

[BUILDING THE *Perfect* MEALKIT]



Growing Menu Possibilities,
Year-Round.®

What started as direct-to-consumer subscriptions has become a phenomenon in foodservice. Meal kits grew in popularity as consumers stayed home to cook, but many operators leveraged the opportunity to bring the restaurant experience directly to customers in the form of meal kits. As the trend continues, incorporating frozen and shelf-stable fruit from Dole can help you differentiate off-premises menu items and create additional revenue streams.

*Some Assembly
Required*

The global meal kit delivery market is expected to reach

\$20 Billion
by 2027.¹

76%

of consumers who tried family meal bundles in 2020 said that even once restaurants reopened, they would be likely to repurchase.²



SWEDISH HOT DOG WRAP featuring DOLE Chef-Ready Mango Frozen Purée and DOLE Chef-Ready Cuts IQF Mango Cubes

In this issue:

- **Feature:** The meal kit revolution
- **New Video:** Meal kits, delivered
- **Product Focus:** DOLE® Chef-Ready Cuts IQF Fruit and DOLE Pineapple Tidbits in 100% Pineapple Juice
- **Special Offers:** Try DOLE Pineapple Pizza Wedges in Light Syrup and 4-oz DOLE Fruit Bowls® in 100% Fruit Juice, FREE!
- **Recipes:** Fruit-forward dishes, made for meal kits
- **On Trend, on the Menu**
- **Chef Tidbits**



OPERATIONAL EASE, customizable appeal

The importance of off-premises dining was one of the industry's biggest takeaways in 2020, and it continues to have an impact in 2021. One of the creative ways operators adapted was through the creation of meal kits, ranging from almost fully prepared heat-and-eat options to more interactive cooking experiences.

Meal kits can find a home on both restaurant and noncommercial menus. And they're easily tailored for different dayparts or methods of service, from carryout or grab-and-go to delivery. In this issue of our newsletter, we'll showcase some interesting ways that DOLE fruit can be used to save time and labor while being utilized across the menu in meal kits and more. Incorporating unique toppings, sauces or fillings into popular dishes is a great way to give consumers a taste of something new without stretching too far from their comfort zones.

Our latest video, "Meal kits, delivered," features chef-led solutions for boosting your takeout and delivery program. Visit dolefoodservice.com/meal-kits-delivered



Product Focus

DOLE Chef-Ready Cuts IQF Fruit Add a burst of fruit flavor and versatility to any menu or daypart, whenever you need it! Our perfectly sliced, cubed and diced fruit delivers unbeatable time and cost savings, with zero labor.

- Picked at the peak of ripeness
- Quick-frozen to lock in nutrients and flavor
- 100% usable fruit in a resealable pouch

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.

SPECIAL OFFERS

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



DOLE Pineapple Pizza Wedges in Light Syrup have a wider surface area for perfect artisan pineapple without lifting a knife. [FREE SAMPLE](#)

4-oz DOLE Fruit Bowls® in 100% Fruit Juice are a convenient, portable and delicious way to enjoy fruit. [FREE SAMPLE](#)

MEMORABLE MEAL KITS featuring fruit

Offering meal kits inspired by popular menu items is a great way to boost sales and interest, even when consumers aren't choosing to dine in. The following recipes, featuring easy-to-use products from the frozen and shelf-stable DOLE fruit portfolio, can be adapted in different ways to meet your operational needs. DOLE products ensure labor savings, 100% yield and exceptional flavor to set your meal kits apart from the competition.

You can offer these menu items already prepared along with a salad, side dish, dessert, etc. as part of a family meal or “deconstructed” for consumers to assemble and customize on their own. Just be sure to consider packaging that maintains the integrity of each component when preparing the kits for carryout or delivery.

Even a common hot dog topping like ketchup has still managed to grow 31% over the past four years.³

A signature variety, like mango ketchup, adds a unique twist to set your meal kit offering apart.



SWEDISH HOT DOG WRAP

Tunnbrödsrulle, a classic street food from Gothenburg, is the star of this meal kit. Customers can build their own wrap using a unique mix of condiments and toppings. Base ingredients include a fluffy piece of naan bread, dill-flecked mashed potatoes, pork sausage and lettuce. Mayonnaise, mustard, mango ketchup made with DOLE Chef-Ready Mango Frozen Purée, diced cucumbers and dehydrated DOLE Chef-Ready Cuts IQF Mango Cubes take this recipe idea to new heights. [RECIPE](#)

AFRICANA PIZZA

This combination of banana and curry flavors is considered a staple on pizza menus across Sweden. Include a par-baked crust in this kit, along with fire-roasted tomato sauce, mozzarella cheese, drained DOLE Pineapple Tidbits in 100% Pineapple Juice, DOLE Chef-Ready Cuts IQF Sliced Bananas, curry powder and crushed peanuts. [RECIPE](#)

38%
growth of specialty pizzas on menus since 2016.⁴



ASIAN BBQ JACKFRUIT STEAM BUNS

Customers will enjoy assembling this flavorful plant-based dish, with a mix of traditional and unique ingredients. The heart of the filling is jackfruit, simmered in an Asian-inspired barbecue sauce enhanced with DOLE Chef-Ready Peach Frozen Purée and Chinese five-spice. Offer pickled red onion, sliced cucumber, wasabi mayo and chili-dressed DOLE Chef-Ready Cuts IQF Mango Cubes, along with fluffy steamed buns.

