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Dole expands chopped salad kit line

[Dole Food Co. Inc.](#) is expanding its Dole Chopped! Salad Kit line with three new flavors this fall that showcase the latest global and regional flavor trends.

The three kits — Dole Chopped! Tropical Thai Salad Kit, Dole Chopped! Maple Pecan Salad Kit and Dole Chopped! Double Dill Salad Kit — contain no artificial colors or flavors and continue the Dole Chopped! tradition of combining fresh chopped Dole lettuces and vegetables with toppings and original dressings to offer a ribbon of flavor in every bite.

Now shipping, the three new kits are on-shelf in the refrigerated salad section at supermarkets nationwide. Each kit serves 2.5 to 3.5 people for a suggested retail price of \$3.99.

- Dole Chopped! Tropical Thai Salad Kit: Chopped Dole Iceberg and green leaf lettuces and carrots topped with coconut chips, dried mango, cashews and Dole's Thai Chili dressing.
- Dole Chopped! Maple Pecan Salad Kit: Chopped Dole Iceberg and green leaf lettuces and carrots topped with candied maple pecans, crumbled garlic croutons and Dole's Maple Vinaigrette dressing.
- Dole Chopped! Double Dill Salad Kit: Chopped Dole green leaf lettuces, kale, green and red cabbage, carrots and green onions topped with Crispy Dillies and Dole's Creamy Dill dressing.

The three new kits capitalize on triple-digit sales growth of dill and maple vinaigrette dressing products and double-digit sales growth of Thai sweet chili grocery items since last year. The launch also brings the number of Dole Chopped! Salad Kit offerings to 17 and Dole's line of packaged salad mixes, slaws, kits and meal solutions to 67.

"We continue to give retailers and produce managers more reasons to stock Dole salads, and consumers more reasons to buy them, as part of our larger mission of motivating Americans toward healthier living and a diet rich in fresh fruits and vegetables," said William Goldfield, Dole's director of corporate communications. "The new trio of convenient, nutritious meals showcasing the latest flavor trends is expected to excite both salad-lovers and non-salad-lovers alike."

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