

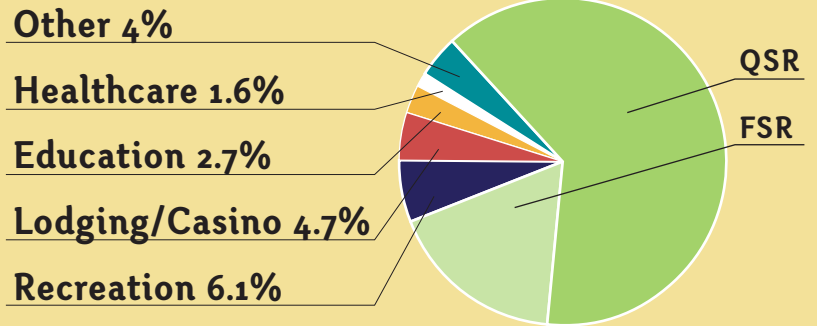


Non-Commercial Operations

Who serves soft serve?



19.1% of all soft serve is sold in the non-commercial category¹



CONSUMERS HAVE CONFLICTING DEMANDS WHEN IT COMES TO FROZEN TREATS²



Exciting Flavor Combinations
From Familiar to Sophisticated



Appealing
Packaging



Guiltless
Indulgence



Dairy
Alternatives

95%

OF CONSUMERS
LOVE SOFT SERVE³

That is across all generations, all regions, and all genders



72%

SAY TASTE IS KEY⁴

Younger consumers favoring
more flavor experimentation.

75%

OF THE WORLD'S POPULATION IS
LACTOSE INTOLERANT TO SOME DEGREE.



KENT

Precision Foods Group

LEARN MORE about Frostline® Soft Serve flavors, recipes,
and resources by emailing Lucy@kentww.com.
800-442-5242 | FROSTLINEFROZENTREATS.COM

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¹ The NPD Group/Supply Track®, 12 months ending October 2022 vs. 12 months ending October 2021 vs.

12 months ending December 2019

² SIAL America, Stonefield Flavours 4/20/22)

³ Datassential FLAVOR(TM)

⁴ Kantar Profiles/Mintel, 9/21

⁵ National Library of Medicine ncbi.nlm.nih.gov



Non-Commercial Operations

The Reality to the Opportunity

THE REALITY

Tech adoption is at a high/personal touch at a low due to workforce participation being at a 40 year low.⁶

THE OPPORTUNITY

Streamline tech and "in-person" processes to include products that are goof proof.

THE REALITY

Maneuvering through post-pandemic changes.⁶

THE OPPORTUNITY

Offer ready-to-go solutions that stand out and draw customers in and encourage increased check averages.

THE REALITY

Having to prepare for "rainy days" (or weeks, months) rather than JIT.⁶

THE OPPORTUNITY

Incorporate more shelf stable shelf stable vs. perishable to keep storerooms stocked for unforeseen supply issues.

KEY FINDING

Non-commercial segments are not expected to reach pre-pandemic level sales until after 2026!⁷



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

VERSATILE BASE 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

