



# SCOOP SCHOOL

Retail Ice Cream and Frozen Dessert Training Course

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**2612 East Avenue, Wildwood MO**

For questions about the course please email [info@scoopschool.com](mailto:info@scoopschool.com) or call 636 821 1093

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>10:15am – 10:50am</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>11:00am – 12:00pm</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 enhancing your other bases and flavors.
<b>2:00pm – 5:00 pm</b>	<b>Machine Introduction &amp; Blind Vanilla Taste Test</b> Batch Freezer assembly, sanitation, freezing, and extracting 6 varieties of fresh Vanilla Ice Creams. Then we conduct a blind taste test focusing on taste, mouthfeel and pasteurization techniques that make ice cream mixes differ from one another.

We also run a batch of scratch made ice cream base in our pasteurizer to judge the difference between mix made at the facility vs a purchased mix base.

## 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**

### **Contaminant and Health Training**

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**

### **Making your ice cream vs buying it.**

This session covers the pros and cons of making your ice cream vs buying it from a wholesaler or manufacturer. There are some benefits either way, so looking at both scenarios will help you make good production decisions.

**12:00 pm – 1:00 pm**

### **Lunch (Provided)**

#### **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.

**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 eat them. 😊

**2:15pm – 5:00pm**

### **Assembly of Equipment, Run frozen dessert flavors.**

Let's put our equipment together, sanitize and prepare to run our culinary masterpieces by making flavored Ice Cream and Frozen Custard. We will be making 6 or 7 unique flavor recipes from sorbet and Italian ices to custard and premium ice creams.



## Wednesday – Day Three

9:00am – 10:10pm

### **Store Management**

What does it take to 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.

10:20am – 12:00pm

### **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.

12:00 pm – 12:40 pm

### **Lunch (Provided)**

1:00pm – 2:00pm

### **Soft Serve Assembly and Operation**

Soft serve can be the backbone of a frozen dessert business, or a supplement to an existing concept. Learn the process of assembly, sanitizing and operation of soft serve equipment.

2:00pm – 3:00pm

### **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.

3:00pm – 4:00pm

### **Menu item 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 and Graduation**

Here 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.