

Delectable. Profitable.  
Versatile.  
**THE PERFECT MIX**







# OUR DRY MIXES *Deliver*

Frostline® Frozen Treats dry mixes make it easy to expand your menu offerings while increasing check averages too. And why not? Dessert is an important part of dining out with 91.5 % of limited-service restaurants offering it and 95% of full-service restaurants.<sup>1</sup> Frozen treats are ranked the #2 and #3 top desserts in those restaurants respectively.<sup>1</sup> And customers love it!<sup>2</sup> In fact, 76% of them order dessert at least once a month.<sup>3</sup>

## PROFITABILITY

GREATER PROFIT POTENTIAL  
GREATER YIELD PER CASE

PROFITABILITY SNAPSHOT	FROSTLINE® FROZEN TREATS	READY-TO-USE DAIRY
COST PER SERVING (5 OZ SERVING SIZE)	\$0.15	\$0.35
CONE/CUP/NAPKIN/SPOON COST	\$0.06	\$0.06
SELLING PRICE	\$1.50	\$1.50
PROFIT PER SERVING	\$1.29	\$1.09



## YIELD

**BENEFITS OF SHIPPING DRY MIX**  
ONE CASE = EASY TO HANDLE  
LESS SHIPPING COSTS  
ELIMINATES POTENTIAL FOR LEAKS

It takes 5 cases of Ready to Use Dairy (6ea/0.5gal) to make the same amount of finished mix as 1 case of Frostline® product.

**LESS WASTE**  
REQUIRES LESS ENERGY TO PRODUCE, SHIP, AND STORE  
LOWER RATIO OF PACKAGING WASTE  
LESS PRODUCT WASTE



## IT'S TIME TO TRY DRY.

Profits and savings come together to create a truly delicious outcome.



## DECADENT AND VERSATILE

A CREAMY AND CRAVEABLE MENU SOLUTION THAT GOES BEYOND SOFT SERVE MACHINES  
ALSO WORKS IN GRANATA MACHINES, BLENDERS, AND SHAKE MACHINES  
COMBINE TO MAKE FROZEN DRINKS, SHAKES AND BOWLS  
SUBSTITUTE ALCOHOL FOR A PORTION OF THE LIQUID FOR OVER 21 CROWD

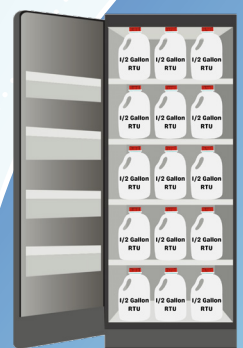


## STORAGE

LESS PRODUCT ROTATION  
SHELF STABLE AND COMPACT FOR EASY STORAGE  
STORES FOR UP TO 18 MONTHS



**VS.**





# CREAMY, DREAMY *decadence... for all.*

Whether you are looking for easy prep for your staff, versatility for your menu, or dietary concerns for your customers, Frostline® Frozen Treats mixes can help. During our 40+ years of soft serve success, Frostline® has perfected the frozen treat people love. From beloved classics to in-demand indulgences Frostline® Frozen Treats are tasty, versatile desserts with broad appeal everyone can enjoy.



## Frozen Treats are Having a Moment



### *Vanilla*

2/3 say vanilla is their favorite!<sup>9</sup>

### *Chocolate*

Chocolate and Chocolate variations rank high too!<sup>6</sup>

- Mint Chocolate Chip
- Chocolate Chip Cookie Dough
- Neapolitan



### AMERICANS CAN'T GET ENOUGH *Frozen Treats...*

Are the #1 food/beverage category<sup>5</sup>

Equal comfort (46%)<sup>4</sup>

23 lbs. consumed annually per capita<sup>6</sup>

Command \$4.63 - \$6.39 price point<sup>7</sup>



### ENJOYMENT EVERYWHERE

### *Frozen Treats = Easy Comfort*

46% say Ice cream (including soft serve) is one of the top post-pandemic foods that convey comfort to them.<sup>8</sup>

Consumers want “enjoyment everywhere,” and brands are recognizing the importance of uplifting people by giving them permission to feel happiness once again.<sup>6</sup>





# SERVING UP *Versatility*

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

## FROZEN BEVERAGES

Water + Dry Mix + Granita Machine

## SOFT SERVE CONES, CUPS, BOWLS

Water + Dry Mix + Soft Serve Machine

## SHAKES

Water + Dry Mix + Shake Machine

## BIRTHDAY CAKE SHAKE

- ½ cup (3 oz) Frostline® Birthday Cake Flavored Soft Serve Mix - Artificially Flavored
- 8 fl oz Milk or Half & Half
- 16 fl oz cup Ice
- Combine ingredients and blend until smooth.

## ORANGE CREAM FREEZE

- ½ cup (3 oz) Frostline® Vanilla Flavored Soft Serve Mix - Artificially Flavored
- ½ cup (4 fl oz) Orange Juice
- 8 fl oz cup Ice
- Combine ingredients and blend until smooth.
- Serve in 8 fl oz cup.

