



Commercial Operations

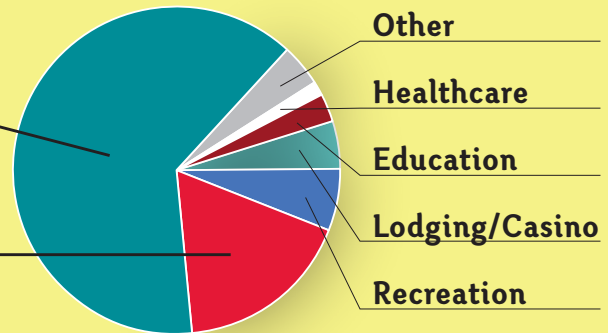
Who serves soft serve?



64% of all soft serve is sold in the QSR category¹ while 17% is sold in the FSR category¹. That adds up to 81% for commercial operations!

QSR

FSR



95%

OF CONSUMERS LOVE SOFT SERVE²

WHILE ONLY

35%

OF OPERATIONS INCLUDE FROZEN TREATS ON THEIR MENUS



DESSERTS ARE A BIG DRAW

1/3

OF CONSUMERS visit a restaurant specifically because of a dessert it offers³.



72%

SAY TASTE IS KEY⁴

Younger consumers favoring more flavor experimentation.

SEASONAL RULES NEED NOT APPLY

Restaurants are allowing seasoning lines to blur with their limited time offerings. Expectations are that even more unconventional practices with seasonal nuances will allow operators to surprise and excite their guests.⁵

“QUICK & EASY” TAKES WORK!

Fast Casual operations see the importance of adding new methods—which takes time and money:

- Drive thru
- Pickup windows
- Off-premise formats
- Increased online ordering^{5,6}



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LEARN MORE about Frostline® Soft Serve flavors, recipes, and resources by emailing Lucy@kentww.com.
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¹ The NPD Group/Supply Tracker, 12 months ending October 2022 vs. 12 months ending October 2021 vs. 12 months ending December 2019

² Datassential FLAVOR(TM)

³ Desserts' Sweet Spot SNAP, Datassential 2/19

⁴ Kantar Profiles/Mintel, 9/21

⁵ Fast Casual and QSR Operator Trends for 2023, Technomic Future-of-limited-service-restaurants

⁶ Technomic 2023 Global-Restaurant-Trend-Forecast



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The Reality to the Opportunity

THE REALITY

Loyalty programs projected to be more widespread and better integrated with order technology, but only 20% of QSRs and 7% of Fast Casual offer them.⁷

THE OPPORTUNITY

Initiate or ramp up loyalty programs to keep traffic flowing!

THE REALITY

The Barbell Pricing strategy is strong! Support for both value-priced and premium menu items will be prevalent.⁷

THE OPPORTUNITY

Offer options that fit both ends of the spectrum! Ingredients/products that are versatile enough to capture the value-minded as well as the premium-minded consumer offers a win-win!⁷

THE REALITY

Specials and deals appeal! 42% of consumers are seeking more deals and Fast Casual operations are projected to offer more bundle deals and off-hour promotions.⁷

THE OPPORTUNITY

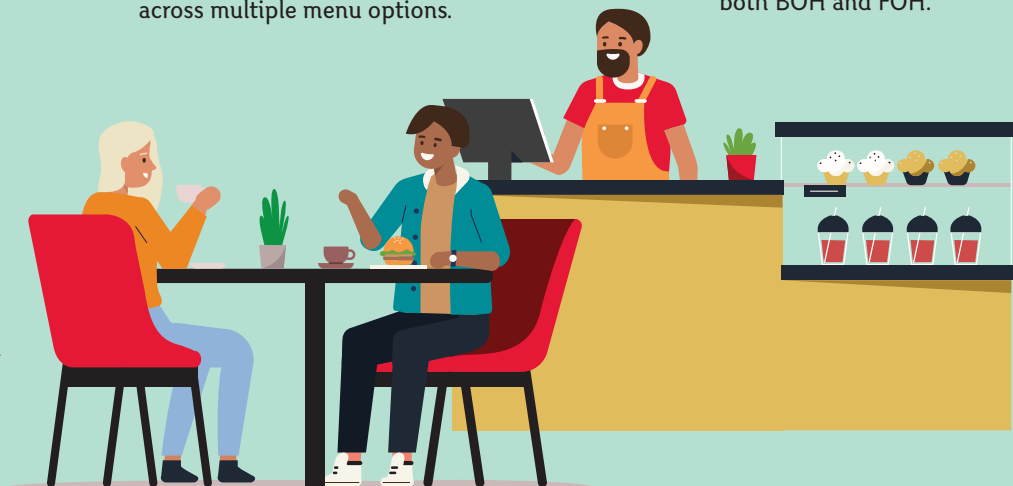
Develop bundles and deals that use versatile products and ingredients in creative ways across multiple menu options.

THE REALITY

Value-added ingredients will become more valuable to limited service restaurants over the next 2-3 years (60% likely to use more).⁷

THE OPPORTUNITY

Include value added products that will help streamline processes for both BOH and FOH.



Foodservice Silver Lining: Consumer prices have risen in foodservice a little less than half compared to grocery store prices (7.6% in restaurants, 13.1% in grocery stores).⁸

A dichotomy exists regarding **supply chain improvements**: 67% of LSR operators say supply chain has improved. 55% of LSR operators are not able to find certain products.

Frostline® branded solutions HELP SOLVE FOR THE FOLLOWING

Ways to easily incorporate menu variety

From simple soft serve to shakes, frozen coffees, smoothies and more

EXCELLENT LANDSCAPE FOR
Mix-ins • Toppings
Blender Drinks • Shakes • More

Less package waste and easier storage

Lower costs
(not shipping and storing water)

Much longer shelf life

Consistent quality
(mix with water or milk)

Addresses many common dietary issues



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⁷ Fast Casual and QSR Operator Trends for 2023, Technomic Future-of-limited-service-restaurants
⁸ Restaurant meals become a relative bargain as grocery prices soar, WSJ 8/22)