

*Scooping for*  
**Profitability**



**central**  **smith**

[www.centuralsmith.ca](http://www.centuralsmith.ca)

## Our Mission

We believe you want to give your customers the very best value for the dollars they spend at your establishment. This practice ensures new and repeat purchases that build volume and profit for you.

We at Central Smith have the same goal. Our mission is to give our customers exceptional quality, service and innovation in our products and practices.

## Our Quality

Our dedication to quality commences with our people and the selecting of the highest quality ingredients available. Our expert production personnel follow stringent controls to ensure our ice cream is of consistent formulation, smooth body and pleasant texture. The quality control teams consistently monitor adherence to standards throughout the processing and distribution of Central Smith ice cream.

## Delivery & Handling

Central Smith Ice Cream is maintained under strict temperature controls in our warehouses and on our delivery vehicles.

To ensure optimum quality control, customer satisfaction and ultimately your profit returns, proper temperatures in both your display cabinets and storage facilities should be as follows.

Cabinet and storage temperatures **MUST** be consistently maintained at all times to ensure ice cream does not melt and refreeze. Otherwise shrinkage and the development of ice crystals that can seriously damage the body and texture of the ice cream will occur.

We suggest maintaining a temperature of approximately -14C (7F) for scooping/ display cabinets and -23C (-10F) or lower for longer term storage. If maintained properly, you should anticipate a shelf life of one year at the lower storage temps and approximately one month at the more moderate scooping temps.



# Positioning Flavours FOR OPTIMAL RESULTS

With over 57 different Central Smith flavours of either ice cream, sherbet or sorbet to choose from it is important to consider the positioning of flavours in the scooping freezer to best entice your customers.

Flavours with higher sugar content such as ripples, candies, chips and nuts require slightly colder temperatures and therefore should be placed in the corners of the cabinet. Many establishments prefer to keep the vanilla and chocolate in the center positions because they remain too hard when placed in the corners.



Optimum cabinet positions for ice cream flavours.



## Best Practices

*A clean store or restaurant, proper storage techniques and sanitary operating and serving practices are vital when dealing with a product as perishable as ice cream. Cleanliness not only protects your customers, but prompts repeat visits and increased sales.*

## Do's & Don't's

- ☞ Use a paper napkin or cone wrap around the cone to avoid hand contact during filling.
- ☞ Grasp the ice cream scoop well back on the handle to keep fingers from touching the ice cream.
- ☞ Never put fingers inside the serving container.
- ☞ When serving on a plate, hold the plate by the rim to avoid fingers contacting the eating surface.
- ☞ Always use a spoon to sprinkle nuts over sundaes, bananas and other fountain products.
- ☞ Train your employees to keep work and service areas clean by following a good housekeeping schedule or check list.

## During The Day

- ☞ Keep cabinets and counter tops clean. Wipe up drips and spills immediately.
- ☞ Frequently wipe off cone holders, napkin holders and milkshake machines.
- ☞ Remove soiled dishes, utensils, containers and wipe off tables immediately after customers leave.
- ☞ Empty refuse containers often.

## After Closing

- ☞ Wash and scald all syrup pumps and containers.
- ☞ Clean up cabinets inside and out.
- ☞ Clean all service ware.
- ☞ Wash out and sanitize all towels and clean up cloths.
- ☞ Empty and clean the dip wells.
- ☞ Wash and sanitize ice cream scoops and place them on a clean towel to air dry.
- ☞ Wipe off all counter tops.
- ☞ Clean floors and walls.
- ☞ Empty refuse containers and move to outside storage area.

## Before Opening

- ☞ Be sure the ice cream cabinets and lids are clean.
- ☞ Clean utensils and dishes to ensure they are clean and in their proper places.
- ☞ Be sure that floors, walls, tables and chairs are clean.
- ☞ Check supplies.
- ☞ Check employees' attire, attendants must be clean and should wear a hair cover (hat or hairnet).

**We dream in ice cream.**

# How To:

## AN ICE CREAM DESSERT GUIDE

Almost any combination of ice cream flavours, syrups and garnishes can produce a delicious sundae. Our wide variety of flavours allows you to develop your own "signature creations". No matter what is added, following these guidelines will guarantee you a delicious, eye appealing dessert.

### TASTE TEMPTING SUNDAES

- 1 Stir all toppings or crushed fruit before each service. When serving in a sundae glass, ladle or draw a half ounce of syrup or crushed fruit into the container. It should be enough to cover the tapered bottom of the glass.
- 2 Add two scoops of ice cream. We recommend 2 oz. scoops for a standard sundae dish. Don't force the ice cream down into the container - it'll destroy the texture and eye appeal.
- 3 Around the ice cream, pour a ladle or one ounce of topping. By leaving a bare spot on top of the ice cream, you will prevent the whipped cream from sliding off, and avoid spills.
- 4 Carefully top with whipped cream. Do not overload. A top heavy, dripping sundae is neither appetizing nor good for repeat sales.
- 5 Decorate with the garnish. Cherries, nut, and other garnishes should be handled with a spoon, fork or tongs - never the fingers.

