

A close-up photograph of two young women smiling and looking towards the right. The woman in the foreground is holding a soft-serve ice cream cone with a swirl of light-colored ice cream on a waffle cone. The background is blurred, suggesting an outdoor setting like a fair or festival.

Profitable. Delectable. Versatile.

**THE PERFECT MIX**

**frostline**<sup>®</sup>

frozen treats

# Our Dry Mixes DELIVER

Frostline® Frozen Treats dry mixes make it easy to offer great-tasting treats with great profitability.



## PROFITABILITY

**HIGHER** PROFIT POTENTIAL  
COMPARED TO READY-TO-USE

**LOWER** OPERATING COSTS,  
MORE AFFORDABLE STORAGE

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**REDUCED WASTE**

○ Restaurant costs are projected to increase by 1 percent annually over the next 5 years

- Nation's Restaurant News



## DELECTABILITY

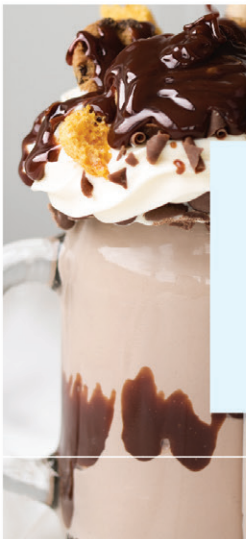
**CREAMY & INDULGENT**

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**FLAVORS WITH A FOLLOWING**

○ The global dairy alternatives market is projected to grow from \$7.37 billion to \$14.36 billion over the next 5 years

- MarketsandMarkets



## VERSATILITY

**ALTERNATIVE APPLICATION POSSIBILITIES**

**DIVERSE, ON-TREND FLAVOR OFFERINGS**

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OPTIONS **FREE FROM** LACTOSE & GLUTEN

○ New product launches of dairy-free ice cream products have doubled since 2014

- BBC

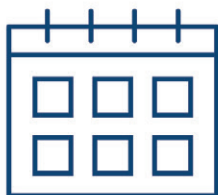


# Why DRY?

*In a comparison of dry mix and traditional, ready-to-use fresh dairy, dry mix wins every time.*



## PROFITABILITY



## SHELF LIFE AND STORAGE



## SUSTAINABILITY

### DRY MIX

VS

### READY-TO-USE DAIRY

#### GREATER PROFIT POTENTIAL, LOWER COST

Stable costing

More affordable to store and ship

Dry storage provides ease of handling and reduces cost

Greater yield per case—delivering up to 3x the servings of a case of ready-to-use product

Dry mix virtually eliminates potential for leakers, limiting the likelihood of wasted product and time-consuming cleanup due to leaks

#### VOLATILE PRICING, HIGHER HANDLING COSTS

Frequent price fluctuations

Higher costs due to weight, mass, and refrigeration/freezer needs

Costs more to handle and store, cutting into profits

Lower yield per case

Leakers result in time-consuming cleanup and wasted product

#### UP TO 18 MONTHS FOR DRY MIX

Eliminates the need for regular product rotation, for greater operational efficiency

Bags of dry mix can be stored for up to 18 months, allowing product to carry over from one soft serve season to another and requiring less frequent deliveries

Shelf stable and compact for easy storage

#### APPROXIMATELY 14-20 DAYS FOR FRESH DAIRY

Requires regular, operationally intensive product rotation to reduce spoilage

Product has limited shelf life, requiring more frequent deliveries

Occupies valuable refrigeration space

#### LESS PACKAGING AND PRODUCT WASTE

Lower ratio of packaging waste compared to ready-to-use; one case of dry mix delivers the same number of servings as three cases of ready-to-use

Requires less energy to produce, ship, and store and remains shelf stable until mixed

#### MORE PACKAGING AND PRODUCT WASTE

Higher ratio of packaging waste—up to 3x corrugated waste compared to dry mixes

Requires more energy to produce, ship, and store, with need for constant cold storage



## PROFITABILITY SNAPSHOT

	Frostline® Frozen Treats	Ready-to-Use Dairy
Cost Per Serving <i>(5 oz serving size)</i>	\$0.14	\$0.30
Cone/Cup/Napkin/ Spoon Cost	\$0.05	\$0.05
Selling Price	\$1.49	\$1.49
<b>Profit Per Serving</b>	<b>\$1.30</b>	<b>\$1.14</b>