[RECIPE](#)

BAO,
or steamed buns, are up 31% on appetizer menus over the past four years.⁵



90%

of consumers say they like or love pizza!⁶



PEPPERONI PIZZA KITS

Perfect for K-12 school menus, this “no bake” pizza kit provides students with a fun, interactive meal experience. An array of toppings, including sliced pepperoni, shredded mozzarella, marinara and drained DOLE Pineapple Tidbits in 100% Pineapple Juice, can be used to top pita bread or flatbread rounds. [RECIPE](#)

ON TREND, on the menu



Foodservice meal kits went from a lifeline to an operational strategy with legs. To keep the momentum going, choose versatile ingredients like DOLE fruit, which can be used across many types of applications. Here are some ideas:

- **INVENTIVE IN THE INTERIM.** A slow return to restaurants means operators must innovate to drive food traffic through the door. Global cuisine, engaging meal kits, recognizable ingredients and familiar brands like Dole give customers the confidence to return to regular serviced dining.
- **SIMPLE, YET MEMORABLE.** Meal kits enable operators to showcase what makes them special, while still giving consumers the freedom to customize when building their meals at home. **DOLE Chef-Ready Cuts IQF Fruit** allows for both quick prep and easy rotation of familiar ingredients, without overloading staff.
- **CHEF-CURATED, CONSUMER-CONSTRUCTED.** Consumers still want talented culinarians to guide their flavor pairings and shorten prep time on skill-based techniques, even when they choose a meal kit. With pre-sliced, diced or puréed fruit, the labor becomes that much easier! Even including a product like **DOLE Fruit Bowls®** in a meal kit adds ripe pieces of fruit and flavorful juice, without straining already limited kitchen operations.
- **FLEXIBLE FEASTS.** Some operators are offering up to a week's worth of meals in one shipment, for consumers looking for true convenience. The need for shelf-stable or freezer-friendly ingredients like DOLE fruit is key to achieving great quality, regardless of which day your customer decides to enjoy a meal.

We want to know how you're incorporating DOLE fruit into your meal kit offerings. 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:

¹Rich Alterman, "Will 2021 Be the Breakout Year for Meal Kits and Fresh Food?" *The Food Institute*, January 22, 2021.

²Datassential, "COVID-19 Report 19: Here I Come," May 20, 2020.

³Elizabeth Brewster, "The Time Is Ripe for Fruit, Veggie Ingredients," *IFT*, December 1, 2020.

^{3,4,5}Datassential MenuTrends, U.S. menu penetration growth 2016-2020.

⁴Datassential FLAVOR, 2020.

Additional Reference:

A. Elizabeth Sloan, "Restaurants Navigate the Road to Recovery," *IFT*, October 1, 2020.

Nicole Duncan, "Amid COVID, Restaurants Shake Up the Meal Kit Game," *FSR*,

August 2020.

Sam Oches, "8 Fast-Food Trends to Watch After the Pandemic," *QSR*, November 2020.

From scaling up the number of servings to offering deconstructed versions of dine-in favorites, many operators are taking advantage of the popularity of meal kits to reach a new audience. Here are some of our favorite examples, which can be adapted or used as inspiration for both commercial and noncommercial menus.

Mediterranean Tapas Restaurant

TRUFFLE FONDUE KIT: includes baguettes, Gruyère cheese, raclette, assorted fruits and vegetables, lemon juice, truffle shavings, truffle oil, garlic, cornstarch and white wine

Community-focused Vegan Fare

JERK JACKFRUIT SALAD: offered as part of a 1-, 2-, 3- or 7-day meal plan, served with massaged kale, mango, hemp seeds and tahini salad dressing

Mexican Street Food-inspired Bar

DIY TACO KIT: includes tortillas, choice of fillings (such as chicken mole, al pastor or chorizo), white onion, cilantro, queso fresco and grilled pineapple, along with chips and salsa

Seasonally Driven Brunch Restaurant

BAKE-AT-HOME BREAKFAST BREAD PUDDING: white chocolate and brandied cherries, with vanilla bean whipped cream

