



MALCOLM STOGO ASSOCIATES

INTERNATIONAL ICE CREAM CONSULTANTS

(revised 08/23/09)

WELCOME TO ICE CREAM UNIVERSITY'S 2009 SEMINARS THE EDUCATIONAL ARM OF MALCOLM STOGO ASSOCIATES

WHY WOULD YOU WANT TO ATTEND AN ICE CREAM UNIVERSITY SEMINAR?

"Because our seminars will open up a whole new world of knowledge for you, and you will learn more in a few days than anywhere else. Our seminars are **hands-on**, with **small classes**, and offer **personalized instruction**. We take the time to answer all of your questions. We offer a free private consultation, and we are *only* a telephone click away when you leave the seminar. Yes, we charge for our seminars, but we believe very strongly in the adage – you get what you pay for. **With us, you simply get the best!**"

Malcolm

SPECIAL OFFERS

2009 SEMINAR DISCOUNT OFFER

We encourage our students to get as much information and knowledge resulting in a broad learning experience at our ICE CREAM UNIVERSITY seminars. In this regard we will give each student an additional \$150 discount for taking a 2nd or 3rd seminar offered the week they attend an [ICE CREAM UNIVERSITY seminar](#).

Additionally, if you sign up for a 2009 seminar by November 30th you will receive a \$100 discount off of any ICE CREAM UNIVERSITY seminar! -- [view the Seminar list of in detail](#).

FROZEN DESSERTS' EXPERTS *ROBERT ELLINGER* AND *LISA TANNER* JOIN *MALCOLM STOGO* AS PARTNERS IN ICE CREAM UNIVERSITY SEMINARS

Malcolm Stogo, president of Ice Cream University and Malcolm Stogo Associates, is pleased to announce that Ice Cream University instructors' Robert Ellinger and Lisa Tanner have joined him in a new exciting teaching partnership. This partnership will enhance the educational hands-on program already being offered to teach students how to create a wide variety of frozen desserts products such as artisan ice cream, gelato, sorbets, Italian ices, and incredible ice cream cakes.

Robert Ellinger, is the owner of Baked to Perfection in Port Washington, New York, which is considered one of the finest European bakeries in the New York City region. In 2000 he was named one of the ten best pastry chefs in America by Pastry Arts Magazine. Robert trained in Europe and has received both Certified Executive Pastry Chef and Certified Master Baker titles. He is an expert in the teaching of chocolate, sugar, cakes and bread and, most



important, turning bakery items into incredible gourmet ice cream desserts.

Lisa Tanner, has been developing ice cream and dessert creations for some of the industry's giants for close to 25 years, including Baskin-Robbins, TCBY, Dreyer's Grand Ice Cream, Rich Products, The Cheesecake Factory, Trader Joe's, and Chart House. Lisa is a master at turning an every day ice cream flavor into a delectable dessert masterpiece, including her Raspberry Ribbon Frozen Yogurt Cheesecake which took top honors as "Best New Foodservice Dessert Product of the Year" by Prepared Foods Magazine. Lisa is the author of two cookbooks and co-author with Malcolm Stogo of Ice Cream Cakes, and is a well-recognized food stylist in the industry. She has trained hundreds of students to become proficient and profitable in their own dessert businesses.

Ice Cream University's mission is to educate prospective entrepreneurs who want to enter the ice cream business as well as ice cream business owners who want to advance their skills in making ice cream and/or marketing on both retail and manufacturing wholesale levels. If you learned from any of my books -- *How to Succeed in the Incredible Ice Cream Business* or *Ice Cream and Frozen Desserts: A Commercial Guide to Production and Marketing* -- then by participating in one of the many Ice Cream University's 2008 seminars, you will take one more important step in gaining **immediate**, **practical**, and **hands-on** knowledge that will bring you closer to your goal.

As a participant in any of our seminars, you will receive all of the following:

- A one-year free subscription to ICE CREAM UNIVERSITY NEWS.
- Be eligible for the Ice Cream of the Year Award also known as The Passion Award.
- A 10% discount on the purchase of any of our books.
- A 45-minute free private consultation with Malcolm to discuss your concept.
- Seminar manual and literature covering the essential equipment and ingredients you will need
- After you get home, you have the same pipeline to ask all the questions you thought about but forgot to ask at the seminar. It's our way of helping you succeed.

Comments From Some Ice Cream University Graduates:

"If it wasn't for you we never would have won the Best Ice Cream Shop in Jacksonville, Florida. Your Knowledge, Training, Friendship made this happen. I just wish I met you years ago; I would have been way ahead in the Ice Cream business. Malcolm, I Thank You, Bella Thanks You, Jacksonville Thanks you. You brought the Passion and Love of the Ice Cream world out in me and I will never forget you."

