

VAN HOLTEN'S® PICKLE FROZEN & ICED DRINKS

Bold Flavor. Big Personality. Built for Convenience.

Pickle flavor is no longer a novelty - it's a movement.

Van Holten's®, the iconic pickle brand consumers already know and love, is bringing its unmistakable taste to the frozen and iced beverage category through a new dispensed beverage program developed in partnership with Hudson-Leramo Beverage Group.

This is sports drink meets lemonade, with a bold pickle twist that's unique in theory and addictive in practice.



Talk to your sales rep about bringing in these exciting new products for your customers!

A Unique & Addictive Flavor

WHAT IT TASTES LIKE:

- A balanced blend of sweet and sour
- Often described as a savory limeade with a strong pickle punch
- Flavor evolves as you drink it. The cold mutes the sweetness and amplifies the pickle flavor
- Refreshing, craveable, and highly sip-worthy

Consumers try it out of curiosity—and keep coming back for more.

Item Specifications

- Frozen Un-carbonated Beverage, Dill Pickle, LTO 3 gallon BIB
- Frozen Un-carbonated Beverage, Dill Pickle, LTO 6/64 oz. Jugs



Why it Wins at Retail

- High trial & repeat consumption, driven by bold, conversation-starting flavor
- Strong brand recognition in convenience and on-the-go retail
- Incremental beverage sales with standout frozen & iced options
- Perfect for fountain & frozen equipment
- Seasonal and year-round appeal

This is a beverage that stops customers at the machine and gives them something to talk about.