

DOLE

freshchoices

food for thought

WINTER/SPRING 2005

**MONEY-
SAVING
COUPONS
INSIDE**

39 ways to look young and feel strong

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**SPA SECRETS TO
EATING LESS AND
ENJOYING IT MORE**

**EASY SPINACH
RECIPES PACK A
NUTRITIONAL PUNCH**

**TOP 10 CANCER-
FIGHTING FRUITS
AND VEGETABLES**

Destination: Health



Welcome to the inaugural issue of *Dole Fresh Choices*. We've designed this magazine to serve as a "farmer's market" for the mind, where you can browse nutrition news, check out the latest research findings, and pick up new recipes, natural beauty tips, and smart ways to lose weight and look great.

In addition to food for thought, I want to tell you about our plans for a new 700,000-square-foot combination spa/clinic/hotel and wellness center under construction in Westlake Village, California, by legendary developer David Murdock, chairman and CEO of Dole Food Company.

One of the unique features of the project will be a proprietary test offered by the center's medical and diagnostic facility that can actually measure the rate at which a person's DNA damage is occurring. This test will serve as an objective benchmark to help measure the effectiveness of the nutrition, diet, and health programs designed for each patient.

No wonder California Governor Arnold Schwarzenegger predicted at the ground-breaking ceremony, "This is going to be an extraordinary center ... the most advanced spa in the world. I know my wife will be here every day." I predict she won't be alone.

Jennifer A. Grossman
Director, Dole Nutrition Institute



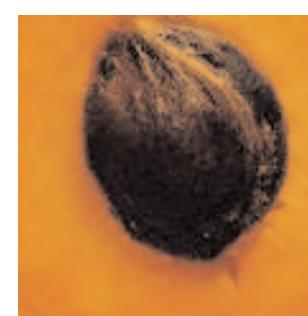
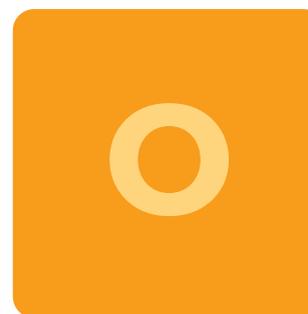
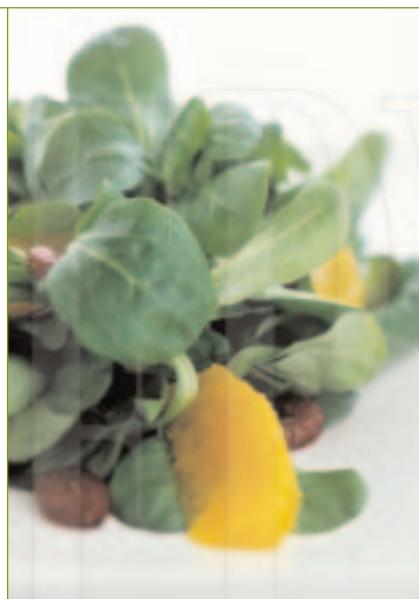
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features

- 4 WEIGHTY MATTERS** Twelve reasons why you should add weights to your workouts.
- 6 AN AGE-OLD QUESTION** Wondering how to look younger longer? Learn how fruits and veggies high in antioxidants can help protect you from aging's negative effects.
- 8 ONE INGREDIENT, THREE WAYS** Whip up three great recipes packed with the nutritional punch of spinach in a soup, salad, and sauce.

in every issue

- 1 COLOR ME HEALTHY** Discover the power of orange fruits and vegetables—essential for good eyesight and much more.
- 2 DOLE DIGEST** Mind/body workouts, immune boosting foods, why kids need to eat fruits, and more.
- 11 DOLE SPA** How to fool your eyes and stomach into eating less.
- 12 BY THE NUMBERS** The top 10 cancer-fighting foods.



COLOR CODING YOUR PLATE IS A GREAT WAY TO ENSURE YOU'RE COVERING YOUR NUTRITIONAL BASES WHILE ALSO TURNING IT INTO A VIRTUAL ARTIST'S PALETTE.

Orange fruits and vegetables, such as carrots, sweet potatoes, cantaloupe, mangoes, pumpkins, apricots, and bell peppers, not only provide a feast for your eyes, they help protect them too! Beta-carotene, which is converted to vitamin A in your body, is essential for healthy eyesight. What's more, this hard-working carotenoid also

boosts your immune system and helps protect against lung and prostate cancer. Scientists from the University of Hawaii say carotenoids stop tumor growth by improving communication between cells. Finally, beta-carotene-containing foods may also lower your risk of stroke.

