



B E V E R A G E C O L U M N

Smoothies make the perfect addition to your menu, whether it's breakfast, lunch or dinner. Check out the following smoothie recipes that offer your customers a sweet, yet healthful treat no matter what time of day.

Island Shake

Makes: 3 Servings

1 ripe, medium DOLE® Banana peeled	1 cup DOLE Pineapple Juice	1/2 cup ice cubes
1 cup DOLE Fresh Frozen Mango Chunks	1/2 cup low fat peach yogurt	1/2 teaspoon grated lemon peel, finely chopped

- **Combine** banana, mango chunks, pineapple juice, yogurt, ice and lemon peel in blender or food processor container.
- **Cover:** blend until thick and smooth. Garnish with orange wedge and banana slice, if desired.

***Orange Peach Smoothie***

Makes: 3 Servings

1/2 cup orange juice	1 carton (8 oz.) nonfat vanilla yogurt	Dash ground nutmeg
2 cups DOLE Fresh Frozen Peaches	1 cup ice cubes	

- **Combine** orange juice, peaches, yogurt, ice cubes and nutmeg in blender or food processor container.
- **Cover:** blend until thick and smooth. Serve immediately.



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Taste of the Tropics

SUMMER 2005

N E W S L E T T E R F R O M D O L E F O O D S E R V I C E I S S U E 3 / V O L U M E 2

***Chill Out with DOLE® Fresh Frozen Fruits***

DOLE Fresh Frozen Fruits are ready when you are



Summer is upon us! And with that comes the excitement and expectation of creating menus filled with tasty recipes complemented with succulent fruit and refreshing flavors.

In honor of the hot summer months ahead, this edition of *Taste of the Tropics* is dedicated to cooling off with frozen fruit. Last year, Dole acquired J.R. Wood, Inc., a leading producer and marketer of a wide range of branded and non-branded frozen fruit products and the Big Valley® brand. J.R. Wood, Inc. is now known as DOLE Packaged Frozen Food, Inc.

Frozen fruits are a great way to add extra nutrition and delicious flavor to many dishes such as salsas and desserts. And, frozen fruit has the added benefits of being:

- **Consistent:** great taste year-round
- **Healthy:** just as nutritious as fresh fruit
- **Convenient:** it's fresh, frozen and easy to keep on-hand in a resealable pouch

In this issue of *Taste of the Tropics*, you will learn about the convenience and consistency of frozen fruit, as well as a vast array of uses and recipes. Look inside for details on:

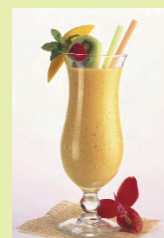
- **Dole's Frozen Fruit Direct Mail Campaign**
- **A free DOLE Frozen Fruit recipe pamphlet**
- **Coupon for \$5 off your first DOLE Frozen Fruit purchase**

As always, if you have any questions regarding Dole's products or would like to hear more about the information presented in this newsletter, please visit www.dolefoodservice.com to submit questions and to receive additional recipes and trend information.

Regards,
Chris Lock
Vice President Foodservice Marketing & Sales
Dole Packaged Foods Company

***Inside this Issue:***

- Frozen Fruit Trends and Recipes
- Dole's Frozen Fruit Direct Mail Campaign
- DOLE® Tropical Gold™ Pineapple Pouch
- Beverage Column

***There's Still Time!***

Get your FREE Dole Chef's Collection Recipe CD-ROM today! This beautiful CD-ROM is not your "typical" recipe CD. It's a user friendly, interactive tour of more than 100 recipes, menu ideas and video demonstrations, designed to provide creative and profitable menu solutions to foodservice operators.

To request your FREE Dole Chef's Collection Recipe CD-ROM: Call 800-723-9868





TREND FOCUS: Consistent, Healthy and Convenient

Three reasons to give DOLE Fresh Frozen Fruits a chance when it comes to planning your menu

It is safe to say, flavor and nutrition are two buzzwords creating a lot of talk in the foodservice industry. Consumers are continually aware of what they are eating, while at the same time demanding dishes with exotic flavors.

As we all know, adding fruit to any recipe is a great way to enhance nutrition and flavor, but it can be hard to get fresh fruit throughout the seasons. Enter DOLE Fresh Frozen Fruits. No matter what the season, frozen fruit is always in season and perfect for everyday use in smoothies, sauces, dessert toppings, baking, fruit salads, and more.