### Frostline® Profit Potential

Sales per Day	Daily Profit	Monthly Profit	Annual Profit
25	\$32.50	\$975.00	\$11,700.00
50	\$65.00	\$1,950.00	\$23,400.00
100	\$130.00	\$3,900.00	\$46,800.00

**Realize your profitability potential with our digital profitability calculator!**

*Profitability calculations are made using estimated average industry pricing.*



## Dreamy, Creamy DECADENCE

During its 40 years of soft serve success, Frostline® has perfected the frozen treat people love to indulge in, celebrate with, and share. From beloved classics like Chocolate and Vanilla to in-demand indulgences like Salted Caramel and Pumpkin Spice, Frostline® Frozen Treats are tasty, versatile desserts with broad appeal. With lactose-free, gluten-free, cholesterol-free, kosher, and low-fat choices, almost everyone can indulge with a Frostline® treat. Whether it's a team of little leaguers enjoying cones after the first game of the season or a group of friends topping off dinner with a tasty treat, Frostline® serves up deliciousness for everyone to enjoy.

## NEW! Introducing PISTACHIO



### Soft Serve



VANILLA



CHOCOLATE



SALTED  
CARAMEL



PUMPKIN SPICE

### Frozen Yogurt



VANILLA YOGURT

### On-Trend Appeal



### On-Trend Appeal



SOFT SERVE  
has grown more than  
**18%** since  
2013

- Datassential



— Over —  
**1 BILLION**  
servings of soft serve  
are sold every year

- NPD Group



## Variations for All Occasions

*Versatile flavor possibilities inspired by a variety of delicious desserts.*



### VERY STRAWBERRY SHORTCAKE

Frostline® Vanilla Soft Serve  
+ Cake Pieces  
+ Strawberry Topping



### CHOCOLATE PEANUT BUTTER SOFT SERVE

Frostline® Chocolate Soft Serve  
+ 2 Cups Creamy Peanut Butter  
added to mix



### BANANAS FOSTER

Frostline® Salted  
Caramel Soft Serve  
+ Roasted Bananas  
+ Brown Sugar Cinnamon  
Sprinkle



### FROSTY ROOT BEER FLOAT

Frostline® Vanilla Soft Serve Mix  
+ 2 Gallons Flat Root Beer\*



### MOCHA

Frostline® Chocolate Soft Serve  
+ 2 Gallons Coffee, Cooled\*



### CARAMEL PUMPKIN CHEESECAKE

Frostline® Pumpkin Spice  
Soft Serve  
+ Caramel  
+ Cheesecake Bites



\*in place of 2 gallons of water

For more recipes, merchandising support, and more, visit  
[FrostlineFrozenTreats.com](http://FrostlineFrozenTreats.com)

# Serving up VERSATILITY

Our dry mixes deliver, even beyond traditional soft serve. Just pour the same mix into different frozen dessert machines and expand your offerings.

## Cones, Cups, Bowls, & Beyond

Just pour the same recipe into a variety of machines for a range of application possibilities.



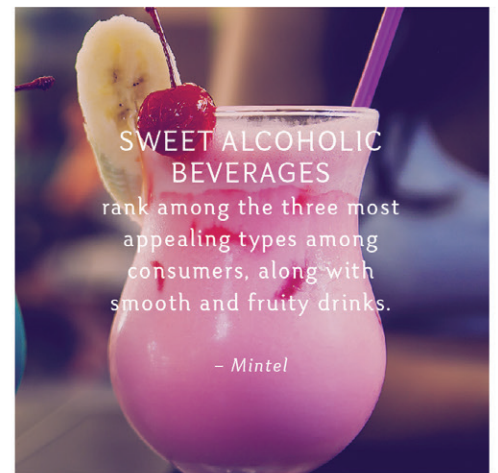
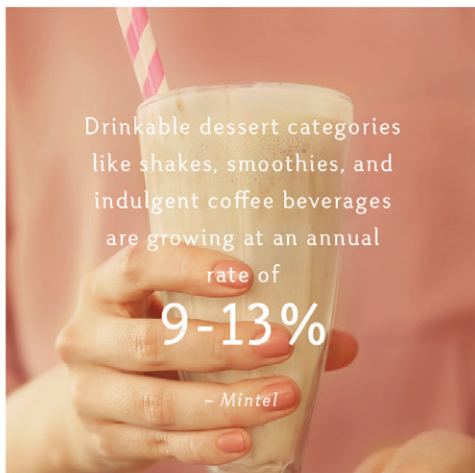
**ICE CREAM CONE/BOWL**  
Water  
+ Dry Mix  
+ Soft Serve Machine



