

<p style="text-align: center;"><b>DAY 1</b> Ice Cream Basics Course</p>
-----------------------------------------------------------------------------

**9:00-9:30 Introductions**

**9:30-10:15 Starting a Business**

To kick off your training, we will introduce the first steps of starting your own business. This section will include: establishing a business entity, receiving a federal EIN, developing a business plan, and finding ways to finance your business plan. Consider this portion your “Business 101” course.

**10:15-11:00 Types of Ice Cream Businesses**

Once the logistical foundation is established, we will introduce you to the types of ice cream ventures in the business. During this session, we explain the differences between brick and mortar retail restaurants and event and food truck businesses.

**11:00-12:00 If You Build It They Will Come**

This piece of the course will focus on physically creating your business. We will cover the most important factors when deciding on a business location, how to transfer a design idea into a physical space, and how to navigate the steps and costs associated with construction.

**12:00-1:00 Lunch (Provided)**

**1:00-1:15 Types of Frozen Desserts**

Following the lunch break, we will dive into defining the various types of frozen desserts, and expanding your understanding of different products. In the ice cream realm, there are several types of dessert available to produce. You will learn the differences between ice cream and gelato, the basics of sorbets and italian ice, and the options for dairy-free desserts and mixes.

**1:15-1:30 Vanilla and Other Flavorings**

The next critical training is how to flavor your frozen dessert. During this part of the course, you will learn all about ice cream additives. This section will teach you how to create the flavors you want and what you should add to your ice cream. Learn how to navigate vanilla and chocolate bases, fruit, candy, nuts, and other ingredients.

**1:30-2:00 Machines and Equipments**

After stimulating your creativity for flavors and additions, we will cover the how of making ice cream. You will learn about each piece of equipment responsible for making quality products.

**2:00-4:30 First Batches Of Ice Cream!**

**4:30-5:00 Wash/Rinse/Sanitize Procedures**

**5:00 Optional Tour of our Nampa Store Location**

Following the hands-on experience, participants will be invited to tour our Nampa Store location with the owner. You will see the end-product of many of the subjects discussed in today’s training. And, you may just get some ice cream out of the trip!

## **DAY 2**

### Getting Down to Business

#### 9:00-10:00 **Business Finances**

On day two, we will jump right into answering the question on everyone's mind, "how do I make money in this business?" We will cover food and labor cost information, breakdown other elements of the finances, and outline specifically how you can get paid in the ice cream business.

#### 10:00-11:00 **Employee Management**

Beyond all of the business logistics, your employees are really the key to your success. In this part of the course, we will explain everything you need to know about hiring quality employees that will further your business. Additionally, we will cover how to properly train employees and keep them around. Finally, you will learn about developing an employee manual/handbook and how to properly manage your personnel. It is crucial to properly hire, train, and manage your employees to maintain and grow your brand.

#### 11:00-12:00 **Store Operations**

Once you have people working for you, you need to figure out what to do with them. This piece of the course will guide you through all store operations. You will learn how to create and maintain a point of sale system, scheduling tips and systems, and how to properly run payroll for your employees. This training will offer you all the nitty-gritty details of day-to-day business operations and how to set yourself up for success.

#### 12:00-1:00 **LUNCH (Provided)**

#### 1:00-4:30 **Make your very OWN Flavors**

Now it's time to practice all that you've learned. After the lunch break, you will be asked to create your very own flavor! You will make each production decision from base to additive and complete a unique batch of your own ice cream. Along the way, you will learn how to food-cost each recipe and how to hand pack and machine-fill pints. In other words, it should be a very exciting afternoon!

#### 4:30-5:00 **Wash/Rinse/Sanitize Procedures**

At the conclusion of day two, you will once again disassemble the ice cream production machinery, wash and sanitize all pieces of equipment, and call it day! You have already learned so much at this point - you should feel proud!

#### 5:00 **OPTIONAL Tour of our Boise Store Location**

Following the training on day two, participants are invited to tour another ice cream location, this time in downtown Boise! Our newest store location offers another glimpse into the real-life world of ice cream retail and offers inspiration and application from today's course!

## **DAY 3**

### Everything (*e/se*) but the Kitchen Sink

#### 9:00-9:20 **Branding and Image**

On the final day of training, we will give you the final pieces to the puzzle. You will learn how to develop a name for your business and an eye-catching logo. From that point, you will learn the basics of merchandising and how to make your products look amazing.

#### 9:20-9:40 **Social Media and Marketing**

Once you have determined what your brand and image will be, you have to now portray that to the masses. Social media is the new “word of mouth”. It’s the most effective way to get people to know who you are, where you’re located and what exactly you have to offer.

#### 9:40-10:00 **Sourcing Equipment and Supplies**

A huge part of creating a successful business is just sourcing the right materials. In this section, you will learn exactly how and where to get everything you need for your business from large equipment like freezers and storage cabinets to small wares like cups, napkins, and spoons.

#### 10:00-10:30 **Mobile Units**

One unique piece of the ice cream business is the opportunity to branch out into mobile service and catering. During this time, you will build on your ice cream business knowledge and learn about ice cream trucks, carts, and other mobile units and concepts.

#### 10:30-12:00 **Share Your Business Plan!**

You did it! You have completed the “written” portion of your training. At this point, you will have the opportunity to share your vision for your business with the group and ask any questions you may still have on making it a reality.

#### 12:00-1:00 **LUNCH**

#### 1:00- 3:00 **Front of House at Our Nampa Store Location**

Another crucial element to a successful ice cream business is being able to do the little things well. You will walk through each of the “front-of-house” duties at our Nampa store location.

#### 3:00-5:00 **Return to Production Kitchen**

Following the skills training, we will return to the production to taste-test your ice cream from yesterday’s batches. While enjoying our ice cream spoils, we will hold our final question and answer session for the course.

#### 5:00 **OPTIONAL Opportunity to work part of the evening shift at our Nampa store location!**

This is not for the faint of heart! Of the graduates of the Ice Cream Basics course, volunteers may choose to work part of the evening shift at our Nampa store location. During this time, you will have the opportunity to put all of the “front-of-store” skills to the test.