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5 reasons kids need fruit



Did you know more than half of all kids won't eat fruit?

- FRUIT FIGHTS TUMMY PAINS**
 Researchers at Baylor College of Medicine found that kids who eat more fruit have fewer episodes of "recurrent abdominal pain" or RAP—a common ailment affecting roughly a quarter of children.
- FRUIT COMBATS OBESITY**
 Studies at Tufts University and Baylor University show high fruit and vegetable consumption correlates with lower childhood body mass indices (BMIs).
- FRUIT STRENGTHENS BONES**
 Osteoporosis isn't confined to the elderly. In one study, 67% of kids who experienced frequent fractures already had the disease. Folic acid—the B vitamin found in many fruits and vegetables—can cut fracture risk.
- FRUIT REDUCES HYPERACTIVITY**
 Unlike highly refined sugar and carb snacks, fruit's high fiber content slows absorption, avoiding the glucose roller coaster that may play a role in Attention Deficit Hyperactivity Disorder.
- FRUIT LOWERS BLOOD PRESSURE**
 According to a Tulane University study, youngsters' blood pressure levels are on the rise. Among the reasons: 75% of kids get too little potassium and most get too much salt. Bananas, cantaloupe, and raisins all are good sources of potassium.



heart health For Valentine's Day

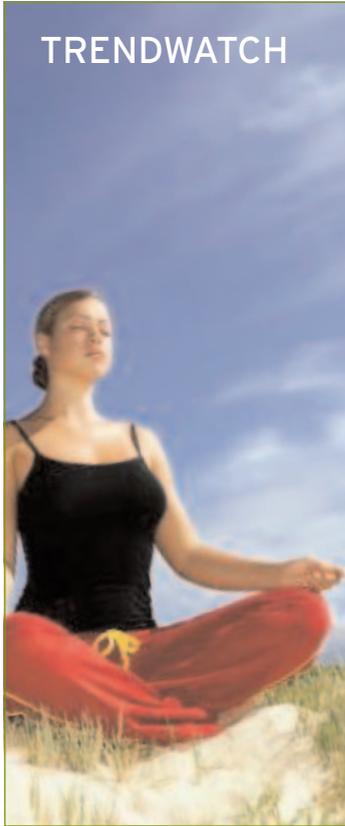
INSTEAD OF CELEBRATING THIS VALENTINE'S DAY WITH THE SAME OLD RITUALS, MAKE SURE YOUR HEART IS UP FOR THE RIGORS OF ROMANCE BY GETTING IN THE "FOOD" FOR LOVE. HERE ARE SOME OF THE NUTRIENTS YOU NEED FOR OPTIMUM HEART HEALTH, AND THE FOODS THAT SUPPLY THEM.

| | | | |
|--|--|---|---|
| ANTIOXIDANTS: Prevent oxidation of cholesterol. | FIBER: Helps maintain healthy cholesterol levels. | FOLATE: Helps decrease the amino acid homocysteine, which at high levels can lead to artery damage. | POTASSIUM: Helps maintain normal blood pressure. |
| Sources: <ul style="list-style-type: none"> • Blueberries • Brussels sprouts • Pineapples • Tomatoes | Sources: <ul style="list-style-type: none"> • Passion fruit • Artichokes • Beans • Pears | Sources: <ul style="list-style-type: none"> • Asparagus • Broccoli • Spinach | Sources: <ul style="list-style-type: none"> • Bananas • Cantaloupe • Raisins • Avocados |

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Beat Flu!

BOOST YOUR IMMUNE SYSTEM WITH THESE FIVE DISEASE FIGHTERS:



TRENDWATCH

YOGA'S DOUBLE BENEFIT: BURN FAT, BUST STRESS

Yoga's link to stress reduction is more than new-age mumbo-jumbo. Studies show the ancient practice lowers levels of the stress hormone cortisol, which has been found to increase belly fat, as well as the risk of cardiovascular disease and diabetes.

What's more, in a University of Pittsburgh study, of 59 obese women ages 25-55 put on a low-fat diet, those who did yoga (3 times a week) and walking (5 times a week) lost more weight (an average of 27 pounds after 4 months) than those who did strength training and walking or just walking alone.




