

YOUR FAVORITE SODA JUST GOT CREAMIER



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AVAILABLE ON

 **TECH
GUIDES**



 **LANCER**®

Founded in 1967 in San Antonio, Texas, **Lancer Corporation** is the global leader in beverage dispensing innovation, providing high-performance equipment for customers in the foodservice, retail and hospitality markets worldwide.

Lancer delivers quality, reliability and innovation to help customers create better beverage experiences.

As a member of the Hoshizaki Alliance — a group of independent companies driven by a shared mission to cater to customer needs with original, top-tier offerings — Lancer Corporation contributes to a collective evolution of Hoshizaki as a whole with products and services that enhance the lives of their customers.

Dirty SODA

The Fastest-Growing Beverage Trend

 **LANCER**®

A HOSHIZAKI Company





FROM NICHE TREND TO BEVERAGE POWERHOUSE

What began as a niche drink trend in Utah has grown into a nationwide beverage phenomenon. Popularized by specialty soda chains like Swig, dirty soda combines fountain beverages with flavor shots, creams, fruit flavors, and other customizable add-ins.

Today, the trend is gaining momentum across both QSRs and convenience stores as consumers seek personalized, premium, and shareable beverage experiences.

Major restaurant brands are adding crafted sodas and specialty drinks to their menus, while beverage manufacturers are introducing dirty soda-inspired products and ready-to-drink concepts.

For convenience stores, the opportunity is clear: many already have the ingredients needed to create high-margin, highly customizable beverages that drive traffic and repeat visits.

THE OPPORTUNITY

- Differentiate beverage programs
- Create signature menu offerings
- Drive premium beverage purchases
- Attract younger consumers
- Drive beverage-led traffic



Mix flavors, creams, and functional add-ins to create unique beverages that keep customers coming back for their next customized creation.

POPULAR DIRTY SODA INGREDIENTS

FLAVOR SHOTS

Cherry • Vanilla • Coconut • Lime • Strawberry • Peach • Mango • Raspberry • Watermelon • Pineapple • Blue Raspberry • Blackberry • Pomegranate • Orange • Green Apple

PREMIUM ADD-INS

Sweet Cream • Cold Foam • Coconut Cream • Fruit Purees • Energy Boosts • *Endless Possibilities!*

THE ORIGINAL RECIPE

THE CLASSIC

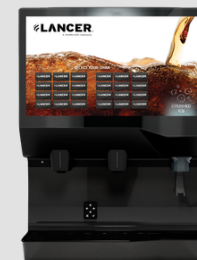
Diet Coke + Coconut + Creamer + Lime wedge



OUR TOP PICKS

BOLD 30i

- Carb/Non-Carb Flexibility
- From 20 to 24 Brands, Plus 4 Flavor Shots
- 16 Chilled / 12 Ambient
- Ice Capacity: 280 lbs
- Customizable Interface
- 32" Digital Merchandiser
- Wi-Fi Embedded
- Lancer Link™ included



TWIN POUR

- Up to 266 Flavor Combos
- Ice Capacity: 312 lbs
- LCD Screen Merchandiser
- Chewable and Cubed Ice
- Dual 7" Digital Merchandiser
- Dispense 2 Types of Ice Simultaneously



Ice Cooled Drop-In

ICDI

- Front Plumbing Inlets
- Stainless Steel Hard-plumbed towers
- LEV® Valves Standard
- Available Configurations: 6, 8, and 10-valve
- 100% Carbonation and Plain Water Flexibility

