



# THE RESULTS ARE IN!

## NATURALLY, TODAY'S CONSUMERS ARE SWEET ON FRUIT.



Consumer eating habits have changed over the past 18 months as on-site restaurants, dining halls and cafeterias adjusted their offerings to meet local regulations and maintain food safety. At Dole Packaged Foods, we understand the challenges operators have been facing and wanted to dive deeper into the current consumer mindset.

With the help of a third-party research group, we surveyed consumers of all ages to uncover the motivation behind their meal and snack purchasing decisions. By sharing the findings with you, we hope to support your menu development strategy with actionable insights and DOLE® fruit solutions grounded in today's consumer demands. Read on for the results—and an exclusive free sample offer!



### CONSUMER INSIGHT #1: FRUIT AS A SNACK



When seeking out snacks, consumers are likely to purchase healthy options like fruit, smoothies or salads.

**61%** SAY THEY'D BE "VERY" OR "EXTREMELY" LIKELY TO CHOOSE A HEALTHY SNACK

**74%** OF PARENTS WITH K-12 STUDENTS SAY "VERY" OR "EXTREMELY" LIKELY

### CONSUMER INSIGHT #2: FRUIT TO ACCOMPANY A MEAL



The vast majority of consumers would consider fruit-based options as a meal accompaniment when eating away from home.

**87%** SAY THEY'D BE "SOMEWHAT," "VERY" OR "EXTREMELY" LIKELY TO DO SO

**89%** OF PARENTS ARE LIKELY TO CHOOSE A FRUIT-BASED OPTION FOR THEIR KIDS

### CONSUMER INSIGHT #3: FRUIT IN SEALED PACKAGING



Safe packaging solutions are essential. Consumers want to be able to choose sealed snack foods or meal accompaniments.

**76%** SAY IT'S "VERY" OR "EXTREMELY" IMPORTANT

**78%** OF PARENTS CHOOSE SEALED ITEMS WHEN SHOPPING FOR THEIR CHILDREN



# DOLE PRODUCT

# Solutions

Whether you're looking to serve up fruit-forward smoothies, to-go snacks or globally inspired sides, Dole has you covered! Our products deliver unbeatable time, labor and cost savings in convenient IQF and shelf-stable formats.

Consumers made it clear that their snack purchases are driven by flavor and textural cravings: **54% of consumers choose savory snacks, 78% choose crunchy, 66% choose sweet and 61% choose comforting.** Consider offering snacks that deliver at least one of these attributes, plus the added benefit of DOLE fruit's "healthy halo."



## COMING SOON! DOLE Smoothie Bowls

Developed without artificial flavors, sugar or corn syrup, these delicious smoothie bowls thaw within minutes to give customers an appealing smoothie-like texture and taste in a convenient cup format. Available in three flavors: Strawberry Banana, Mango Pineapple and Pineapple Mango Banana.



With **85% of consumers saying they're very likely to purchase pre-packaged items**, our Fruit Bowls® provide both convenience and peace of mind. Consumers can easily enjoy our 7-ounce Fruit Bowls® on the go—we've included a fork under the lid! And, our 4-ounce Fruit Bowls® in 100% Fruit Juice equate to ½ cup of fruit to meet USDA meal pattern requirements.

**DOLE Fruit Bowls®** [View product](#)

**FREE  
SAMPLE**

*Offer*

Want to try our newest 4-ounce flavors, Diced Mango and Papaya Mango?

[Request your free sample today!](#)



These bowls are shelf-stable and ready to eat, so you can offer them next to the register to encourage impulse purchases. Or, stock in the cold case or grab-and-go area as an appealing chilled treat. Perfect for cafeterias, kiosks, schools, micromarkets and healthcare.

Source: Dole Packaged Foods/Field Agent proprietary research, "Sealed Snacks Study," August 3-4, 2021.

Base: 500 respondents, ages 18+

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