SPINACH FOR ANTIOXIDANTS
 Helps shield immune cells from environmental damage and boosts production of bacteria-busting white blood cells.



EXERCISE FOR STRENGTH
 A recent study by Acadia University in Nova Scotia found that strength training three times a week increased resistance to viral and bacterial infection over 11 months.



CITRUS FOR VITAMIN C
 Helps inactivate a variety of viruses and bacteria while neutralizing free radicals so they can be flushed from the body.



SOYBEANS FOR ZINC
 Zinc supports synthesis of nucleic acids essential for cell repair. Some studies show zinc may reduce duration of cold symptoms.



GARLIC FOR FIGHTING INFECTION
 Antibacterial compounds in garlic help fight infection by clearing away toxins and germs. May also enhance white blood cell activity.

FRUIT SMOOTHIES

(photo shown on cover)

Start to Finish: 5 minutes

- 2 cups chilled fresh or frozen strawberries, blueberries, or raspberries
- 1 cup Dole pineapple-orange juice
- 1 8-ounce carton non-fat vanilla yogurt
- 2 cups crushed ice

In a blender container, combine berries, juice, vanilla yogurt, and ice. Cover and blend for 1 to 2 minutes or until almost smooth. Pour immediately into tall glasses. Makes 3 servings.

Nutrition Facts per serving:
 180 cal., 2 g total fat (g sat. fat), 4 mg chol., 58 mg sodium, 40 g carbo



Weighty Matters

12 Reasons to Make Strength Training Part of Your Exercise Regimen

Love aerobic exercise but loathe lifting weights? You've got plenty of company. Many women don't need to practice "resistance training"—they manage to resist training without even trying!

Multiple studies show how important it is for women to complement their cardio and flexibility workouts with strength training. Studies by Tufts University show that "lightweights" who avoid lifting may not only be losing muscle mass and bone density, but lowering their metabolic rate as well.

The 12 benefits that follow should inspire you to get started with your own strength-training program. The results will keep you coming back for more.

12

LIFT WEIGHT TO LOSE WEIGHT Believe it or not, resistance work beats cardio in terms of overall calorie expenditure. Why? Because even though weight training burns on average 8 to 10 calories vs. cardio's 10 to 12, you continue to burn an additional 25% of the previous weight-lifting session's total well after you've tossed in the towel.

8

TURN TABLES ON TIME As you age, decreasing muscle mass lowers your resting metabolic rate. You can counter this trend with training: For every three pounds of muscle gained, you raise your resting metabolic rate by an average of 120 calories a day.

11

MAINTAIN MUSCLE & BONE Even if weight loss is not your goal, strength training is essential to preserve bone strength and muscle mass as we age. According to Tufts University researchers, people who skip weight lifting entirely will lose about 6.6 pounds of muscle mass per decade.

10

LIFT YOUR LIBIDO It worked for one-third of perimenopausal and newly menopausal women in a two-month strength-training study by Richard Stockton College. Not only did 33% report increased sex drive, 40% felt less anxious, and a full 50% felt less irritable.

BUILD LOWER BACK STRENGTH In one study by the University of Florida, 80% of subjects participating in a weight-lifting program experienced less lower back pain than before the training began.

9

BONE UP!

Resistance training helps preserve bone strength, but of course you need plenty of calcium-rich foods too. While dairy products are well-known sources of calcium, many vegetables and fruits can be good sources of this mighty mineral as well. Here are some healthy ways to get your recommended daily allowance of 1,000 mg:

| 1 cup each | Calcium | Calories |
|--------------------------|---------|----------|
| cooked spinach | 245 | 41 |
| plain yogurt (skim milk) | 488 | 137 |
| black-eyed peas | 211 | 160 |
| kiwi | 60 | 108 |
| blackberries | 42 | 62 |

Total Calcium: 1,046 mg Total Calories: 508

Photography: Opposite page: © Corbis

7

BETTER YOUR BALANCE Strength training helps restore your balance, which, together with flexibility, can help you avoid those slips and falls that lead to injury as you age.

BEAT THE BLUES After a 12-week program of strength training, nearly 90% of seriously depressed seniors in one Harvard study no longer met the criteria for clinical depression.

5

ARTHRITIS RELIEF In one Tufts University study, pumping iron was found just as—if not more—effective as popping pills when it came to alleviating arthritis pain.