### GREAT MILK SHAKES

Great milk shakes should be made according to a set formula. Almost any flavour of syrup or ice cream may be used in the preparation. Shakes can be made thick or thin, depending on customer preference. The chief rule to remember is to keep all the ingredients as cold as possible. If possible pre-chill mixing containers and glasses. Allow sufficient time on the mixer to whip in the maximum amount of air (about 1 minute) to ensure a smooth, thoroughly blended drink.

- 1 Pour the correct amount of cold 2% milk into a mixing cup. Some people like thick shakes. For these, use 4 ounces of milk. For thinner shakes use 6 to 8 ounces, depending upon consistency desired.
- 2 Add one to one and a half ounces of syrup, depending on the amount of milk you are using - the more milk you are using - the more syrup. Too much syrup can spoil the flavour of a good shake.
- 3 Next, add two scoops of ice cream.
- 4 For a malted milk shake now is the time to add two teaspoons of malted milk, or one serving from an automatic dispenser.
- 5 Place the cup on the mixer until the ice cream is dissolved and the mixture is blended thoroughly (approximately one minute).
- 6 Pour into a large glass. If there is any left in the mixing cup, place the cup on the counter for the customer to finish.



# How To:

## AN ICE CREAM DESSERT GUIDE

### BANANA SPLITS

- 1 *Select a medium sized ripe banana. Split lengthwise with the peel on.*
- 2 *Place one-half of the banana on each side of the dish, flat side down. With your forefinger and thumb, remove the peel from each half, your hand touching only the peel.*
- 3 *Place three scoops of ice cream on the banana halves; a scoop of vanilla, chocolate and strawberry. Allow the ice cream to remain high on the banana for eye appeal.*
- 4 *Top with 1/2 oz. of chocolate topping over chocolate ice cream, 1/2 oz. strawberry topping over strawberry ice cream, 1/2 oz. pineapple topping over vanilla ice cream. You may substitute other flavours if desired.*
- 5 *Garnish each scoop of ice cream with whipped cream.*
- 6 *Sprinkle a soda spoon of dry nuts over center scoop.*
- 7 *Top each whipped cream ribbon with a cherry.*



# Fanciful Ice Cream Creations

## FOR BEST RESULTS USE CENTRAL SMITH ICE CREAM!

### JANUARY - WELCOME THE NEW YEAR

Layer Big Foot Ice Cream (192) and chocolate sauce. Sprinkle a few dark chocolate flakes. Top with dark chocolate flakes and whipped cream. For a festive touch, a sparkler may be placed in the top and lit upon serving.

### FEBRUARY - SWEETHEART TREAT

Layer Chocolate Fudge Brownie ice cream (840) with strawberry sauce. Top with whipped cream and a candy heart with saying to read on top.

### MARCH - BLARNEY STONE

Layer mint chocolate chip ice cream (105) with chocolate fudge sauce. Top with decorative shamrock.

### APRIL - EASTER BASKET

Layer Lavendar Lemonade Ice Cream (724) and Raspberry Sherbet (157) with raspberry sauce, may be topped with a jelly egg.

### MAY - SPRING SNAP SUNDAE

Layer crumbled ginger snaps (thin layer) with vanilla (101) and espresso flake ice cream (826). Top with pineapple sauce and pineapple bits. Serve with a ginger snap.

### JUNE - FUDGE-ANNA SUNDAE

Layer chocolate ice cream (102) with sliced banana coins, chocolate sauce, whipped cream and a cherry.

### JULY - PATRIOTIC SUNDAE

Layer strawberries and vanilla ice cream (101). Top with whipped cream and a *small flag*.

### AUGUST - SUMMER COOLER

Layer fresh Watermelon Sherbet (860) with chocolate sauce.

### SEPTEMBER - SMARTIE PANTS SUNDAE

Layer Vanilla ice cream (101) with chocolate fudge sauce, add crushed smartie pieces and whipped cream.

### OCTOBER - TRICK OR TREAT

Layer Pumpkin Pie ice cream (188) with caramel sauce, whipped cream and a candy corn garnish.

### NOVEMBER - APPLE PIE À LA MODE SUNDAE

Layer Dutch Apple Pie ice cream (122) with caramel sauce, whipped cream and caramel bits on top.

### DECEMBER - WE WISH YOU A MERRY CHRISTMAS!

Layer Peppermint Flake ice cream (151) with rich chocolate sauce, whipped cream and crushed candy cane pieces on top.



