



SCOOP SCHOOL

Retail Ice Cream and Frozen Dessert Training Course

743 Spirit 40 Park Dr, Chesterfield MO 63005

Located in the STL Ventureworks Building

For questions about the course please email steve@scoopschool.com or call 636 778 0297

Please note we are on **Central Standard Time**

Monday – Day One

8:30am – 8:45am

Introductions and Welcomes

8:45am – 9:30am

Categories of Frozen Desserts

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.

9:45am – 10:30am

Store Location, layout and Design

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.

10:45am – 12:15pm

Ice Cream Mix Formulation and Freezing

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.

12:15pm – 1:00pm

Lunch (Provided)

1.00pm – 1:45pm

Vanilla Production and Usage

History of Vanilla, production techniques and best usage to give you a unique and proprietary taste profile. Also, best practices enhancing your other bases and flavors.

2:00pm – 5:00 pm

Machine Introduction & Blind Vanilla Taste Test

Parts Recognition, ice cream machine assembly and disassembly freezing, extracting and a blind taste test of 6 varieties of fresh Vanilla Ice Creams. Here we touch on taste, mouthfeel and pasteurization techniques that make ice cream mixes differ from one another.

Tuesday - Day Two



9:00 am – 9:45 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.

10:00am – 11:00am

Health Issues

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.

11:15am – 12:00pm

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

12:00 pm – 1:00 pm

Lunch (Provided)

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. 😊

2:00pm – 4:00pm

Practice Assembly, Sanitize and Run frozen dessert flavors

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

4:00pm – 5:00pm

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.

Wednesday – Day Three

9:00am – 10:00am

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.

10:15am - 11:00am

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.

11:15am – 12:00pm

Menu board Design and Layout.

The menu board is the window to your business's soul. Customers buying patterns are very much determined by the layout and design of your menu boards. In this session we look at menu board options as well as the layout of the boards and highlighting of specialty menu items and limited time offers (LTO's).

12:00 pm – 12:40 pm

Lunch (Provided)

1:00pm – 4:00pm

Product 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, End Seminar

For those participating in the standard course, we 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. If you can't stand to leave – there is an option to remain for the advanced course dates.