

# Case in Point

## Cream of the crop Purbeck Ice Cream

### Purbeck Ice Cream

Hazel and Peter Hartle have been making ice cream for over 20 years from their family farm in Kingston. Originally a dairy farm, changes in government quotas meant that the business needed to diversify in order to survive, so with a passion for ice cream, Hazel and Peter decided to put the surplus milk to good use.

Purbeck Ice Cream has grown consistently over two decades and has created a nationally recognised brand, known for its excellent quality and taste, and made with all natural ingredients. With over 20 flavours of ice cream and another 12 Dorset Spring Water sorbet flavours, it comes as no surprise that this award winning company has experienced a 75 per cent increase in profits year on year for the last three years, turning over in excess of £1.5 million in the last financial year.

Business Link Adviser Beryl Griffiths said: 'Hazel and Peter have developed great business planning skills that have shaped the continuous growth of the business. They have looked to Business Link to provide advice, guidance and support over the last decade



and they have been extremely proactive in building their brand.' A traditional Dorset-based family business, Purbeck Ice Cream has 15 full time members of staff, including four members of the Hartle family, so the sustainability of the business is very important.

Business Link has recently helped Hazel and Peter identify their strengths and weaknesses to aid and develop an ongoing five year plan. 'In fact this is our second five year plan,' said Hazel Hartle, Managing Director of Purbeck Ice Cream. 'It's essential to look ahead and develop a strategy in order to remain successful.

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'Earlier this year we asked Business Link to benchmark the company against other ice cream manufacturers and we constantly revisit that document to make sure that we're performing to the best of our ability. We also sought advice from Business Link at the onset of the journey to gain the Investors in People accreditation. Having access to support, advice and signposting from real people, right on our doorstep has been invaluable.'

'Purbeck Ice Cream is a great example of a company that seeks to safeguard its success at every opportunity,' said Beryl Griffiths.

'Hazel and Peter are committed to developing both the brand and the business, and they work extremely hard to maintain the high standards for which the company has become known.'

### 20th anniversary

In February 2008 the company achieved its 20th anniversary as an ice cream manufacturer and the future certainly looks bright. Purbeck Ice Cream was recently awarded the national Great Taste Award from the Guild of Fine Food Retailers for chocolate orange ice cream, along with the Taste of the West Product Award for cappuccino ice cream.

#### Company overview

Established:	1988
Sector:	Food Retail
No. of employees:	15
Turnover:	£1,500,000

[www.purbeckicecream.co.uk](http://www.purbeckicecream.co.uk)

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