# Gross Profit Formula

This will help you to determine your approximate gross profit per tub (11.4 litre / 2 1/2 gallons) of Central Smith ice cream.

- |   |                  |
|---|------------------|
| (A) Net cost per tub of ice cream               | \$ _____         |
| (B) Number of scoops per tub                    | _____ 60 _____   |
| (C) Cost per scoop (3 oz. size)                 | _____ ¢ (A ÷ B)  |
| (D) Cost of empty cone & serviette (approx. 3¢) | _____ ¢          |
| (E) Single cone cost (less labour)              | _____ ¢ (C + D)  |
| (F) Your selling price of single cone           | \$ _____         |
| (G) Gross dollar profit per single cone         | \$ _____ (F - E) |
| (H) Gross dollar profit per tub                 | \$ _____ (G x B) |



# Marketing Ideas!



- 🍷 Get involved with, and promote yourself through social media, a quick no cost means of getting your brand and message out to the masses. Run contests, giveaways and build a relationship with current and potential customers.
- 🍷 Print and sell T-shirts featuring your store for free advertising. Use them as giveaways to customers who purchase 20 cones in one month or try 30 flavours in a summer.
- 🍷 Print Buy 10 cones the 11<sup>th</sup> free cards. Punch out the cones as customers buy them.
- 🍷 Run a promotion offering the second scoop free.
- 🍷 Scrape out the sides and bottoms of your nearly empty tubs and mix them all into another container for resale as "Trash Can", Potpourri" or "A Little Bit of Everything".
- 🍷 Print ice cream gift certificates for sale in-store or giveaways by local radio stations. They make the perfect inexpensive gift for friends, colleagues, etc.
- 🍷 Offer a rainy day special featuring a discount on rainy days. This could help build traffic when you need it.

# Get The Scoop

centralsmith.ca

Find your Flavour Here!

Do you like Moose Tracks? TRY THIS!

## PLATINUM 10% BF

11.4L	4L	ITEM #	FLAVOUR	DESCRIPTION
		195	295 ALGONQUIN CANOE	French Vanilla ice cream with a hint of maple, chocolate ripple and caramel cups shaped like canoes! Unique to Central Smith!
		192	241 BIG FOOT	Vanilla ice cream loaded with chocolate peanut butter cups and chocolate pomegranate filled cups.
		733	BLUEBERRY BLISS	Blueberry flavoured ice cream with a cream cheese frosting and white chocolate.
		840	219 CHOCOLATE FUDGE BROWNIE	Chocolate ice cream with chocolate fudge ripple and fudge brownie pieces.
		742	CHOCOLATE SALTY CARAMEL	Chocolate ice cream with a thick salted caramel ripple and salted caramel pieces.
		753	CINNAMON BUNZ	Vanilla ice cream with a cinnamon swirl and little mini cinnamon BUNZ throughout.
		847	COCONUT	Coconut flavoured ice cream loaded with coconut pieces.
		826	ESPRESSO FLAKE	An espresso coffee flavoured ice cream with dark chocolate espresso-flavoured chunks.
		724	620 LAVENDER LEMONADE	A tangy sweet lemonade with a splash of lavender... an instant summer classic.
		133	233 MAPLE WALNUT	Canadian maple flavour with an ample inclusion of walnuts.
		136	PEANUT BUTTER CHOCOLATE	Chocolate ice cream with a peanut butter ripple.
		137	PEANUT BUTTER PRETZEL	Peanut Butter ice cream with chocolate covered pretzel bark and chocolate ripple.
		151	234 PEPPERMINT BARK	Delicate peppermint flavoured ice cream with candy cane pieces & chocolate flakes throughout.
		843	PISTACHIO ALMOND	Rich pistachio ice cream and crunchy almond pieces pack an intense wallop of nutty flavour.
		135	235 PRALINES 'N' CREAM	Our unique caramel ice cream with praline candy coated pecans and rich caramel ripple.
		732	REESE'S PIECES	Central Smith vanilla ice cream with chocolate fudge ripple and loads of Reese's Pieces candy.
		138	229 ROCKY ROAD	Chocolate and Marshmallow flavoured ice cream swirled with chocolate chips and almond pieces.
		845	011 SALTY CARAMEL	Caramel ice cream with a thick salted caramel ripple and salted caramel pieces.