Guy Romano, Bella Ices, Jacksonville, Florida (2007)

"From Malcolm Stogo I got 25 years of incredible knowledge and experience in just two days at Seminar 110, and when he says he's available to you 24/7, he really means it!"

Chuck Irvin, Gelato Blu, Houston, Texas (2007)



ICE CREAM UNIVERSITY - COOL CAKES 101

SEMINAR 101 - TWO-DAY SEMINAR

January	8-9 th 2009
May	14-15 th 2009
November	14-15 th 2009

Location - New Jersey
(Class size is limited to 10 students)

April	2-3 rd 2009
July	2-3 rd 2009
Special Holiday	Price \$675
October	8-9 th 2009

Location - North Hollywood, CA
(Class size is limited to 15 students)



April	22-23 rd 2009
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Location - Brooksville, Florida
(Class size is limited to 15 students)

Cool Cakes 101 is a ice cream cake production workshop being given by two successful experts in the field, Malcolm Stogo and Lisa Tanner who will teach a hands-on workshop that will educate you in learning everything one needs to know about producing and marketing ice cream cakes. Each participant will receive a workshop manual, Ice Cream Cake Decorating Kit, and a copy of our book, *ICE CREAM CAKES*.

Cool Cakes 101 is all about being creative, hands-on, and having fun doing the following;

1. Frosting a cake in Ice Cream for a beautiful flawless look.
2. Learning how to make your own Dark Chocolate Coating for enrobing all types of ice cream desserts and creating gorgeous chocolate decorations.
3. Make upscale "showpiece" desserts without tedious cake decorating using just a minimum of skill.
4. Make mouthwatering Cake Layers and Crusts as a base for Ice Cream desserts.
5. Work with the most innovative edible cake decorations in the marketplace today, including glorious chocolates, colorful whimsical toppings, fancy fruits and much, much more!
6. Learn how to work with a variety of Tools and Ingredients which are key to developing a successful retail and wholesale dessert business.
7. Learn the "Art" of using flavors, colors, shapes and textures to turn your ice cream into a dessert Masterpiece.



(Seminar 101 - Cool Cakes cont.)

We are also very proud to announce that Berzaci has joined Cool Cakes 101 as our first sponsor for all gelato, ice cream, and pastry ingredients, Luck's Decorating Company as our sponsor for all of our cake tools and decorating edible images, and Cold Molds for the ice cream cake molds used for Ice Cream University's new ice cream cake workshop series.

Join us and partake in this one-of-a-kind hands-on experience, learning all you need to know about making beautiful and delicious ice cream cakes and pies.

Class size is limited by location. (see above)

Seminar cost is \$975 - Second person \$731. (Except one-day special course for \$500)



EMERY THOMPSON 2009 SHORT-COURSE SEMINARS

SEMINAR 105 - TWO-DAY SEMINAR

February	12 th - 13 th 2009
April	21 st - 22 nd 2009
June	18 th - 19 th 2009
October	15 th - 16 th 2009
December	10 th - 11 th 2009

Location - Emery Thompson Machinery,
Brooksville, Florida

June	18 th - 19 th 2009
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Location - West Orange, New Jersey

(Class size is limited to 15 students)



In partnership with the Emery Thompson Batch Freezer Company, we offer a two-day, hands-on frozen desserts production seminar for beginners who want to enter the incredible ice cream business.

This seminar will teach you how to make ice cream and other frozen desserts. It also will help you determine if this is the business you always wanted to be in but didn't know how to take that first step.

- Do you want to make great ice cream, gelato, sorbet and Italian water ice?
- Do you want to create your own ice cream concept?

If the answer to these questions is YES, then participating in Ice Cream University's Short-Course Seminar 105 will be the next best step in gaining immediate practical hands-on knowledge.

Class size is limited to 15 participants.

Seminar cost is \$975.00 - Second person \$487.50



TAKING THE FIRST STEP!
HOW TO GET INTO THE ICE CREAM AND GELATO BUSINESS

SEMINAR 106 - ONE-DAY SEMINAR

January	5 th 2009
March	11 th 2009
May	11 th 2009
June	17 th 2009
July	15 th 2009
September	23 rd 2009
November	11 th 2009

Location - New Jersey
(Class size is limited to 10 students)

March	30 th 2009
June	29 th 2009
October	5 th 2009

Location - Hollywood, CA



February	11 th 2009
April	20 th 2009
October	14 th 2009
December	9 th 2009

Location - Brooksville, Florida

This is a one-day business seminar for beginners who want to enter the incredible frozen desserts business.

This seminar will explore the first steps you need, such as:

- Does your concept make sense?
- How do you write a successful business plan? And get financing through a bank or SBA?
- How do you pick the right location?
- Should you make your own ice cream or buy from someone else, and what equipment do you need?

If you want answers to these and other questions and have the passion for this business, then participating in Seminar 106 will be your best first step to gain information and knowledge.