FIFTY REPS FOR FORTY WINKS Hit the weights before hitting the hay, and you'll fall asleep more quickly, sleep more deeply, and wake less often. As with other benefits, you'll get as good or better results without the side effects of medications.

4

3

FASTER GUT REACTION One three-month trial found strength training increased gastrointestinal speed by 56%, improving regularity and possibly decreasing colon cancer risk.

REGULATE BLOOD PRESSURE Researchers at the University of Maryland found six months of strength training helped those with high blood pressure shift back into the healthy range.

2

PROTECT YOUR HEART Aerobic exercise is key for cardiac health—but resistance training has an important role too. Various studies have demonstrated weighty benefits to lifting, such as lower levels of cholesterol as well as homocysteine, which in excess can lead to artery damage.

1

With a dozen reasons to reap the rewards of resistance training, only a real dumbbell would fail to make weights a regular part of an exercise routine.

an age-old question:

IS THERE A REAL-LIFE FOUNTAIN OF YOUTH?



“ OLD AGE ISN’T SO BAD WHEN YOU CONSIDER THE ALTERNATIVE,” Maurice Chevalier, the actor and singer, once observed. We all age, but as

modern science is discovering, the process isn’t quite as simple and inevitable as “you get old and then you die.” Many factors—environmental, behavioral, and dietary—affect how quickly, how slowly, and how visibly we age.

For Andrew Conrad, Ph.D., founder and chief science officer of the National Genetics Institute (NGI), aging is all about the rate of our DNA breakdown. He’s been leading a team of the top genetic scientists on a quest to discover the chief saboteurs—and defenders—of our DNA. From such findings he’s able to give people prescrip-

tive recommendations about how to keep many of the negative effects of aging at bay. We caught up with Dr. Conrad recently and asked him to share his insights on the mechanisms—the gas pedal and the brakes, if you will—of the aging process. Here’s what he had to say.

Q What causes aging?

A There are a whole bunch of harsh environmental factors—things like sunlight and toxins (such as cigarette smoke and pollution)—and then there are oxygen-free radicals (caused by metabolic processes such as breathing). All of those things in combination over time cause the symptoms of what we see as aging—the wrinkles, the brittle bones, the graying hair, etc. But while aging is inevitable, the rate at which we age can be dramatically different from one person to the next, depending on lifestyle and diet.

WHAT ARE ANTIOXIDANTS?

Antioxidants are protective compounds found in fruits and vegetables that help prevent free radicals from attacking cells and damaging DNA, thus reducing the risk of cancer and other diseases. Top sources of antioxidants include pomegranates, prunes, Concord grape juice, blueberries, blackberries, kale, Brussels sprouts, kiwis, oranges, spinach, and apples.

WHAT ARE FREE RADICALS?

Free radicals are naturally occurring, chemically unstable oxygen molecules that can cause cell damage, heart disease, and cancer. Stress, smoking, and over-exposure to the sun can cause an excess of free radicals.

Q How does improper diet accelerate the aging process?

A Poor diets—whether low-carb diets or fast food—tend to skimp on those foods that will give you the nutrients and antioxidants you need to both protect against and repair DNA damage. That’s why fruits and vegetables are so important—they’re rich sources of antioxidants, those compounds that serve as “armor” for your DNA. You’re going to get hit by environmental toxins and by sunlight and by metabolic free radicals, but you’re going to get hit a lot harder if you don’t have the armor provided by such nutrient-rich foods.

Q Why is it that fruits and vegetables have this “armor” but more processed foods don’t?

A I’ve talked about the environment in which human beings live. Now think of the environment in which plants live. They are constantly bombarded by the sun and viruses and predators; over millennia they’ve evolved ways of protecting their own DNA from such threats. When we eat them, the protective benefits they evolved to guard their own DNA are passed along to us.

Q OK, we’ve talked about some of the ways that DNA damage is preventable, but is it reversible?

A Sorry to disappoint, but no, aging is not technically reversible. You can repair a lot of the damage and some scientists believe the length of human life span could be potentially many times longer than what it is today. Some have even said that human beings could live as long as 600 years, with a few minor genetic adjustments.

We may not live long enough to find out what surprises science has in store for us over the next 600 years—but for now, experts like Dr. Conrad agree that your best bet for staying healthy and vital into your golden years is to avoid DNA-damaging villains, such as too much sun and cigarette smoke, while protecting your body’s ability to regenerate itself with the powerful antioxidants found in fruits and vegetables.

