



# DISCOVER YOUR *Fall Flavor*







# Fall into Trendy!

# #1



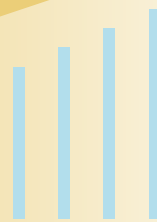
## and Soft Serve ICE CREAM IS A FAVORITE!

#1 rank among all food and beverages at 97%<sup>1</sup>

89% of Americans love or like ice cream.<sup>2</sup> We think Soft Serve fits the bill too!

42% of consumers eat ice cream, gelato, or sorbet at least once a week!<sup>3</sup>

Menu Soft Serve and offer a simpler frozen treat!



## SOMETHING FOR EVERYONE!

Gluten Free and Lactose Free are 2 of the top 8 dietary claims paired with soft serve.<sup>4</sup>

30 to 50 million Americans are lactose intolerant.<sup>5</sup> Frostline® Soft Serve is a great lactose free option.

## AUGUST IS THE UNOFFICIAL START OF FALL

Release dates of August 2021 Pumpkin Spice Drinks<sup>6</sup>



## Time to Get Outside FROZEN TREATS ARE AN EXPERIENCE

Consumers continue to prioritize and value experiences. There is a pent-up demand for comfort and fun, and consumers are willing to treat themselves!<sup>7</sup>

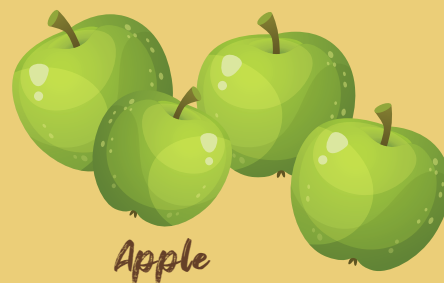


## PUMPKIN IS A MAINSTAY FLAVOR, BUT APPLE IS UP AND COMING!



Last Year  
There Were  
**174**  
Pumpkin LTO  
Releases  
In The Fall<sup>6</sup>

Last Year  
There Were  
**53**  
Apple LTO  
Releases  
In The Fall<sup>6</sup>



## SEASONAL FLAVORS ARE KEY

37% of US consumers are more likely to try a new flavor or menu item if it features seasonal ingredients.<sup>8</sup>



## TOP APPEALING FALL FLAVORS

% of consumers who find these flavors appealing and extremely appealing for the upcoming fall season.<sup>9</sup>



**KENT**

Precision Foods Group

LEARN MORE about Frostline® Soft Serve flavors, recipes, and resources at [FrostlineFrozenTreats.com](https://FrostlineFrozenTreats.com).  
800-442-5242 | [FROSTLINEFROZENTREATS.COM](https://FROSTLINEFROZENTREATS.COM)

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<sup>1</sup> Datassential 2020

<sup>2</sup> Datassential 2021

<sup>3</sup> Technomic Ice Cream Menu Trends Q4 2021

<sup>4</sup> Mintel Ice Cream and Frozen Novelties April 2021

<sup>5</sup> childrenehospital.org

<sup>6</sup> Datassential Simply Smarter Webinar

<sup>7</sup> Mintel The Future of Foodservice 2022

<sup>8</sup> Technomic 2021 Consumer Trend Reports

<sup>9</sup> Technomic Fall 2022 Season's Eating's LTO Feature Flavors and Promos



Lactose Free  
Shelf-Stable



**frostline®**  
frozen treats



# Sugar, Spice, AND PROFITS SO NICE!

**That's what Frostline® Pumpkin Spice Soft Serve Mix is made of.**

This season's most iconic flavor is now a soft serve treat! But the fun doesn't stop there...use it to blend up a variety of frozen beverages and satisfy your guest's pumpkin cravings. Frostline® Pumpkin Spice Soft Serve Mix - Naturally & Artificially Flavored is gluten free, lactose free, Kosher OUD and Halal. It is also shelf-stable, so it is always there when you need it.



## Recipes TO GET MORE OUT OF YOUR BLENDER

### Apple Pie A La Mode

- ½ cup Frostline® Vanilla Flavored Soft Serve Mix
- 1 cup Prepared Apple Pie Filling
- 2 fl oz Cinnamon Vanilla Cream Liqueur
- ½ teaspoon Cinnamon
- ¼ cup (2 fl oz) Apple Cider
- 16 fl oz cup Ice

Add ingredients to blender and blend until smooth.

#### OPTIONS & TIPS:

- Garnish with whipped topping and a drizzle of caramel sauce.



### Salted Caramel Martini

- ½ cup Frostline® Salted Caramel Flavored Soft Serve Mix
- ¼ cup (2 fl oz) Vanilla Vodka
- ¼ cup (2 fl oz) Irish Cream
- 16 fl oz cup Ice

Add ingredients to blender and blend until smooth.

