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**Dole adds to chopped salad kit line**

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[Dole Fresh Vegetables](#) is adding three new on-trend flavor varieties to its popular Dole chopped salad kit product line: Dole Chopped Italian Sub Salad Kit, Dole Chopped Creamy Greek Salad Kit and Dole Chopped Sweet Corn Salad Kit.

“Healthy ingredients and inspiring flavors deliver Dole’s craveable, cultural and familiar-with-a-twist salad experience in every bite,” said David Austin, Dole Fresh Vegetables vice president of product innovation.

“Our strategy is to create the most compelling salad kit flavor varieties in the industry, and then work with our retail partners to make it easy for salad consumers to shop and choose Dole,” said Austin. “These new chopped salad kit flavors were developed through an extensive development and research process to deliver the popular flavors consumers are seeking and to validate those flavors with consumers to ensure they meet expectations.”

The three new Dole chopped kit SKUs are now shipping nationwide and will join the Dole refrigerated salad sets at supermarkets throughout North America starting April 1. They amplify the brand’s reputation for pairing Dole lettuces and vegetables with differentiated toppings and unique dressings in new, inspired ways that encourage healthier eating and increased vegetable consumption.

The Dole Chopped Italian Sub Salad Kit draws on Americans’ growing nostalgia for classic Italian chopped sandwiches, which continues to be a top social media trend, while the Dole Chopped Creamy Greek Salad Kit taps into the popularity of Mediterranean flavors as seen by the growth of gyro-style sandwiches and Tzatziki-based snacks.

As Mexican street corn-inspired dishes and products continue to pop up on restaurant menus and in the supermarket snack aisle, no Dole salad kit in recent memory has sparked more retailer anticipation than the Dole Chopped Sweet Corn Salad Kit, which also leverages the consumer appeal of chili-lime flavoring.

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