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Dole adds trio of options to chopped salad kit line

[Dole Food Co. Inc.](#) is expanding its Dole Chopped! Salad Kits with the launch of three new SKUs that leverage the trending popularity of Japanese, Mexican and BBQ cuisine and contain no artificial colors or flavors. The three kits — Dole Chopped! Teriyaki Pineapple Salad Kit, Dole Chopped! Fiesta Lime Salad Kit and Dole Chopped! Applewood Bacon Salad Kit — continue the Dole Chopped! tradition of combining fresh chopped Dole lettuces and vegetables with toppings and original dressings.

Now shipping, the three new kits will be on-shelf in the refrigerated salad section at supermarkets nationwide by the end of October. Each kit serves three to 3.5 people for a suggested retail price of \$3.99.

- Dole Chopped! Teriyaki Pineapple Salad Kit: Chopped Dole Iceberg and Green Leaf Lettuces, Carrots and Red Cabbage topped with sliced almonds, crunchy noodles, dried pineapple and Dole's Teriyaki Pineapple Dressing.
- Dole Chopped! Fiesta Lime Salad Kit: Chopped Dole Green Leaf Lettuce, Kale, Green and Red Cabbage, Carrots and Green Onions topped with crispy corn, yellow cheddar cheese, cilantro seasoning and Dole's Cilantro Lime Dressing.
- Dole Chopped! Applewood Bacon Salad Kit: Chopped Dole Green Leaf Lettuce, Kale, Green and Red Cabbage, Carrots and Green Onions topped with bacon crumbles, white cheddar cheese and Dole's Applewood Dressing.

Dole's Chopped! line offers the variety that salad fans want in the chopped salad segment, which has grown 84 percent since 2017. The new kits bring the number of Dole Chopped! Salad Kit offerings to 14 and capitalize on triple-digit sales growth of pineapple dressing products and quadruple-digit sales growth of cilantro lime dressing items since last year.

"The ready-to-eat salad market continues to grow as Americans increasingly want flavorful, convenient and nutritious meals. Our latest Chopped! Salad kits meet that demand and Dole's objective of providing our customers with the freshest, on-trend products to motivate healthy living," said William Goldfield, Dole's director of corporate communications. "Together with our two ranch-inspired Chopped! kits released earlier this year, retailers can entice shoppers to increase their packaged salad sales with five craveable new Dole Chopped! offerings in 2021."

The new SKUs join 60 other Dole salad kits, salad mixes and slaws including the popular Chopped! and Premium salad kit lines, three meal solutions and 15 ready-to-eat bowl salads, for a total of 78 product offerings.