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**LLC**

**Contact: The Londre Company,**

(310) 471-3138  
Patti Londre x105  
[patti@londre.com](mailto:patti@londre.com)

## **Dole Announces New Foodservice Microwaveable Asparagus Pack**

*Value-Driven Pack Fulfills Restaurants' Need for Convenience*

**SALINAS, Calif.** (August 22, 2006) – Dole Fresh Vegetables Company announces the introduction of new Dole® Restaurant Ready ® Asparagus. With foodservice operators seeking a more convenient, value driven asparagus pack, Dole rose to the challenge, creating a new product that eliminates both prep time and waste. This new item includes hand selected fresh asparagus – already cut to a tip form, thoroughly washed and packed in a patent-protected, breathable microwave-ready bag, ready to serve in 6-8 minutes.

This product is being offered in 1.5lb and 2.5lb bags that extend shelf life by six days. Available in a 100% edible seven inch tip length, this product is hand-selected and sorted to insure uniform sizing.

While focus of this fresh solution lies in providing usable product portions and simplified product preparation, improvement to the end-user is also seen in price. Dole's fixed pricing on this item helps maintains stable food costs, while reduced labor costs and decreased freight cost is achieved per usable pound. Like all Dole products, this asparagus is grown, harvested and packed under the best food safety practices.

To prepare, simply cut a quarter-inch notch in the top of the bag, and microwave six to eight minutes, turning once. Asparagus cooks to be tender, yet remains crisp. Each case contains ten 1.5lb bags or six 2.5 pound bags.

For sales or more information about Dole Fresh Vegetables Foodservice Products, contact Terry Kuhel, Western Business Development Manager 909-949-2608 or Tony Altimore, Eastern Business Development Manager, 724-444-1477.

Dole Food Company, Inc., with 2005 revenues of \$5.9 billion, is the world's largest producer and marketer of high-quality fresh fruit, fresh vegetables and fresh-cut

flowers. Dole markets a growing line of packaged and frozen foods and is a produce industry leader in nutrition education and research.

This release contains "forward-looking statements," within the meaning of the Private Securities Litigation Reform Act of 1995 that involve a number of risks and uncertainties. Forward looking statements, which are based on management's current expectations, are generally identifiable by the use of terms such as "may," "will," "expects," "believes," "intends" and similar expressions. The potential risks and uncertainties that could cause actual results to differ materially from those expressed or implied herein include weather-related phenomena; market responses to industry volume pressures; product and raw materials supplies and pricing; electrical power supply and pricing; changes in interest and currency exchange rates; economic crises and security risks in developing countries; international conflict; and quotas, tariffs and other governmental actions. Further information on the factors that could affect Dole's financial results is included in its SEC filings, including its Annual Report on Form 10-K.