

## Starting Your Dessert Shop/Lite Food Restaurant



Many people ask, what is the least expensive way to get started in the ice cream/ fancy desserts/lite food business?

Like any retail business, the cost of starting a lite food/dessert shop depends on its size, the products you will make and the cost of the décor.



*Selling lite food-increases sales and profits!*

**Selling lite food:** We always recommend that our franchisees consider selling some food as well as deserts. So often people say, “I would love some ice cream but I have to eat lunch first.” Our Good Apple restaurant division offers a variety of easy-to-make food suggestions and the most popular require very little equipment. These entries are supported with spices and flavorings made by us.

**What kind of ice cream should you sell?:** Making and selling ice cream can be very profitable but the setup cost is not cheap. No matter what else you need, you will need an ice cream machine!

There are three types:

- “Hard” ice cream (gelato)
- “Soft serve”
- Soft serve slush



*A tempting display of delicious ice cream is hard to beat!*

**The advantage of making “hard” ice cream** is that you can make many flavors, which display well and increase appeal. Also, you can fill take-

away containers and make ice cream cakes and rolls. High quality batch freezers are highly reliable and usually last for years or even decades with very little maintenance.

**The disadvantages of hard ice cream:** You also need a blast freezer and display freezer, which more than doubles the cost.



*A luscious soft serve crepe*

**The advantage of soft serve:** most soft serve machines are actually just hard ice cream batch freezers, slightly modified to produce soft serve. All you need is the machine, which is a bit less expensive than a batch freezer but it does not require a blast or display freezer. Also, the machine is virtually automatic and once set up, low-skilled employees can operate and maintain it.

**The disadvantages of soft serve:** However, the better soft serve machines make only two flavors plus mix, so if you want six flavors, you need three machines. Also, soft serve machines are at least as sophisticated as gelato blast freezers and do need occasional maintenance.

Another big disadvantage of soft serve machines is that you cannot display the product. This has to be accomplished with graphics and advertising.



**Soft Serve Slush:** A less expensive way to make soft serve is with a modified slush machine. “Slush” also called “granita” is a semi-frozen drink usually made with a countertop machine, which consists of a freezing compressor and a screw-type rotating “dasher” or churning blade rotating inside a clear plastic tank. “Slush” is extruded at about -3C. Soft serve slush is extruded at about -6C. This may seem like a small difference but it’s not!

**Advantages:** Such machines have a number of advantages: they are inexpensive, are simple and require little service. They are very easy to service & to clean. The customer can see the product. You can make

unflavored or vanilla and add any number of flavors and additions. They are countertop machines and take up little space.

**Disadvantages:** They make only 1-2 flavors. Of course you can buy several. These are not high-volume machines and if you sell more than 10-15 scoops/hour you will need several of them.

## Ingredients



All **ice cream “powder”** is made with milk solids, fat, sugars and an emulsifier. For special customers hard ice cream can be made with vegetable protein such as soy protein instead of milk.

**Hard Ice Cream Powder:** We sell very high quality ice cream powders, called “base” and we also teach how to make simple base in our training classes. If you have access to a big city most of the ingredients are available. However, it is probably bet to start with a professional mix as they contain many ingredients that are expensive, hard to find and have to be purchased in bulk.

**Soft Serve powder** comes in a wide range of prices based on quality. These powders can be made from natural ingredients or synthetic. The cheapest come from China but government control of purity is not good and

the flavors are invariably synthetic. However, if price is all-important, Chinese bases are the cheapest.

Our soft serve bases contain real milk powder and other high quality ingredients. They taste better and are healthier but not as cheap.

**Flavors** are much more complicated to make and require some imported components that are expensive, and have to be purchased in bulk. if you want to have good ones the best way to start is to purchase them from a good manufacturer. Later, you can make some of the simpler flavors yourself.

## Other Requirements



**Décor:** Where hard ice cream is sold, it is normal to have a lovely, comfortable dining area, so that the customer feels good and is taken away from the world outside. The cost of course varies but the décor will probably cost as much as the batch machine.

Soft serve is usually sold in kiosks which provide their own “look” or in shops that often sell food or packages snacks.

**Branded Items:** Branded items include disposables like cups and napkins, plates, signage and advertising. These are all available to franchisees. The cost of creating them from scratch with you own logo is surprisingly high, you must buy in considerable quantity and store the items.

**To learn more, contact us.** We offer a number of attractive startup packages and can supply EVERYTHING you need.

Tell us the approximate size of your proposed shop and what you want to sell. We help franchisees get started, every step of the way. Learn more about our franchise on our website: [www.dreamcones.com](http://www.dreamcones.com)

The franchise is quite inexpensive and there is no commission or royalty. You keep every penny you earn. Of course we sell all of our products to anyone, whether or not they franchise.



## Contact Us

Want more info? Contact us thru our website, [www.dreamcones.com](http://www.dreamcones.com) or:

### Dream Cones Ltd.

170/1 Pahonyothin Soi 14, Bangkok, 10400

MOB: +6689 909-3556 OFF: +662 616-9951 Fx: +662 616-9953

[www.dreamcones.com](http://www.dreamcones.com) [email.dreamcones@gmail.com](mailto:email.dreamcones@gmail.com) Skype: michael.greenwald