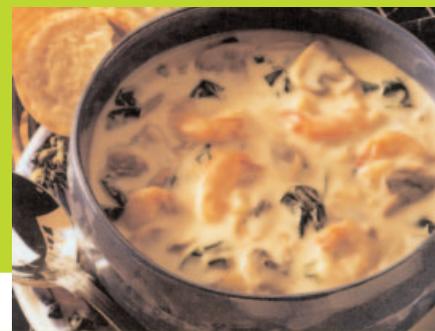


Illustration: Paul Oakley, Bernstein & Andriulli

one

ingredient
three ways

spinach's starring role in the "Popeye" comic strip rested on the popular belief that it was loaded with iron. While that misconception was later linked to a misprint, modern science has discovered other powerful compounds contained in spinach that make this versatile veggie a dietary superhero.



It turns out this leafy green does indeed pack a powerful antioxidant punch—all in self-defense. Antioxidants help protect you against the kind of free-radical damage associated with increased risk of cancer and the negative effects of aging. The particular antioxidants found in spinach have specific benefits for your eyes, skin, hair—even your brain!

One study by Harvard Medical School, for example, found that women who eat healthy amounts of spinach might delay the onset of dementia later in life. Another found the leafy green could help combat prostate cancer. Spinach may also play a role in preventing age-related macular degeneration, the leading cause of blindness in people over 60.

You'll also get a healthy dose of vitamins A, C, and K, folic acid, potassium, magnesium, and—yes—iron in just one ½-cup serving of cooked spinach, for a mere 21 calories.

Best of all, spinach is like a culinary canvas just waiting to bring out the creative chef in you. Healthy and highly adaptable, this leafy green can be tossed, sautéed, pureed, and souffléed into so many different and tasty dishes, you'll never get tired of discovering new ways to serve up this delicious and nutritious mainstay.

1 Creamy Shrimp and Spinach Stew

START TO FINISH: 30 MINUTES

- 8 ounces fresh or frozen peeled, deveined small shrimp
- 1 cup sliced fresh DOLE Mushrooms
- 1 medium onion, chopped (½ cup)
- 1 clove garlic, minced
- 2 tablespoons margarine or butter
- 3 tablespoons all-purpose flour
- 1 bay leaf
- ¼ teaspoon ground nutmeg
- ½ teaspoon pepper
- 1 1½-ounce can vegetable or chicken broth
- 1 cup evaporated skim milk
- 2 cups torn fresh DOLE Spinach
- ½ cup shredded Gruyère cheese (3 ounces)

one Thaw shrimp, if frozen. Rinse shrimp; set aside.

two In a medium saucepan cook mushrooms, onion, and garlic in margarine or butter until tender. Stir in flour, bay leaf, nutmeg, and pepper. Add vegetable or chicken broth and evaporated skim milk all at once. Cook and stir until mixture is thickened and bubbly.

three Add shrimp. Cook for 2 minutes. Add spinach and Gruyère cheese. Cook and stir until spinach wilts and cheese melts. Remove and discard bay leaf. *Makes 4 servings.*

NUTRITION FACTS PER SERVING:
267 cal., 12 g total fat (4 g sat. fat), 104 mg chol., 679 mg sodium, 17 g carbo., 2 g fiber, 23 g protein.

2 Spinach, Sorrel, and Orange Pesto

START TO FINISH: 15 MINUTES

- ¼ cup slivered almonds, toasted
- 1½ cups loosely packed fresh DOLE Spinach leaves
- 1½ cups loosely packed fresh sorrel, arugula, or watercress leaves
- ½ cup olive oil
- ½ cup grated Parmesan or Romano cheese
- ½ teaspoon finely shredded orange peel
- 3 tablespoons orange juice
- ¼ teaspoon ground red pepper
- ¼ teaspoon salt

one Place almonds in a food processor or blender container. Cover and process or blend the almonds until finely chopped. Add the spinach and sorrel or arugula or watercress; cover.

With the machine running, gradually add the oil in a thin, steady stream, processing until the mixture is combined and slightly chunky. Add Parmesan or Romano cheese, orange peel, orange juice, ground red pepper, and salt. Process or blend just until combined.

two To store, divide pesto into ¼-cup portions and place in airtight containers. Store in the refrigerator for up to 1 week or in the freezer for up to 3 months. To serve, bring pesto to room temperature and spread on grilled salmon, grilled chicken, or toasted bread. *Makes ¾ cup.*

NUTRITION FACTS PER SERVING: 82 cal., 8 g total fat (1 g sat. fat), 2 mg chol., 80 mg sodium, 1 g carbo., 0 g fiber, 2 g protein.



