



Successful Ice Cream Retailing

JANUARY 8 & 9, 2024

Babcock Hall, Room 205

1605 Linden Drive

Madison, WI 53706

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.

REGISTRATION

Register online at dairyfoods.wisc.edu or contact Hope Nicholson at emnicholson@wisc.edu

The registration fee of \$700 includes cost of instructional materials & supplies, break & lunch, and registration. Lodging, parking and other meals are not included.

Cancellation policy: applicants may cancel up to 30 days before the course, but are assessed a \$500 fee. Substitutions may be made at any time.

LODGING

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

DoubleTree by Hilton Madison Downtown
525 W Johnson St
Madison, WI 53703
(608) 251-5511

Wisconsin Union Hotel
Union South
1308 West Dayton St
Madison, WI 53715
(608) 263-2600

Best Western Plus InnTowner Madison
2424 University Ave
Madison, WI 53726
(608) 233-8778

OUR 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.

SCHEDULE

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
4:00 - 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
4:00 - Adjourn

