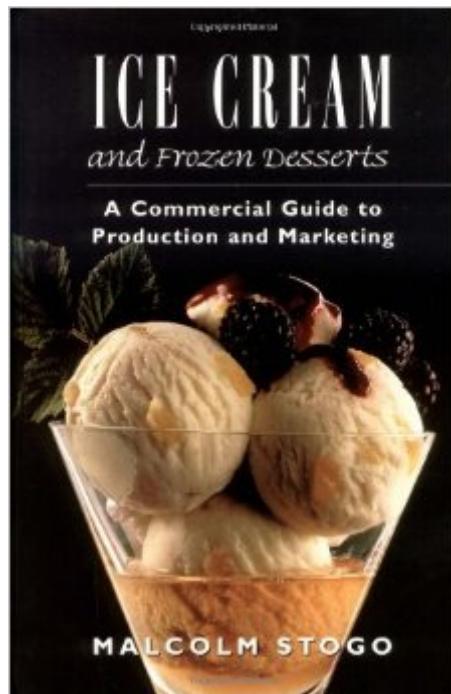


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# Ice Cream And Frozen Deserts: A Commercial Guide To Production And Marketing



## **Synopsis**

A total guide to manufacturing, retail, and entrepreneurial success in one of today's most lucrative food industries. Here is your one-stop guide to one of the fastest growing sectors of the food industry, where opportunities abound for manufacturers, retailers, and entrepreneurs. *Ice Cream and Frozen Desserts* is the only complete handbook on the commercial production and marketing of ice cream and frozen desserts for manufacturing and retail operations. It serves up a feast of how-to information, from writing business plans to purchasing equipment, from selecting a location to marketing your product--it even includes 500 delectable recipes using either the continuous or batch method of production. *Ice Cream and Frozen Desserts* tells you what you need to know to:

- \* Select the kind of frozen dessert business that's right for you.
- \* Plan, finance, start, and operate a manufacturing or retail frozen dessert business.
- \* Purchase, install, and use ice cream making and serving equipment.
- \* Determine which production method is right for you--continuous or batch.
- \* Market and merchandise your frozen confections.
- \* Manage employees, keep accurate financial records, and maintain sanitary conditions.
- \* Create dozens of delectable types and flavors of frozen desserts.

## **Book Information**

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## **Customer Reviews**

As a professional in the industry for 11 years, this by far is the most intensive book I have had the pleasure to read. Not only to those who produce ice cream, but anyone interested in the industry as a profession will find this very informative and enlightening. This was obviously written by someone

who has extensive industry knowledge and truly wants others not to make the costly mistakes one often makes in a new endeavor. If I had read this 11 years ago I would have saved thousands of dollars and a whole lot of misdirected time.

This is BY FAR the best book on the subject of ice cream. It's not the sort of book you would want to use a little machine that lives in your freezer at home - this is geared towards mass production in a professional kitchen or bakery environment. I've used twenty of these recipes and turned ice cream desserts into the top-selling items. Even the sorbet is superior to what I was doing before. This week alone, I've sold over five hundred portions - Ice cream is now my #1 seller and the most profitable dessert on the menu, not to mention the lowest labor to produce. If you produce your own ice cream in any sort of volume setting, this book is a must-have for your library.

This book was *\*exactly\** what I was looking for to help me get started in this business. A very broad overview of many different topics related to the ice cream business. As my plans are to possibly open a parlor, some of the aspects of the commercial operations were not useful to me, but it *\*was\** at least interesting to see how the big boys do it. The one area that I was a little disappointed in was the business aspects of it. There were some general discussions of things to accomplish, without any real instruction in how to go about actually *\*accomplishing\** them. Overall, well worth the (rather steep, I admit...) price.

Working as a dairy technician in a medium sized ice-cream-factory, I needed something to expand my knowledge on the subject. That's why I bought this book. And I was amazed: *Ice Cream and Frozen Desserts: A Commercial Guide to Production and Marketing* really met my expectations and did a lot more. It's well written, easily accessible and thorough. A must buy for both ice-cream-professionals and enthusiasts.

From idea to execution, this book is jam packed with hundreds of pages of useful information. There's no fluff in this book. It's hard core, nuts and bolts what you need to do, why you need to do it and how you need to go about getting it done. It reviews specific models of machinery, listing the pros and cons. It tells you how much floor space you need to allot to each piece of equipment. It answers just about everything you need to know about making ice cream. And if there's something else I need to know, I haven't thought of it yet. Included are dozens of ice cream recipes that are sure to be best sellers if you do decide to go forward with opening a shop. Mr. Stogo writes

everything in a way that's not overwhelming, but makes the entire process seem quite possible. If you are thinking of going into the ice cream business, this is the first book you should read. You won't regret the purchase price - it's money well spent.

Very outdated and redundant. I would not recommend this book for anyone who's thinking about starting an ice cream business. It's basically a history of ice cream with some marketing information that you can get from other (better) books out there.

This book is a nostalgic look at ice cream manufacturing and store operation. We have opened 30 plus ice cream stores over the last 25 years and would not recommend anyone using this book as a reference. This guy enjoys making ice cream and spinning a good yarn but in the real world of ice cream store operation his ideas are outdated and seriously flawed. Ice cream shops work in only a few areas of this country and require hard work and long hours. They fail at an alarming rate and rarely gross enough to make a decent living. If you are planning on an ice cream store operation make sure you do a decent demographical study before attempting it.

This book contains invaluable information about making ice cream and gelato and about setting up and marketing the product. I was not disappointed and learned a lot.

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