

Ask Steve – Frozen What?

I was emailed recently and asked what to do about marketing the term “Frozen Custard” In this particular enquirer’s area, the term Frozen Custard is relatively unknown apart from the odd mid westerner passing through.

In fact I recently heard of an example where one employee was asked by a customer “What is Frozen Custard” and the reply was “Its Ice cream that’s full of fat and eggs” HmMMM delicious.

Using the term Frozen Custard can be a double edged sword. On one hand, the term may be new and unknown in your area, but that can be a selling point in that you have an ice cream product that is unique. The soft serve and hard scoop ice cream stores all go by “Ice Cream” so utilizing a different term can spark interest.

On the other hand, you have a certain percentage of your passers-by who think you are selling a pudding type of goop that you put in a freezer. There is certainly an onus upon you, the store owner, to put some time (and not necessarily money) into marketing and educating your local public. Three main principles need to be drummed into your staff members:

1. Frozen Custard is Ice Cream made and served fresh
2. Frozen Custard has less air (overrun) than regular ice cream
3. Frozen Custard has a little egg yolk in the mix to help emulsify or smooth the product

It’s as simple as that. Yes you can go into serving temperatures and the like, but a simple explanation and a sample of some freshly made custard should be enough to turn any furrowed brow into a smiling face and a customer for life.

Now there is no reason why you can’t abandon the term Frozen Custard altogether and call your product: “Fresh Ice Cream”. After all that’s what it is. There are some that say that in certain parts of the country you can never make this product sell calling it custard. Well, I don’t entirely agree with that. Spend time and training on the uniqueness of your name and product and you will be fine.

If you have any questions that you would like answered, please feel free to email me at info@frozendessertinstitute.com