

NEW
Real Dairy.
SHELF STABLE DRY MIX EASE.
Creamy!



You love giving customers a real dairy frozen treats experience, but liquid mixes have their limitations. New Frostline® Premium Vanilla Flavored Dairy Based Soft Serve & Shake Mix - With Other Natural Flavor and New Frostline® Premium Chocolate Dairy Based Soft Serve & Shake Mix now brings real dairy without the liquid hassle!

**THANKS FOR THE ASSIST BESSIE,
BUT WE'VE**
got this!

**NO ARTIFICIAL FLAVORS AND
NO ARTIFICIAL COLORS**



IT'S TIME TO TRY DRY. PROFITS AND SAVINGS COME TOGETHER TO CREATE A TRULY DELICIOUS OUTCOME.

1 PROFITABILITY

- Greater profit potential
- Greater yield per case



2 STORAGE

- Less product rotation
- Shelf stable and compact for easy storage
- Stores for up to 18 months



3 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 the 21-crowd

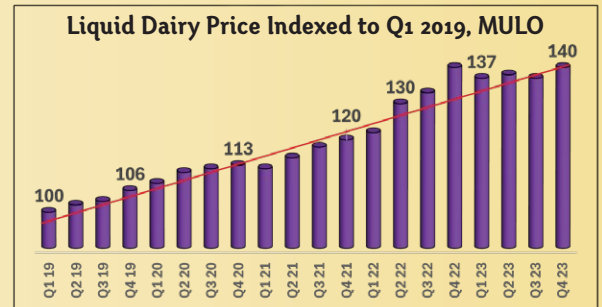
4 LESS WASTE

- Requires less energy to produce, ship, and store
- Lower ratio of packaging waste
- Less product waste



LIQUID DAIRY PRICES PROJECTED TO CONTINUE TO INCREASE

- “Milk prices are expected to be higher in 2024, as modest increases in production, coupled with robust demand for dairy products from both domestic and global markets...” **SOURCE:** 2024 USDA 2024 AOF Dairy-Outlook
- “For 2025, the all-milk price is expected to be \$21.50 per cwt, up \$0.60 from the previous forecast...” **SOURCE:** 2024 USDA Market Outlook



SOURCE: Circana Scan Panel, December 2023

Product Name	Product Code	UPC	Case Pack	Serving Size	Servings per bag	Servings per case
Frostline® Premium Vanilla Flavored Dairy Based Soft Serve & Shake Mix - With Other Natural Flavor	FLOR010014	10072058635791	6/4.74 lb bag	2/3 cup prepared	about 50	300
Frostline® Premium Chocolate Dairy Based Soft Serve & Shake Mix	FLOR010016	10072058635913	6/4.74 lb bag	2/3 cup prepared	about 47	282



GIVE DRY PREMIUM DAIRY A TRY.

We want to make dry mix soft serve a no brainer. So how about a free sample kit? We're convinced that you will be too. Order one at: <https://bit.ly/PremiumDairySellSheet>

CHILL. PREP IS A SNAP.

Directions for Use:

- For use in Soft Serve, Shake, or Batch Freezer machines.
- Slowly add contents of entire pouch into 1 gallon (4 quarts) of water while mixing vigorously with a wire whisk or immersion stick blender.
- Mix until fully dissolved, product will be ready to freeze.



Versatile.
'CAUSE WE'RE COOL LIKE THAT.

*Note: A volume amount of 2/3 level cup, weighing 118g vanilla flavored & 125g chocolate, of frozen prepared product is based on 40% overrun. Depending on the amount of overrun your soft serve machine is set up for, a 2/3 cup of prepared soft serve may weigh more or less than 118g vanilla flavored & 125g chocolate and will affect the number of servings.

**NOTE: Prior to reconstitution, this product will be stable for up to 18 months when stored unopened in a cool dry place.

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