#### OPTIONS & TIPS:

- Serve in martini glass.
- Pre-garnish glass with caramel sauce swirl.
- Rim the glass with brown sugar.
- Garnish with brown sugar and caramel swirl stick.



### Frozen Caramel Apple

- ½ cup Frostline® Salted Caramel Flavored Soft Serve Mix
- ½ cup (4 fl oz) Half & Half
- 1.5 fl oz Sour Apple Liqueur
- 1 fl oz Caramel Vodka
- 1 fl oz Butterscotch Liqueur
- 1 fl oz Apple Juice
- 16 fl oz cup Ice

Add ingredients to blender and blend until smooth.



# The Great Spiked Pumpkin

- ½ cup Frostline® Pumpkin Spice Soft Serve Mix
- ½ cup (4 fl oz) Cinnamon Vanilla Cream Liqueur
- 16 fl oz cup Ice

Add ingredients to blender and blend until smooth.

## OPTIONS & TIPS:

- Garnish with whipped topping and cinnamon.



# Pumpkin Spice Coffee Shake

- ½ cup Frostline® Pumpkin Spice Soft Serve Mix
- ½ cup (4 fl oz) Strong Coffee
- 2 tbsp Half and Half
- 8 fl oz cup Ice

Add ingredients to blender and blend until smooth.

## OPTIONS & TIPS:

- Garnish with whipped topping.

# Pumpkin Truffle Freeze

- ½ cup Frostline® Pumpkin Spice Soft Serve Mix
- ¾ cup (6 fl oz) Half & Half
- ½ cup Canned Pumpkin
- 6 tablespoons Brown Sugar
- ½ teaspoon Cinnamon
- 16 fl oz cup Ice

Add ingredients to blender and blend until smooth.

## OPTIONS & TIPS:

- Garnish with whipped topping.





# Fall Promotional GUIDE

Now that you have some delicious seasonal items on your menu, make sure to shout it out for the world to know!

- Add it to your website.
- Contact your local newspaper or food magazine and let them know!
- Post it to your social media page.
- Search local foodie groups on Facebook and post it on their page!
- Post about your seasonal specials at least once per week to remind your customers where they can get their seasonal treats!

To capture your customer's attention, use pictures and videos. Download our Fall Social Media Kit to get you started!



## Caption Options

- You will not be-leaf what delicious fall flavors we will be serving for a limited time! Pumpkin Spice & Salted Caramel flavored Frostline® are here!

- Time for cozy weather and our NEW fall flavors! For a limited time, we are serving \*insert flavor(s)\*.

- Ready for those fall flavors you can't resist? We've got your back; we are now serving \*insert flavor(s)\*.

- Happy fall y'all! We are now offering \*insert flavor (swirled with \*Vanilla/Chocolate\*)!



## Hashtag Options

#fallflavor	#pumpkinspice
#saltedcaramel	#softserve
#sweettreat	#autumn

## Scan Here or Visit

[frostlinefrozentreats.com/media.cfm](http://frostlinefrozentreats.com/media.cfm)



# The Fun Doesn't Stop at **FALL**

Check out Frostline's full line of decadent flavors to keep the smiles going all year long!

PRODUCT	CODE	PACK	PRODUCT	CODE	PACK
<b>Soft Serve Mix</b>			<b>Soft Serve Mixing Supplies</b>		
Birthday Cake Flavored - Artificially Flavored (Seasonal - LTO)	D493-C4000	6/6 lb	Frostline® Mixing Bucket	9825	
Blue Cookie Dough Flavored - Artificially Flavored (Seasonal - LTO)	D501-C4000	6/6 lb	Bucket Lid	L100-00000	
Chocolate	D410-C4000	6/6 lb	Wire Whisk	W100-00000	
Pink Cotton Candy Flavored - Artificially Flavored (Seasonal - LTO)	D494-C4000	6/6 lb	<b>Bulk Soft Serve Mix - Lactose Free</b>		
Pumpkin Spice - Naturally & Artificially Flavored (Seasonal)	D455-A9000	4/6 lb	Vanilla Flavored - Artificially Flavored	D400-50001	1/50 lb
Salted Caramel Flavored - Artificially Flavored	D456-C4000	6/6 lb			
Vanilla Flavored - Artificially Flavored	D400-C4000	6/6 lb			
<b>Frozen Yogurt Mix</b>					
Fat Free Vanilla Flavored Yogurt - Artificially Flavored	Y800-C4001	6/6 lb			
<b>Shake Mix</b>					
Vanilla Flavored Shake - Artificially Flavored	D425-C4001	6/6 lb			



From neighborhood corner bars to high-profile accounts, our partners entrust us to help bring success to their businesses. Want in? Visit [frostlinefrozentreats.com](https://frostlinefrozentreats.com), call 800-442-5242 or email [Lucy@Kentww.com](mailto:Lucy@Kentww.com).

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