# Sub in Some Alcohol FOR THE 21+ CROWD

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

## SHOT-TOPPED SHAKE

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

## FROZEN COCKTAILS

Water + Alcohol + Dry Mix + Granita Machine

## BOOZY SHAKES

Water + Alcohol + Dry Mix + Shake Machine

## MOCHA MUD SLIDE

- ½ cup (3 oz) Frostline® Vanilla Flavored Soft Serve Mix - Artificially Flavored
- ½ cup (4 fl oz) Strong Coffee
- 1 fl oz Chocolate Sauce
- 1 fl oz Coffee-Flavored Liqueur
- 1 fl oz Vodka
- 16 fl oz cup Ice
- Combine ingredients and blend until smooth.

## STRAWBERRY MARGARITA FRAPPE

- ½ cup (3 oz) Frostline® Vanilla Flavored Soft Serve Mix - Artificially Flavored
- ½ cup (4 fl oz) Strawberry Bar Mix
- ¼ cup (2 fl oz) Tequila
- 16 fl oz cup Ice
- Combine ingredients and blend until smooth.







# Ready WHEN YOU ARE



Fill Frostline® mixing bucket with cold water to the indicated two-gallon line.



Add 1 bag of Frostline® soft serve mix, and stir until dissolved (about 2 minutes).



Pour mixture into soft serve machine, or place in refrigerator.

## PROFITABILITY SNAPSHOT

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## FROSTLINE® PROFIT POTENTIAL

SALES PER DAY	DAILY PROFIT	MONTHLY PROFIT	ANNUAL PROFIT
25	\$32.25	\$967.00	\$11,610.00
50	\$64.50	\$1,935.00	\$23,220.00
100	\$129.00	\$3,870.00	\$46,440.00

Realize your profitability potential with our digital profitability calculator!

Profitability calculations are made using estimated average industry pricing.

## CALCULATE YOUR PROFIT POTENTIAL

	FROSTLINE® FROZEN TREATS	
PRODUCT COST PER SERVING (5 OZ SERVING SIZE)		\$0.15
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	=	\$



# HOW WILL YOU Sweeten Your Profits?

## VERSATILITY

Alternative application possibilities  
Diverse, on-trend flavor offerings  
Options free from lactose & gluten

## PROFITABILITY

**HIGHER:** profit potential compared to ready-to-use  
**LOWER:** operating costs, more affordable storage, reduced waste

## DELECTABILITY

Creamy & indulgent  
Flavors with a following



FROSTLINE® SOFT SERVE MIX	MFR CODE	DOT CODE	UPC	CASE PACK	SERVINGS/ CASE	SERVINGS/ BAG	SERVING SIZE (PREPARED)	GLUTEN FREE	LACTOSE FREE	KOSHER OU-D	LOW FAT	FAT FREE
Vanilla Flavored - Artificially Flavored	D400-C4000	100461	00072058970017	6/6 lbs	528	88	⅓ cup	•	•	•		
Chocolate	D410-C4000	100479	00072058970024	6/6 lbs	528	88	⅓ cup	•	•	•	•	
Salted Caramel Flavored - Artificially Flavored	D456-C4000	671893	10072058619432	6/6 lbs	528	88	⅓ cup	•	•	•		
Birthday Cake Flavored - Artificially Flavored	D493-C4000	729574	10072058630512	6/6 lbs	528	88	⅓ cup	•	•	•		
Blue Cookie Dough Flavored - Artificially Flavored	D501-C4000	743024	10072058632066	6/6 lbs	528	88	⅓ cup	•	•	•		
Pink Cotton Candy Flavored - Artificially Flavored	D494-C4000	729573	10072058630536	6/6 lbs	528	88	⅓ cup	•	•	•		
Pumpkin Spice - Naturally & Artificially Flavored	D455-A9000	641416	10072058617186	4/6 lbs	352	88	⅓ cup	•	•	•		
<b>FROSTLINE® FROZEN YOGURT MIX</b>												
Vanilla Flavored Yogurt Soft Serve Mix - Artificially Flavored, Fat Free	Y800-C4001	189912	10072058970052	6/6 lbs	528	88	⅓ cup	•		•		•
<b>FROSTLINE® SHAKE MIX</b>												
Vanilla Flavored Shake Mix - Artificially Flavored	D425-C4001	352479	10072058970168	6/6 lbs	312	52	8 fl oz	•	•	•		

Visit [frostlinefrozentreats.com](http://frostlinefrozentreats.com) for nutrition information.

## Let's get started!

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](http://FrostlineFrozenTreats.com)



## KENT

Precision Foods Group

1 Technomic Ignite Consumer, Q2 2019 – Q2 2021  
2 Ice Cream and frozen novelties U.S.; April 2021  
3 2020 Technomic Dessert Consumer Trend Report  
4 2021 Technomic/U.S. Foodservice Planning Program  
5 Datassentials 2020

6 [idfa.org/ice-cream-sales-trends](http://idfa.org/ice-cream-sales-trends)  
7 Technomic Ignite Menu, Q2 2020 – Q2 2021  
8 2021 Technomic, Inc., U.S. Foodservice Planning Program  
9 [idfa.org/news/ice-cream-sales-and-production-remain-hot-ahead-of-national-ice-cream-day](http://idfa.org/news/ice-cream-sales-and-production-remain-hot-ahead-of-national-ice-cream-day)  
10 Kantar profiles/Mintel July 2021

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