The Food and Drug Administration (FDA) supports eating frozen fruits, stating that they are just as healthy as fresh fruits. Additionally, with the new Dietary Guidelines recommending up to 13 servings of fruit and vegetables per day, and consumers becoming savvy about what they eat, frozen fruit is the perfect answer for chefs looking for convenient ways to add fruit to everyday dishes.

DOLE Fresh Frozen Fruits are ready to thaw and serve without spoilage, providing a flavorful (and colorful) enhancement to any meal. You'll never have to worry about your favorite fruits going out of season when preparing meals with frozen fruit and you can be assured the same great taste time after time.

The wide selection and versatility of frozen fruits make the challenge of adding a couple more servings of fruit per day a little less daunting. And, frozen fruit is usually sold at a lower price point than fresh fruit in their off-season.

For more information on how DOLE Fresh Frozen Fruits can add a burst of flavor to your menu, please visit www.dolefoodservice.com, or for information from a sales representative, call 800-723-9868.

Yogurt Crunch Parfaits



Makes: 6 servings

1 cup strawberry yogurt or any flavor	1 tub (8 oz.) lite frozen non-dairy whipped topping, thawed
1 cup granola	2 cups DOLE® Fresh Frozen Pineapple Chunks, partially thawed

Layer yogurt, granola, whipped topping and pineapple chunks in parfait or dessert glasses. Serve.

DOLE® TROPICAL GOLD™ PINEAPPLE POUCH

Capture the taste of sunshine with new DOLE Tropical Gold Pineapple, the latest addition to Dole's revolutionary Pouch Pack line. Naturally sweeter and juicier than regular pineapple, DOLE Tropical Gold Pineapple packs rich, golden color and delicious, sweet flavor in every pouch.

The Tropical Gold Pouch is currently the only packaged "gold" pineapple item in the marketplace and is filled with random cut chunks of pineapple for a fresh-cut appearance, perfect for use in salad bars, buffets and side dishes.

Pouch Packs are a safer and more convenient way for food operators to incorporate the fresh taste of pineapple and tropical fruit into their menus. They are easy to open and reduce waste, time and labor.

For more information, including the complete line of DOLE Pouch Packs products visit www.dolefoodservice.com or call 800-723-9868.



DOLE® Fresh Frozen Fruits: More than Just Smoothies

Dole Foodservice offers a variety of resealable packaged fresh frozen fruits all year long so when the seasons change your menu doesn't have to. With more than a dozen DOLE Fresh Frozen Fruits available at your fingertips, you can take delicious fruits beyond the smoothie glass. Prepare scrumptious meals and desserts made with all-natural fruit no matter what the season.

Dole Foodservice is committed to demonstrating the benefits and versatility of frozen fruit and has created an offer so cool you can't refuse.

DOLE Fresh Frozen Fruits are individually quick frozen (IQF) and are available in the following all natural fruit varieties to add flavor and color to your next dish:

- Apples
- Blackberries
- Blueberries
- Dark Sweet Cherries
- Red Tart Cherries
- Cranberries
- Mangos
- Mixed Berries
- Mixed Fruit
- Mixed Melons
- Peaches
- Tropical Gold™ Pineapple
- Raspberries
- Strawberries



Look for the official "Seasons Change. We Don't." business reply card.

When you fill out and send in your reply card you will receive:

- Free demonstration on how to use frozen fruits in current menu trends
- More information on the DOLE Fresh Frozen Fruit varieties
- \$5 off your first case order of DOLE Fresh Frozen Fruit
- DOLE Fresh Frozen Fruit Recipe Pamphlet (eight tasty recipes)



Just a Reminder!

There is still time to participate in Dole's "Your Ticket to Paradise!" promotion to win one of 10 grand-prize trips to Hawaii!

Each time a customer orders a menu item made with a DOLE product, they will receive an instant win game piece for a chance to win a trip to Hawaii. The great news is, if a customer reveals a grand-prize winning ticket, you can pack your bags too because you also will win a trip to Hawaii!

The DOLE "Your Ticket to Paradise!" promotional kit is FREE with a minimum order of five cases of DOLE products. Some qualifying products include:

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|--------------------------------|----------------------------------|---------------------------------------|
| • DOLE Pouch | • DOLE Frozen Fruit | • DOLE Tropical Fruit Salad-all sizes |
| • DOLE Pineapple-all size cans | • DOLE Pineapple Juice-all sizes | • DOLE Fruit Bowls® in Gel-all sizes |
| • DOLE Fruit Bowls®-all sizes | • DOLE Mandarins-all size cans | |

For your chance at a "Ticket to Paradise!" call 800-723-9868 or visit www.dolefoodservice.com

