

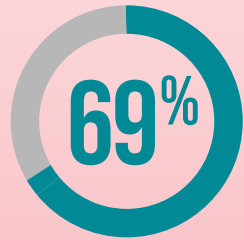


Frozen Treats Trends

2024 SPRING/SUMMER FOODSERVICE

IN A JOY-STARVED WORLD, CAN YOUR OPERATION DELIVER?

In today's whirlwind world consumers are desperate for "micro-moments" of happiness and restaurants have the power to be the hero. In a recent study, 69% of consumers revealed they indulge in a sweet treat **weekly or more often**, seeking solace and comfort. While **taste may reigns supreme**, mere deliciousness isn't enough. The key? Striking the perfect balance between **familiar flavors** and **unexpected twists**. Empower consumers to **embrace adventure without straying too far from their comfort zone**.¹



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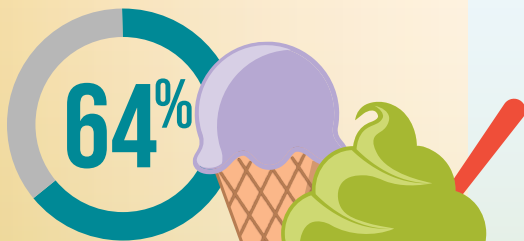
THE AFTERPARTY REIMAGINED: BOOZE-FREE BLISS

Mocktails are the stars of beverage scene, catering to health-conscious adults seeking sophisticated, alcohol-free options. It isn't about abstaining, it's about embracing innovation. Picture this - vibrant mocktails swirled into creamy soft serve for grown-up fun!²



BEAN THERE, DONE THAT: COFFEE TAKES THE CROWN

Coffee's popularity is brewing stronger than ever! Capitalize on this trend by combining this caffeinated beverage with soft serve and additions like spicy ginger, or decadent chocolate, creating a buzz that's both delicious and energizing.³



64% OF CONSUMERS SAY ICE CREAM AND BY DEFAULT SOFT SERVE IS A CROWD-PLEASING TREAT.⁶

THE NOSTALGIC REBOOT

The past is making a triumphant return, from vintage fashion to retro games, as nostalgia reigns supreme in today's trends. It's not just about reliving memories but reimagining them with a modern twist. Classic childhood treats like birthday cake, cotton candy, and peanut butter and jelly are now flavors, topping, or even boozy infusions. These beloved flavor combos serve as more than just trends, they're taste bud time machines!^{1,4,5}



Precision Foods Group

LEARN MORE about Frostline® Soft Serve flavors, recipes, and resources:
800-442-5242 | FROSTLINEFROZENTREATS.COM

¹ Mintel 2024 Food & Drink Trends; 2024 Food Trends Datassential; Mintel Purchase Intent 2024
² Technomic - 2024 Menu Predictions
³ NRN - First Bite Podcast, What Should we Expect for Restaurant Menus in 2024
⁴ Food Business News - Flavors to Watch 2024
⁵ 2024 Food Trends - Datassential
⁶ Source: Occasions 2023

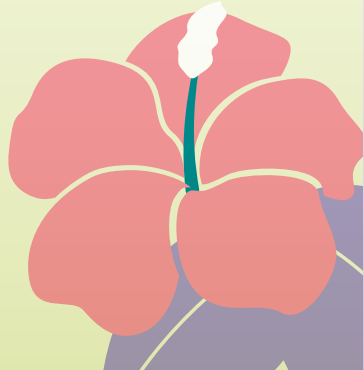


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NATURE'S FLAVORS TAKE OVER

Nature's bounty is blooming on menus! Flavors like matcha, lavender and tamarind taking food and drink menus by storm with unique and refreshing experiences. Let your menu burst with vibrant colors, unexpected taste combinations, and a touch of wellness.¹



FIRE & SPICE MEETS SWEET

Buckle up your taste buds, because flavor adventures are heating up! Hot honey, peachy heat, and mango habanero all offer a sweet and fiery passion while Tajin adds its smoky, citrusy magic to the mix. Offer these bold, spicy flavors with frozen treats and desserts to create your own signature spin.¹



THE CLASSICS ARE STILL RULERS OF THE FROZEN TREATS KINGDOM

The classics never go out of style, and when it comes to ice cream and soft serve, these five flavors reign supreme:



VANILLA

Offering a blank canvas for endless toppings



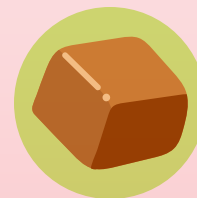
CHOCOLATE

A rich and decadent dream



STRAWBERRY

A burst of sweet and tangy sunshine



CARAMEL

A smooth and buttery indulgence



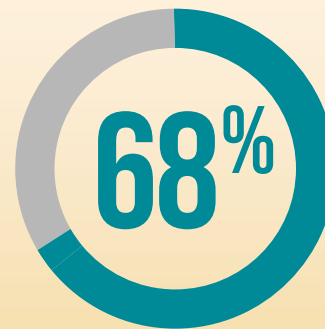
BANANA

A creamy and nostalgic trip down memory lane

These timeless picks are more than flavors trends, they're flavor friends, always there to satisfy your cravings. Don't forget to delight your guests with the simplest of frozen treats.²

PASSPORT TO FLAVOR

International flavors are taking center stage, transporting us on a whirlwind culinary journey. Dulce de leche, tres leche, churros, and Irish cream all offer worldwide indulgence. Delight your guests by combining these globe-trotting tastes with frozen desserts and beverages.¹



68% OF CONSUMERS SAY ICE CREAM AND BY DEFAULT SOFT SERVE IS A FRIENDLY DESSERT OPTION.⁶



¹ Mintel 2024 Food & Drink Trends; 2024 Food Trends Datassential; Mintel Purchase Intent 2024
² Technomic National Food Trends 1.26.24



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