



Peak season makes cool desserts hot sellers!

Offer your customers affordable indulgences in hot weather and you've got a blockbuster opportunity.

Frozen desserts sell in almost any weather, but on a hot summer day, there's nothing more appealing to your customers than ice cream. And because frozen desserts and ice cream are affordable, customers have no trouble reaching into their pockets to splurge.

Ice cream and related frozen desserts are consumed by more than 90% of households in the United States¹, with regular ice cream accounting for a 63.8% share of the frozen dessert market.² In 2006 alone \$13.9 billion was spent on "away from home" dessert purchases, making ice cream and related frozen desserts a must have for any foodservice operation.³

Getting customers to come back again and again is important, and the Sysco Wholesome Farms brand is the coolest way to satisfy ice cream cravings. With a creamy, smooth texture selling this brand is the best way to take advantage of the hottest frozen dessert selling months of the season.



Variety key to success

People love a variety of flavors, and they want options when deciding on almost anything. And while you don't want to overwhelm your customers with too many choices, it's best to offer at least the top five. So here they are based on ice cream consumption figures, the top five individual flavors in terms of share of segment in the United States: vanilla (30%), chocolate (10%), butter pecan (4%), strawberry (3.7%) and chocolate chip mint (3.2%)⁴.

Beyond offering a variety, it is also important to source the absolute best in class when it comes to ice cream. Serving Whole-



some Farms gives you a high level of confidence you're offering the very best premium ice cream.

Mix ice cream with your imagination

Being creative with ice cream is easy, fun and profitable. Ice cream is versatile because it can be eaten alone, used as an ingredient or it can accompany and enhance other indulgences to create a wide range of exciting flavors and profiles.

By offering sundaes, shakes, malts and banana splits along with ice cream cups and cones, you can easily grow incremental sales to become a destination for affordable frozen treats. And when the heat of the summer hits, you'll be ready to grow your business exponentially.

For more information visit our website at foodservice.bluebun-ny.com or contact your local Sysco Marketing Associate.



¹ Source: Mintel

² Source: USDA

³ 2007 Dairy Facts/International Ice Cream Association

⁴ The NPD Group's National Eating Trends Services