\* Only available in the winter

## GOLD 10% BF

11.4L	4L	ITEM #	FLAVOUR	DESCRIPTION
		844	BIRTHDAY CAKE	White cake flavoured ice cream with a blue frosting ribbon and festive shaped candy inclusions.
		818	BLACK RASPBERRY CHEESECAKE	Light cream cheese flavoured ice cream dripping with black raspberry puree ripple and crust pieces.
		123	223 BLACK SWEET CHERRY	Elegant and opulent light purple cherry flavoured ice cream laden with dark Bordeaux cherries.
		108	BLUE BUBBLEGUM	Light blue bubblegum flavoured ice cream with colourful real bubblegum bits.
		126	CAPTAIN CYCLONE	Tri-coloured ice cream with strawberry, blue bubblegum and lemon flavours.
		106	CHOCOLATE CHIP COOKIE DOUGH	Brown sugar flavoured ice cream with real chocolate chip cookie dough and chocolate chips.
		122	222 DUTCH APPLE PIE	Grandma's blue ribbon pie recipe with apple pie flavoured ice cream, apple pie filling and pie crust pieces.
		851	MANGO	Mango ice cream with real Alghonso puree.
		741	624 MONSTER COOKIE	Vibrant blue, cookie flavoured ice cream with heaps of gummy OREO's and cookie dough pieces.
		752	262 MOON MIST	Tri-coloured ice cream with banana, blue bubble-gum and grape flavours - shoot for the stars!
		188	288 PUMPKIN PIE	Pumpkin flavoured ice cream with pie crust pieces.
		726	S'MORE O'LORE	Toasted marshmallow flavoured ice cream with a chocolate fudge ripple and graham cracker pieces.

\* Only available in the fall

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## SILVER 10% BF

11.4L	4L	ITEM #	FLAVOUR	DESCRIPTION
		728	BANANA FUDGE	Banana flavoured ice cream with chocolate fudge ripple.
		109	COOKIES & CREAM	Vanilla ice cream with lots of OREO cookies throughout.
		128	COTTON CANDY	Pink cotton candy flavoured ice cream (without eggs) adorned with crushed vanilla bean.
		130	236 FRENCH VANILLA WITH BEAN	Rich french vanilla flavoured ice cream (without eggs) with crushed vanilla bean.
		854	617 GRAPENUT	Vanilla ice cream with Grapenut flavour and lots of Grapenut cereal throughout.
		105	MINT CHOCOLATE CHIP	Crème de Menthe green mint flavoured ice cream with lots of chocolate chips.
		132	232 RUM RUNNIN' RAISIN	Rum flavoured ice cream with lots of plump juicy raisins.
		155	203 STRAWBERRIES & CREAM	Strawberry flavoured ice cream with real strawberries.

## BRONZE 10% BF

11.4L	4L	ITEM #	FLAVOUR	DESCRIPTION
		104	204 BUTTERSCOTCH RIPPLE	Butterscotch flavoured ice cream with a rich butterscotch ripple.
		102	202 CHOCOLATE	Chocolate lovers will discern, our unique blend of light and dark cocoa!
		119	CREAM 'N' ORANGE	Vanilla ice cream with a swirl of refreshing orange sherbet.
		115	238 EGG NOG	Like the traditional beverage in taste and appearance but to be indulged more slowly!
		118	TIGER TAIL	Orange flavoured ice cream with a black licorice strip!
		101	201 VANILLA	An unparalleled true standard in the ice cream world. FRESH + CREAMY + DREAMY!

\* Only available in the winter

## NO SUGAR ADDED 6% BF

11.4L	4L	ITEM #	FLAVOUR	DESCRIPTION
		154	NSA CAPPUCCINO	Coffee flavoured treat!
		606	NSA CHOCOLATE	Blend of light and dark chocolate.
		607	NSA RASPBERRY	Tangy raspberry flavoured treat.
		159	605 NSA VANILLA	No sugar added, classic vanilla taste.

## SHERBET 2% BF

11.4L	4L	ITEM #	FLAVOUR	DESCRIPTION
		141	LIME	Lime concentrate delivers an impact of fresh lime citrus flavour.
		107	ORANGE	Refreshing orange concentrate flavoured low fat treat.
		142	RAINBOW	Delightful and refreshing triple blend of orange, lemon and raspberry flavoured sherbets.
		157	RASPBERRY	Classic cool red raspberry. The taste of summer all year long.
		860	615 WATERMELON	Sweet & juicy watermelon flavoured sherbet. Chocolate "seeds" included!

## SORBET NEW FORMULATION 8 FLAVOURS!

11.4L	4L	ITEM #	FLAVOUR	DESCRIPTION
		759	BLUE RASPBERRY	Sweet and delicious blue raspberry non-dairy treat.
		152	LEMON LIME	Tart and tangy lemon lime non-dairy treat.
		763	PEACH	Sweet and juicy peach non-dairy treat.
		162	STRAWBERRY	Strawberry emulsion made into a non-dairy treat.

## SUNDAE CUPS 48 x 115ml

632	CHOCOLATE
638	PEACH YOGURT
631	VANILLA
599	YOGURT BARS (60 x 110G)



All our products are Kosher certified

