



Soft Serve Messaging to Customers and Frequently Asked Questions

About Eclipse Non-Dairy Soft Serve:

- Top 9 Allergen Friendly
- Gluten, Nut & Soy Free
- Vegan
- Non-GMO
- Kosher (Certified, OU-DE)
- Chef-Crafted

Messaging on Eclipse Soft Serve Ingredients (Staff / POS / Quick Chat)

- Eclipse soft serve is rich and ultra-creamy, while being non-dairy and allergen-friendly.
- Made with cassava (tapioca), fava bean protein, and other plant-based ingredients to deliver a rich, creamy texture and indulgent flavor.

Why is there rapeseed/canola oil?

It gives the soft serve the fat content it needs to create a rich and creamy texture and mouthfeel.

What is it sweetened with?

We use vegan friendly cane sugar.

Isn't canola oil bad for you?

Canola oil is one of the healthier oil options available – it's low in saturated fat and high in healthy fats.

What is OU-DE?

OU-DE is a kosher certification indicating that the product contains no dairy ingredients but is made on equipment also used to produce dairy products.

Is Eclipse Soft Serve sustainable?

Yes. We've partnered with HowGood to measure the environmental impact of our products. Based on their analysis, Eclipse Vanilla Soft Serve has a 72% lower carbon footprint than conventional dairy vanilla soft serve.*

Based on cradle-to-manufacturing-gate emissions of 0.84 kg CO₂e/kg for Eclipse Vanilla Soft Serve compared to 2.95 kg CO₂e/kg for conventional dairy vanilla soft serve.

Eclipse Soft Serve is Top 9 Allergen-Friendly. While it is manufactured on shared equipment that also processes milk, egg, and peanut, thorough cleaning protocols and allergen testing are in place to minimize the risk of cross-contact.



eclipse[®]

Non-Dairy Soft Serve

Irresistibly Creamy,
Seriously Delicious.



Allergen
Friendly



Vegan



Chef-Crafted