

Ice Cream Options - March 2017

Callestick	Cost of Freezer	Freezer Size			Value of Initial stock	Tub size	Cost per tub	Sales Price	VAT	Profit per item
	£425.00	H	W	D	£150.00	120 ml	£0.67	£1.60	£0.27	£0.66

Minimum reorder value of £40, deliveries to Liskeard twice a week

Treleavens	Cost of Freezer	Freezer Size			Value of Initial stock	Tub size	Cost per tub	Sales Price	VAT	Profit per item
	£458.00	H	W	D	£0.00	120 ml	£0.93	£2.00	£0.33	£0.74

Treleavens do not supply freezers, they offer a 20% discount via a third party supplier (Interlevin). They will provide branding for the freezer once we have bought it, no stock included



ICI100SC

<http://www.interlevin.co.uk/sc-range>



ICI100SCEB

<http://www.interlevin.co.uk/sceb-range>

Daily deliveries, no minimum order value

Available Flavours of Ice Cream Tubs

	Vanilla	Strawberry	Choc/Fudge	Honeycomb	Mint Choc Chip	Sea Salt Caramel	Butterscotch/Pecan	Mango Sorbet	Raspberry Pavlova	Raspberry Sorbet	Sticky Toffee Fudge	Diabetic Vanilla
Treleavens	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓
Callestick	✓	✓	✓	✓	✓	✓						

Other Companies Contacted

Roskilly's No reply to email
 Moomaid of Zennor No reply to email

Ice Cream Options

- There is nowhere else in town that sells locally made ice cream
- It would be good to support local companies
- There is a higher profit on the ice cream tubs than on generic Wall's ice creams

Callestick

- Offer an amount of free stock with the purchase of the freezer
- Lower sales price per tub - more likely to sell at lower cost
- Offer point of sale items - signs to go outside, flags etc
- Smaller range of flavours than Treleavens
- Not as local, but still based in Cornwall (near Truro)
- Helpful rep, in town twice a week

Treleavens

- Don't offer freezers direct, have to go through a third party - get 20% discount on cost of freezer
- Don't offer any free stock to start you off
- No point of sale items to increase sales
- Large range of flavours including diabetic vanilla
- Higher profit per tub but higher sales cost - will people pay £2 per tub?
- Most local - based in Lanivet

Overall I think we are leaning towards Callestick as the preferred option were we to start selling ice cream.