



# SCOOP SCHOOL

Retail Ice Cream and Frozen Dessert Training Course

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**743 Spirit 40 Park Dr, Chesterfield MO 63005**

Located in the STL Ventureworks Building

For questions about the course please email [steve@scoopschool.com](mailto:steve@scoopschool.com) or call 636 778 0297

Please note we are on **Central Standard Time**

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## Monday – Day One

<b>9:00am – 9:15am</b>	<b>Introductions and Welcomes</b>
<b>9:15am – 10:00am</b>	<b>Categories of Frozen Desserts</b> What makes ice creams different from one another? Here we talk differences between butterfat, air content, the machines that make ice cream and the methods of serving. Covering water ices and sorbets, frozen yogurt and soft serve, gelato, frozen custard and premium ice cream.
<b>10:00am – 10:45am</b>	<b>Store Location, layout and Design</b> Poor choice of location is the number one reason for retail business failure. What key elements make a great location? How do you choose between good and great? What are the key Principles to measure the quality and the viability of your location? Also we cover how to layout your space to maximize production, flow and volume.
<b>10:45am – 12:00am</b>	<b>Ice Cream Mix Formulation and Freezing</b> How Ice Cream Mix is manufactured from the dairy farmer to the delivery at the back door. Here we cover the technical know-how to produce the best quality products using a base mix from a Dairy supplier.
<b>12:00pm – 1:00pm</b>	<b>Lunch (Provided)</b>
<b>1.00pm – 2:00pm</b>	<b>Vanilla Production and Usage</b> History of Vanilla, production techniques and best usage to give you a unique and proprietary taste profile. Also practices to enhance your other bases and flavors.
<b>2:00pm – 5:00 pm</b>	<b>Machine Introduction &amp; Blind Vanilla Taste Test</b> Parts Recognition, ice cream machine assembly and disassembly freezing, extracting and a blind taste test of 6 varieties of fresh Vanilla Ice Creams. Here we touch on taste, mouthfeel and pasteurization techniques that make ice cream mixes differ from one another.

## Tuesday - Day Two



- 9:00 am – 10:00 am**      **Business Finance**  
Not the most fun part of running an ice cream business but certainly one of the most important. Here we cover food and labor costs as well as capital outlay, set up costs, ongoing financial procedures and profit and loss sheets.
- 10:10am - 11:00am**      **Health Issues**  
Foodborne illness has become one of the key focal areas of nearly every quick service and fast casual restaurant. In this session we cover the prevention of food borne illness and best employee practices. Also we cover the role of health department in your Business, as well as understanding best cleaning & sanitation practices.
- 11:10am – 12:00pm**      **Flavor Profiling**  
Understanding the basic flavoring principles between bases, purees and extracts can unlock an endless variety of frozen dessert flavors and menu items. Here we cover the basis of all flavor profiles and how to achieve a unique and proprietary flavor for your business
- 12:00 pm – 1:00 pm**      **Lunch (Provided)**
- 1:00pm – 2:00pm**      **Flavor Profiling and use of extracts, pastes and flavors**  
Here we put the theory into practice and formulate flavor profiles for ice cream and other types of frozen desserts before freezing them down. Using extracts, flavors, bases and purees, we spend some hands on time flavoring, mixing and freezing frozen desserts. Oh yeah – we also them. 😊
- 2:00pm – 4:00pm**      **Practice Assembly, Sanitize and Run frozen dessert flavors**  
Let's put our equipment together, sanitize and prepare to run our culinary masterpieces by making flavored Ice Cream. We will be making 6 or 7 unique flavor recipes from sorbet and Italian ices to custard and premium ice creams.
- 4:00pm – 5:00pm**      **Portion Control and Scooping Techniques**  
Portion control and scooping techniques are the basis for your entire business. Learning to scoop and portion correctly not only helps you establish financial controls, but also creates a consistent experience for your customers.

## Wednesday – Day Three

- 9:00am – 11:30pm**      **Store Management**  
What does it take it open and operate an ice cream store?  
We discuss key principles of operating hours, staffing patterns, hiring and firing, policies and procedures, opening day and ongoing management responsibilities.



## DAY THREE CONTINUED...

**11:30am – 12:00pm**

### **Containers and Cups**

This session covers packaging of your ice cream and frozen desserts both for wholesale, retail and what your customer gets their frozen treat in. What is industry standard and the new greener varieties of packaging available? The cup you hand your product in is an extension of your brand so choose wisely my friends.

**12:00 pm – 12:40 pm**

### **Lunch (Provided)**

**1:00pm – 4:00pm**

### **Product making and assembly**

Here's the fun stuff. This is how all of your menu items are made. There are some key principles to stacking scoops for sundaes, blending shakes and malts and making other treats. We will also learn how to roll waffle cones, bowls and other delicacies.

**4.00 pm - 4.30 pm**

### **Wrap Up, End Seminar**

For those participating in the standard course, we will go over some final questions / comments and if you have passed the rigorous final examination, you will be in our class photograph and be presented a certificate of completion. If you can't stand to leave – there is an option to remain for the advanced course dates.

## OPTIONAL 2 DAYS – ADVANCED COURSE

### Thursday – Day Four

**9:00am – 12:00pm**

### **Dairy Mix Plant Tour**

Take a guided tour of a working mix manufacturing plant covering all steps from the raw products arriving from the farm to the shipping of your completed frozen dessert mix out the door. A revealing look into the process of dairy manufacturing.

**12.00pm - 1.00pm**

### **Lunch (Provided)**

**1:00PM – 2:00PM**

### **Novelties, Cakes and Pies**

Add on sales are extremely important to a retail or wholesale frozen dessert business. Here we look at taking your finished product and creating items to wholesale or upsell to your customers. This process also reduces waste and lowers your food costs percentage.

**2:00pm – 5:00pm**

### **Add on Food**

Another challenge is pairing food products to your ice cream to increase sales. In this session we cover homemade Calico Fudge Classes, novelty Popcorn, roasted Nuts, fresh baked Poffertjes and other “add on” food options to increase sales and business growth.



## **Friday – Day Five**

**9:00am – 10.30am**

### **Marketing and Promotion – *Steve Christensen***

Understanding and mastering marketing and promotional principles can help your business soar. In this session we cover developing a marketing plan, brand awareness principles and frozen dessert promotions. Some practical advice to hold simple but effective promotions at least once or twice a month.

**10:30pm – 12:00pm**

### **Menu board Design and Layout.**

The menu board is the window to your businesses soul. Customers buying patterns are very much determined by the layout and design of your menu boards. In this session we look at menu board options as well as the layout of the boards and highlighting of specialty menu items and limited time offers (LTO's).

**12:00pm – 1:00pm**

### **Lunch (Provided)**

**1.00pm – 3.30pm**

### **Ice Cream Crawl**

In this session we load up and visit St Louis famous and not so Famous ice cream and frozen dessert locations and look behind the curtain at a few local ice cream businesses. Particularly useful in looking at real world examples of what we have covered over the past 4 days and how retailers excel and maybe struggle with retail and business concepts.

**3.30pm - 4.00 pm**

### **Wrap Up II**

Final questions and closing comments. Issuing of the class certificates and a tearful farewell to you all.