**FROZEN BEVERAGE**  
Water  
+ Dry Mix  
+ Granita Machine



**SHAKE**  
Water  
+ Dry Mix  
+ Shake Machine



## Doubly Indulgent for the 21+ Crowd

Simply substitute alcohol for a portion of the water, totaling the same amount of liquid the recipe calls for.



**FROZEN COCKTAIL**  
Water  
+ Alcohol  
+ Dry Mix  
+ Granita Machine



**BOOZY SHAKE**  
Water  
+ Alcohol  
+ Dry Mix  
+ Shake Machine



**SHOT-TOPPED SHAKE**  
Water  
+ Dry Mix  
+ Granita or Shake Machine  
+ Alcohol Floater

## Recipe Recommendations



### VANILLA BOURBON

Frostline® Vanilla + Bourbon



### RUM BUTTER

Frostline® Salted Caramel + Rum



### CHOCOLATE CABERNET

Frostline® Chocolate + Cabernet



### DARK AND STORMY

Frostline® Vanilla + Ginger Beer + Rum



### CHOCOLATE MARTINI

Frostline® Chocolate + Vanilla Vodka + Crème de Cacao

Please Drink Responsibly



## CALCULATE YOUR PROFIT POTENTIAL

		Frostline® Frozen Treats
Product Cost per Serving (5 oz serving size)		\$0.10
Add Your Costs per Serving (cone/cup/napkin/spoon)	+	\$
Total Cost per Serving	=	\$
Your Selling Price		\$
Subtract Cost per Serving	-	\$
Profit per Serving	=	\$
Multiply by # of Anticipated Sales per Day	X	
Daily Profit Potential	=	\$
Multiply by # of Operating Days per Year	X	
Annual Profit Potential	=	\$



## Prep is a Snap

### For Frostline® Frozen Treats



1) Start with clean Frostline® mixing bucket, fill with cold water to the indicated two-gallon line



2) Add 1 bag of Frostline® soft serve mix, stir with wire whisk until completely dissolved (about 2 minutes)



3) Pour mixture into your soft serve machine or cover and place in refrigerator



Flavor	Mfr Code	DOT Code	UPC	Case Pack	Servings/ Case	Servings/ Bag	Serving Size (Prepared)	Gluten Free	Lactose Free	Kosher	Low Fat
<b>Frostline® Frozen Treats</b>											
<i>Soft Serve Mix</i>											
Vanilla Artificially Flavored	D400-C4000	100461	00072058970017	6/6 lbs	528	88	5 oz	•	•	•	
Chocolate	D410-C4000	100479	00072058970024	6/6 lbs	528	88	5 oz	•	•	•	•
Salted Caramel Naturally & Artificially Flavored	D456-C4000	671893	10072058619432	6/6 lbs	528	88	5 oz	•	•	•	
Pumpkin Spice Naturally & Artificially Flavored	D455-A9000	641416	10072058617186	4/6 lbs	352	88	5 oz	•	•	•	
Pistachio Artificially Flavored	D457-C4000	706855	10072058620919	6/6 lbs	528	88	5 oz	•	•	•	
<i>Frozen Yogurt Mix</i>											
Vanilla Artificially Flavored	Y800-C4001	189912	10072058970052	6/6 lbs	528	88	5 oz	•		•	
<i>Shake Mix</i>											
Vanilla Artificially Flavored	D425-C4001	352479	10072058970168	6/6 lbs	354	59	8 oz	•	•	•	



For more information on how Frostline® Frozen Treats can support the profitability of your operations with versatile, delectable frozen treats from a dry mix, contact Kent Precision Foods Group at **800-442-5242**.

**FrostlineFrozenTreats.com**