

Our Course Mission

To provide the very best, most accurate information that frozen dessert retailers need to be successful in this industry today so you can manage your business for more profit, better employees, and effective promotions.

Who Should Attend

Business owners and managers in the ice cream industry.
Anyone looking to get into the business.
Anyone who manufactures ice cream with a batch freezer.
Business managers directly responsible for the success of a frozen dessert business.
Industry suppliers and sales representatives who sell to shop owners.

Where

The program will be held at the Department of Food Science, UW-Madison, Room 205, Babcock Hall, 1605 Linden Drive, Madison, WI.

Lodging

Lodging is not included in the registration fee. Local area hotels include:

BEST WESTERN PLUS INNTOWNER MADISON
2424 UNIVERSITY AVENUE
MADISON, WI 53726
608-233-8778

MADISON PLAZA HOTEL
3841 E WASHINGTON AVE
MADISON, WI 53704
608-819-6298

SPRINGHILL SUITES MADISON
4601 FREY STREET
MADISON, WISCONSIN 53705
608-233-4580

WISCONSIN UNION HOTEL
UNION SOUTH
1308 W DAYTON ST
MADISON, WI 53715
608-263-2600



Schedule (Tentative)

Monday

- 8:00 Registration
- 8:30 Introduction of staff and class
- 9:30 Being an Entrepreneur: A day in the life of
- 10:00 Break
- 10:15 How to organize an ice cream business plan
- 12:00 Lunch (provided)
- 1:00 Breaking down a profit and loss statement
- 2:00 Break
- 2:30 Menu mix and how to set up a profitable menu
- 4:00 Examining the concepts of quality and service
- 5:00 Plant tour
- 5:30 Adjourn

Tuesday

- 8:00 Hiring, training, and maintaining employees:
How to build a team
- 8:30 Marketing and promotional ideas
- 9:00 Break
- 10:00 Understanding social media and how to use it
- 11:00 Buying ice cream supplies and equipment
- 12:00 Lunch (provided)
- 1:00 Making your own hard with batch freezers:
Ice cream, custard, gelato, sorbet, and sherbets
- 2:15 Break
- 2:30 Buying from a wholesaler: How to choose and
what to expect from them
- 3:30 How to make ice cream cakes and novelties
- 4:00 Selling by weight
- 4:30 Portion control
- 5:00 Adjourn



Your business is too important to tackle issues trial-by-error and to manage your people with hit-or-miss philosophies. Get it right the first time by attending this course.

Registration

Successful Ice Cream Retailing

University of Wisconsin-Madison

January 10 & 11, 2022

How to register? Click on the following link to register:

[Successful Ice Cream Retailing Workshop](#)

Enrollment is limited; the cutoff is based on the date of registration. The entire registration fee must be paid in full to secure a registration spot.

Cancellation policy: Applicants may cancel up to thirty days before the short course, but are assessed a \$100 fee. Cancellations received less than thirty days prior to the course are assessed a \$300 fee. Substitutions may be made at any time.

Contact Ms. Hope Nicholson with any questions regarding registration.

Hope Nicholson (She/her)
Department of Food Science
University of Wisconsin - Madison
1605 Linden Drive, Room 105D
Madison, WI 53706
Direct Phone: (608) 265-2729
emnicholson@wisc.edu
<https://foodsci.wisc.edu/>



A complete ice cream retailers' course, taught by retailers, for retailers.