

The Ice Cream Challenge

The event begins with an “all you have ever wanted to know about ice cream” session lasting no more than 15 minutes. During this time delegates will get to taste a number of ice creams. A good start!



They must then develop a brand; create a blend; select appropriate packaging, work out a marketing strategy with a pricing policy and then actually produce a totally finished sample ice cream using the equipment provided.

Each team has a ‘workstation’ armed with ice cream machines,



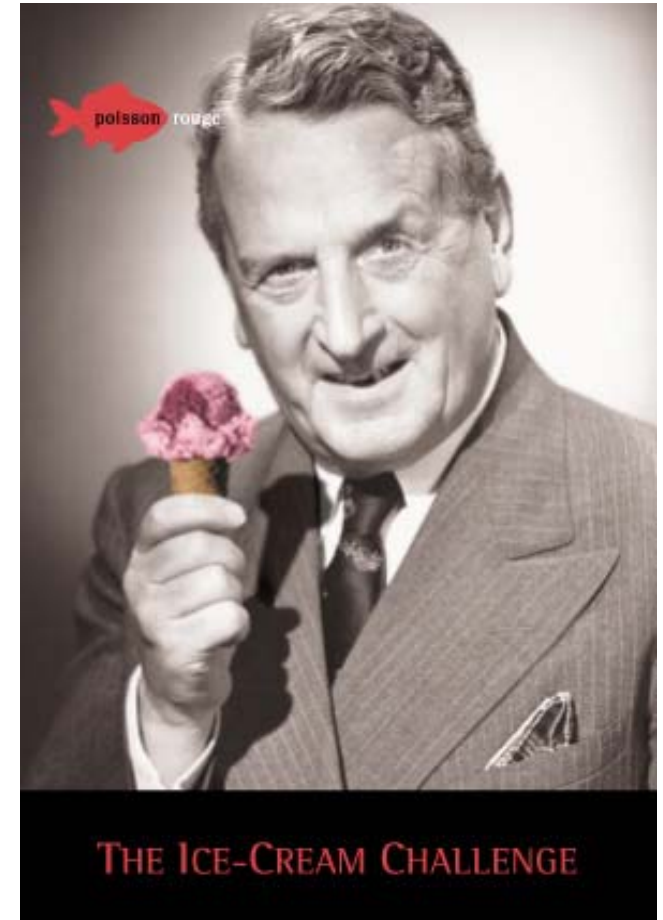
ingredients, fruit, food colourings, spoons, spatulas, milk and loads of chocolate (yum!!) We also give the teams a manual telling them all about the ice cream industry, who buys what, how much it costs, where ice cream is sold as well as a guide to making ice cream.

As a finale - each team must present their ice cream, their sales and marketing strategy and perform a TV commercial that must involve singing a jingle with all team members taking part!



The task for each team is to create a brand new ice cream by using the resources available to them. Their objective is to create a new product that will earn revenue and re-establish their company in the market place.

To do so, each team must decide what market they wish to sell into (i.e. premium, student, trendy etc.).



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“Just one Cornetto.....give it to me!”