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Shanghai Disney Resort and Dole Announce New Multi-year Resort Alliance

Announced on International Pineapple Day, the new multi-year resort alliance will see Dole's fresh fruit offered throughout Shanghai Disney Resort

Shanghai, June 28, 2020 – In the tropical spirit of International Pineapple Day on June 27, Shanghai Disney Resort and Dole jointly announced that the two parties had entered into a new multi-year resort alliance, which introduces Dole as the Official Fruit Sponsor of Shanghai Disney Resort. This new deal will see Dole serve and supply the resort with an extensive array of fresh, healthy fruit in creative and innovative ways available just in time for guests to enjoy this summer.



“Fresh fruit has never been more popular and a healthy diet more relevant, so we are particularly pleased to form a new multi-year alliance with Dole,” said Joe Schott, President and General Manager, Shanghai Disney Resort. “Dole is a globally-renowned brand recognized for their commitment to providing consumers with fresh, healthy fruit and we are delighted that we will be able to work together to bring our resort guests exciting fruit options. Shanghai Disney Resort is always looking for new and innovative ways to enhance the entire guest experience, and with



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Dole as our Official Fruit Sponsor, we look forward to providing guests with additional enjoyable options.”

Since its opening, Shanghai Disney Resort has been committed to providing guests with an exceptional experience in all aspects of their visit, including offering a diverse range of dining options at the resort. This new alliance will mean an increased number of healthy options to be on offer to guests, and with Dole products available throughout the park and at both resort hotels, guests will continue to be able to enjoy healthy dining options no matter where they are in the resort.



“At Dole, we are committed to consistently providing safe, high-quality fresh fruit and many other food products with strict standards of food safety and quality,” said, Terry Chan, General Manager, Dole China. “We are thrilled to be able to announce the resort alliance with Shanghai Disney Resort on this year’s International Pineapple Day. We share the same vision in promoting a healthy lifestyle, and with this alignment we look forward to offering new and exclusive products and experiences for our consumers as well as guests visiting Shanghai Disney Resort.”



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Chip & Dale's Treehouse Treats

Under this alignment, Dole products will be found at various locations throughout the resort, including at Chip & Dale's Treehouse Treats located on Mickey Avenue as soon as guests enter the park. Shanghai Disney Resort and Dole will jointly produce fruit-based products that will be on offer at these locations, giving guests unique fruit snacking options, coupled with a magical Disney touch.



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Further to this, since the Disney Inspiration Runs have been a beacon of health and fitness in Shanghai, Dole will participate in future events, where they will be featured as the Official Fruit Sponsor and appear in various ways on run routes and on various run products. Fruit will also be offered to runners to help boost their energy while staying fit and healthy.

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