You will leave this seminar with the confidence to take those first steps to begin to develop your concept and turn your dream into reality.

Seminar cost is \$395.00 - Second person \$187.50



ICE CREAM UNIVERSITY CULINARY INSTITUTE
 "BEGINNER" BATCH FREEZER SHORT-COURSE SEMINARS

SEMINAR 108 - TWO-DAY SEMINAR

January	6 th - 7 th 2009
March	12 th - 13 th 2009
May	12 th - 13 th 2009
July	16 th - 17 th 2009
September	24 th - 25 th 2009
November	12 th - 13 th 2009

(Class size is limited to 15 students)

Location - West Orange, New Jersey



Ice Cream University's Culinary Institute is a new and expanded state-of-the art ice cream research and development center offering a two-day, hands-on, beginner batch freezer class for anyone who wants to enter the incredible ice cream business.

This seminar will teach you how to make ice cream and other frozen desserts using Emory Thompson and Carpigiani equipment and the finest ingredients from all over the world.

It also will help you determine if this is the business you always wanted to be in but didn't know how to take that first step.

- Do you want to make great ice cream, gelato, sorbet and Italian water ice?
- Do you want to create your own ice cream concept?

If the answer to these questions is YES, then participating in Ice Cream University's Short-Course Seminar 108 will be the next best step in gaining immediate practical hands-on knowledge.

Class size is limited to 10 participants.

Seminar cost is \$975.00 - Second person \$487.50



WEST COAST SHORT-COURSE SEMINARS HOW TO GET INTO THE GELATO AND ICE CREAM BUSINESS

SEMINAR 110 - TWO-DAY SEMINAR

March	31 st - April 1 st 2009
June	30 th - July 1 st 2009
October	6 th - 7 th 2009

(Class size is limited to 15 students)

NEW LOCATION

Bravo Systems
North Hollywood, CA



At Bravo Systems, a Carpigiani distributor for Southern California, for the first time, we are offering a two-day, hands-on ice cream/gelato production seminar making a hot-process base from scratch using the Carpigiani pasteurizer/mixer and batch freezer.

This seminar is for beginners who want to enter the incredible gelato business and will teach you how to make gelato and sorbet, and even great ice cream.

It also will help you determine if this is the business you always wanted to be in but didn't know how to take that first step.

- Do you want to hop on the bandwagon for this Italian concept that is no longer a fad but a popular trend all over the country?

If the answer to this question is YES, then participating in Ice Cream University's Short-Course Seminar 110 will be the next best step in gaining immediate practical hands-on knowledge.

Class size is limited to 15 students.

Seminar cost is \$975.00 - Second person \$487.50



ANYTIME ONE-ON-ONE PRIVATE CONSULTATION

Location - West Orange, New Jersey

This is a wonderful opportunity for anyone who wants to improve his or her ice cream or gelato production skills for both beginners and advanced ice cream makers.

Tell us what you want to learn and we'll teach you. We offer instruction to meet your needs, which may include some of the following:

- Prepare a wide assortment of fresh/frozen fruit sorbets and water ices, learn how to use stabilizers and corn syrup solids in order to create smoother dipping sorbets
- Test out your own ideas developing ice cream flavors you would like to create
- Learn how to make and decorate ice cream and gelato cakes from scratch

Cost is \$1,000 per person for one day. (Second person is half price.)

WHO IS MALCOLM STOGO?

Malcolm Stogo is founder and president of Ice Cream University -- the educational arm of Malcolm Stogo Associates, an international ice cream consulting firm now located in West Orange, New Jersey. He is the author of *How To Succeed in the Incredible Ice Cream Business*, *Ice Cream and Frozen Desserts: A Commercial Guide to Production and Marketing*, and co-author of *Ice Cream Cakes*.

He has appeared on the *Food Network* ("Roker on the Road") and is frequently quoted as an industry expert in newspapers and magazines. Through Ice Cream University, he publishes a quarterly newsletter, "Ice Cream University News". Since 1988, he has helped leading ice cream companies including Haagen-Dazs, Carvel, Colombo, Penguin Frozen Yogurt, develop, market, and merchandise exciting new products.

He created the highly successful Ice Cream Extravaganza at the South Street Seaport in New York City. He also consults with worldwide clients in Saudi Arabia, Thailand, Korea, Philippines, Tunisia, Argentina, and throughout the U.S.

In addition to conducting seminars for entrepreneurs, he is also asked to conduct seminars for the leading manufacturers and distributors of ice cream-making equipment worldwide. His Gelato Tour of Italy, now in its 8th year, takes ice cream professionals and beginners to Italy to learn about gelato in conjunction with the International Exhibition on Artisan Production of Gelato, Pastry, Confectionery and Bakery.

In 2007, he became an official U.S. representative of SIGEP, the sponsor of this incredible Exhibition.