3 Springtime Spinach Salad

START TO FINISH: 15 MINUTES

- 8 oz. DOLE Asparagus spears or 1 package (10 oz.) frozen asparagus tips
- ¼ cup water
- 1 package (6 oz.) DOLE Baby Spinach or Spinach and Leaf Salad Blends
- 1 pint fresh DOLE Strawberries, sliced
- 1 cup thinly sliced red onion
- ½ cup crumbled feta or blue cheese
- ½ cup bottled raspberry vinaigrette or red wine and vinegar dressing

one Break off woody ends of asparagus (the bottom 1 to 1¼ inches) and discard. Cut asparagus into 1-inch lengths. Place in a microwaveable dish with water. Microwave on High power for 3 minutes. Immediately rinse asparagus under cold water for 1 minute; drain well.

two Place salad blend, drained asparagus, strawberries, onion, and cheese in a large bowl.

three Toss ingredients well with salad dressing; serve immediately. *Makes 6 side-dish servings.*

NUTRITION FACTS PER SERVING: 103 cal., 4 g total fat (2 g sat. fat), 15 mg chol., 494 mg sodium, 14 g carbo., 0 g fiber, 5 g protein.



secrets of spa cuisine

Learn how you can trick your own eyes and stomach into being satisfied with smaller portions and fewer calories.



It's a fine line—spa-goers want to feel pampered and indulged, but they also want to lose pounds. How do spas serve up just the right balance?

Spa experts know you'll have a far better chance of changing your diet and maintaining weight loss over time if you find ways of eating that don't leave you feeling hungry or deprived.

Perhaps the **most important key** to unlocking the secret of spa cuisine is understanding the volumetric approach. Simply put, it means choosing foods with high volume—"big" foods like fruits and vegetables that are bulked up with water and fiber—and avoiding energy-dense foods that pack lots of calories into little packages (think butter).

If you think about it, it's just common sense: Pound for pound, fruits and vegetables have fewer calories than other food groups. Research by Penn State University suggests that healthy women instinctively eat about three pounds of food a day. But depending on your food choices, those three pounds can add up to a lot of calories—or relatively few.

Once you master this central tenet of successful dieting, you'll find it really is possible to eat more—and weigh less. The new Dole Wellness Center, Spa & Hotel will customize diets for each visitor and offer classes in spa cuisine and proper nutrition.

We hope you'll be the first to join us when the complex opens next year, but until then here are a few tricks of the trade you can start incorporating into your own diet today. Learn more about the Dole Wellness Center at www.dole.com.

try this at home

START WITH SALAD.

In one Penn State study, women given large, low-calorie salads before being served the rest of their lunch ended up eating 100 fewer total calories. Salads must be large (3 cups) and sparingly garnished and topped with low-fat dressing.

STAY HYDRATED.

Those pretty pitchers of cucumber and lemon water in spa waiting rooms are there for a reason. Spa specialists know that thirst is sometimes mistaken for hunger. Now German researchers report that drinking water may actually elevate your metabolic rate.

BE A SPICE GIRL.

Pungent, flavorful spices can trick your brain into thinking you've eaten more so that you eat less. By getting your taste buds to sit up and pay attention, you'll be more likely to savor—rather than simply inhale—your next meal.

EAT TO THE BEAT.

Up-tempo music to accompany your meals may help keep your appetite in check. In one British study, diners listening to Britney Spears' "Oops!... I Did It Again" ate 9% less than those who ate to the music of "Swan Lake."

PORTION CONTROL.

Try tricking yourself into drinking less by pouring your beverages into tall, slim glasses. Research has shown that when people drink from tall glasses, they think they're drinking more—when they actually are consuming less.

DRINK ALCOHOL IN MODERATION.

Even one drink can impair your fat-burning furnace for up to 24 hours. Lowered inhibitions can also lead to overeating.

Live Well.

And Save Money—with Dole.

SAVE 50¢

on any **2** cans of DOLE®
20 oz. Pineapple



Manufacturer's coupon **Expires 12/31/05**

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SAVE \$1.00

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SAVE 75¢

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Bowls® and Fruit Bowls
in Gel



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