

10

Ways to Sell More Ice Cream

We all know that when it comes to ice cream, the sun coming out is just about the best sales tool available. But, when mother nature turns her back on us, how can we make sure our frozen assets don't put a strain on our resources? **Nicola Mallett** consults the experts

cream o' GALLOWAY
SIMPLY NATURAL



Supporting
British organic
dairy farmers
and third
world
growers



MADE FAIR
ethically made for a
fairer world

www.creamogalloway.co.uk - 01557 814040

1 Push Local

The constant buzzword of the moment, not even ice cream can escape the draw of local food purchasers. With many dairy farms having diversified into ice cream production, the plethora of brands available is wide and abundant, allowing retailers to quite simply be spoilt for choice. "I have noticed over the past couple of seasons that customers are talking more about British foods and strong products from the regions," says Angela Parker at speciality ice cream maker, Callistick Farm. "No longer is it good enough to offer the same as everyone else. Foodies are looking for something special: products with provenance, family businesses where all members know everything about the production from start to finish and are passionate and proud of their creations."

2 Consider Ethics

Despite the recession, there's still a strong desire to eat ethically and ice cream buyers are no different. "It is easy to play it down and say people are penny pinching, but there is still a core who want ethical foods," explains Wilma Finlay at organic and fair trade ice cream company, Cream O'Galloway. "If you can offer something that is fair trade, organic and tastes great then you'll have happy customers." She believes that despite the economic concerns,

people still want to benefit others and delis offering the full package will reap the benefits. "There's a strong feeling towards supporting British food. We're one of very few companies offering organic and fair trade and we're finding that sales remain high probably because our product ticks all the boxes."

3 Pay Attention to Packaging

Bearing in mind that ice cream is displayed in largely unexciting freezers, finding products with eye-catching packaging is essential to making your displays as attractive as possible. "Our packaging is quirky," explains Wilma Finlay at Cream O'Galloway. "This not only makes it appealing to retailers, but also to the consumer as well."

"Ice cream is particularly impulse driven so the right packaging design really can make all the difference," she adds.

4 Value for Money

Over the last few years consumers have become used to shelling out on luxury ice cream brands, with the likes of Ben & Jerry's bringing a new focus to the category. However, there's a limit to what people are prepared to pay, so even a company making a luxury, handmade ice cream from local milk, using artisan skill must not price itself out of the running. "Whatever happens,

speciality ice cream makers simply can't charge more than the market leaders. Customers normally have a price in their mind, so retailers need to set the cost accordingly, even if it means a smaller margin," advises Wilma Finlay.

5 Favourite Flavours

Whilst unusual combinations are attractive, the old favourites remain the best sellers. "A core range of six or seven is sufficient to cover all flavour types," advises Angela Parker at the Cornwall-based Callistick Farm. "I'd suggest, vanilla, fruits, chocolate, toffee and mint and maybe a nutty choice. In France, pistachio is a clear favourite running third in volume to vanilla and strawberry, but that's not the case in UK," she explains. However, Hazel Hartell at Purbeck Ice Cream says that although traditional tastes will always outsell the more unusual, there is now a new emerging. "We find that our unusual and rather innovative flavours give us an advantage in being remembered as the company that will push the boundaries and can offer not just innovative flavours, but something that tastes excellent at the same time." Purbeck offers a mix of the traditional alongside its Spice Rack range which includes liquorice, lemongrass and black pepper. Ms Hartell continues, "Spice Rack is

particularly popular amongst chefs who want to do something different, and this may be a trend that will filter down to the consumer."

Maureen McKenna at Arran Dairies, which recently revamped its packaging, says that customers do tend to vary the flavours they buy. "This year we're offering them a limited edition flavour every month. This started with a special Homecoming Ice Cream launched by Scotland's First Minister Alex Salmond in March – a blend of traditional dairy, rippled with island berries and heather honey. We've also been asked for Tropical Island (mango and passion fruit) and we're busy developing a range of seasonal favourites."

6 Scoop and Serve

Done properly, a scoop and serve ice cream counter is a far more profitable way of selling ice



PURBECK
ICE CREAM

Made on the farm in Dorset with fresh milk and cream and an abundance of all natural ingredients in traditional and innovative flavours

Available in retail and food service

No GMO's * No added colours * Vegetarian friendly
No Eggs * No Nuts * No Gluten



01929 480090
www.purbeckicecream.co.uk

Callestick Farm
Cornish Dairy Ice Cream

Excellence comes naturally...



*Fresh milk from our herd,
local cream and the best
fruits & confectionery.
Simple as that!*

Available nationally through frozen food distributors

Callestick • Truro • Cornwall TR4 9LL
tel: 01872 573216 • fax: 01872 571450 • email: info@callestickfarm.co.uk