



Dreamy, Creamy DECADENCE FROSTLINE® FROZEN TREATS



VERSATILE. PROFITABLE. DELECTABLE.

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
<p>GREATER PROFIT POTENTIAL, LOWER COST</p> <p>Stable costing</p> <hr/> <p>More affordable to store and ship</p> <hr/> <p>Dry storage provides ease of handling and reduces cost</p> <hr/> <p>Greater yield per case—delivering up to 3x the servings of a case of ready-to-use product</p> <hr/> <p>Dry mix virtually eliminates potential for leakers, limiting the likelihood of wasted product and time-consuming cleanup due to leaks</p>	VS	<p>VOLATILE PRICING, HIGHER HANDLING COSTS</p> <p>Frequent price fluctuations</p> <hr/> <p>Higher costs due to weight, mass, and refrigeration/freezer needs</p> <hr/> <p>Costs more to handle and store, cutting into profits</p> <hr/> <p>Lower yield per case</p> <hr/> <p>Leakers result in time-consuming cleanup and wasted product</p>
<p>UP TO 18 MONTHS FOR DRY MIX</p> <p>Eliminates the need for regular product rotation, for greater operational efficiency</p> <hr/> <p>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</p> <hr/> <p>Shelf stable and compact for easy storage</p>	VS	<p>APPROXIMATELY 14-20 DAYS FOR FRESH DAIRY</p> <p>Requires regular, operationally intensive product rotation to reduce spoilage</p> <hr/> <p>Product has limited shelf life, requiring more frequent deliveries</p> <hr/> <p>Occupies valuable refrigeration space</p>
<p>LESS PACKAGING AND PRODUCT WASTE</p> <p>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</p> <hr/> <p>Requires less energy to produce, ship, and store and remains shelf stable until mixed</p>	VS	<p>MORE PACKAGING AND PRODUCT WASTE</p> <p>Higher ratio of packaging waste—up to 3x corrugated waste compared to dry mixes</p> <hr/> <p>Requires more energy to produce, ship, and store, with need for constant cold storage</p>



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.

VERSATILE FLAVOR POSSIBILITIES



Water
+ Dry Mix
+ Soft Serve Machine



VERY STRAWBERRY SHORTCAKE

Frostline® Vanilla Soft Serve
+ Cake Pieces
+ Strawberry Topping



Water
+ Dry Mix
+ Granita Machine



CHOCOLATE PEANUT BUTTER SOFT SERVE

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



Water
+ Dry Mix
+ Shake Machine



FROSTY ROOT BEER FLOAT

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



MOCHA

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

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.

Recipe Recommendations



Water
+ Alcohol
+ Dry Mix
+ Granita Machine



VANILLA BOURBON

Frostline® Vanilla
+ Bourbon



RUM BUTTER

Frostline® Salted Caramel
+ Rum



Water
+ Alcohol
+ Dry Mix
+ Shake Machine



DARK AND STORMY

Frostline® Vanilla
+ Ginger Beer
+ Rum



CHOCOLATE MARTINI

Frostline® Chocolate
+ Vanilla Vodka
+ Crème de Cacao



Water
+ Dry Mix
+ Granita or Shake Machine
+ Alcohol Floater

Frostline® Frozen Treats

Soft Serve Mix	Mfr Item #	DOT Item #
Vanilla Artificially Flavored	D400-C4000	100461
Chocolate	D410-C4000	100479
Salted Caramel Artificially Flavored	D456-C4000	671893
Pumpkin Spice Naturally & Artificially Flavored	D455-A9000	641416
Pink Cotton Candy Artificially Flavored	D494-C4000	729573
Birthday Cake Artificially Flavored	D493-C4000	729574
Blue Cookie Dough Artificially Flavored	D501-C4000	743024
Frozen Yogurt Mix		
Vanilla Artificially Flavored	Y800-C4001	189912
Shake Mix		
Vanilla Artificially Flavored	D425-C4001	352479

Profitability Snapshot

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

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

Profitability calculations are made using estimated average industry pricing.



For more information or to order our complimentary merchandising support materials, visit frostlinefrozentreats.com or call 800-442-5242

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