IFT*, December 1, 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.
- ⁷Phil 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.

Additional Reference:

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