

## **Ask Steve – Flavor Suppliers**

I often get asked about different flavor and topping companies and which companies I see used commonly in the industry. Well the short and the tall of it is that, I have noticed that the successful and high volume frozen dessert stores use many and varied companies for bases and topping flavors.

I don't see too many stores that stick to one company for all of these flavors. That's because although all of the base and flavor companies make a huge range of flavors, personal tastes and logistical issues tend to determine which vendors are used over others.

Some store owners steer away from number 10 cans for the ease of use of bottled flavors and other prefer the thickness and body a can of flavor can add to your finished product. What it comes down to is whether the flavor and body of a particular flavor base appeals to you and your customers, and how easily can you get the product.

Most broad line distributors or their reps should be able to offer you advice on what is available to order and should provide samples for you. If a vendor will not break a box to give you a sample, in my opinion, they are either not confident in the quality of the product or not willing to inconvenience themselves to help you as their customer. I generally didn't buy any new flavor or bases that I could not sample.

You can also contact the flavor companies directly and the majority will send you samples and contact details on who distributes their products.

If you have any questions that you would like answered, please feel free to email me at [info@frozendessertinstitute.com](mailto:info@frozendessertinstitute.com)