



## MALCOLM STOGO ASSOCIATES

INTERNATIONAL ICE CREAM CONSULTANTS

### WELCOME TO ICE CREAM UNIVERSITY'S 2010 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\*\*

##### 2010 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 \$100 discount for taking a 2nd or 3rd seminar offered the week they attend an [ICE CREAM UNIVERSITY seminar](#).

Any second person will also receive a 50% discount off the regular seminar fee.

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 2010 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

March	18-19 <sup>th</sup> 2010
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Location - New Jersey  
(Class size is limited to 10 students)

April	22-23 <sup>rd</sup> 2010
October	22-23 <sup>rd</sup> 2010

Location - Brooksville, Florida  
(Class size is limited to 15 students)



Cool Cakes 101 is a ice cream cake production workshop being given expert in the field, Malcolm Stogo 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.

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 \$675.



## ICE CREAM UNIVERSITY - IT'S ALL ABOUT GELATO

### SEMINAR 103 - ONE-DAY SEMINAR

February	8 <sup>th</sup> 2010
October	14 <sup>th</sup> 2010

Location - Fabbri North America  
Maspeth, New York

(Class size is limited to 12 students)



Welcome to the Ice Cream University/Fabbri North America Seminar Program, offering a world-class training experience that will bring together your passion of gelato and ice cream with our expertise in frozen dessert education. Starting with passion to theory to application to artistry, we offer an unparalleled educational experience focused on building a culinary and business foundation for anyone who wants to produce a true authentic Italian gelato, sorbet, and ice cream using Fabbri ingredients.

The seminar offers a one day hands-on personalized educational experience geared to teach potential gelato/ice cream producers the "ins and outs" of producing great gelato and ice cream products. The seminar program has been organized to take you on a step by step journey so that when you leave the Fabbri Culinary Center you will feel more comfortable about how all of this relates to creating and operating your own gelateria or ice cream business.

Class size is limited by location. (see above)

Seminar cost is \$395 - Second person \$197.50.



## EMERY THOMPSON 2010 SHORT-COURSE SEMINARS

### SEMINAR 105 - TWO-DAY SEMINAR

February	11 <sup>th</sup> - 12 <sup>th</sup> 2010
April	20 <sup>th</sup> - 21 <sup>st</sup> 2010
June	15 <sup>th</sup> - 16 <sup>th</sup> 2010
October	20 <sup>th</sup> - 21 <sup>st</sup> 2010

Location - Emery Thompson Machinery,  
Brooksville, Florida



Location - Emery Thompson Machinery - Brooksville, FL

- Hands-on Ice Cream Making
- Small Classes
- One-on-One Training
- 45 Minute Private Consultation
- An Awesome Learning Experience

Welcome to Seminar 105 at the Emery Thompson manufacturing plant and Professional Training Center, a world-class training facility in Brooksville, Florida. Our goal is to provide the knowledge base that aspiring entrepreneurs need to enter the incredible ice cream business and who want to make their own ice cream. We are dedicated to blending your passion for ice cream with our ice cream-making experience, teaching you how to produce the finest ice cream with the most superior ice cream batch freezer, manufactured by the Emery Thompson Company. From theory to application to artistry, the Emery Thompson Professional Training Center offers an unparalleled educational experience regarding batch freezer ice cream production, plus an assortment of other frozen desserts like Italian gelato, sorbet, and Italian water ice.

If you want to pursue your dream, 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.  
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	13 <sup>th</sup> 2010
March	15 <sup>th</sup> 2010
May	12 <sup>th</sup> 2010
July	7 <sup>th</sup> 2010
September	15 <sup>th</sup> 2010
November	17 <sup>th</sup> 2010

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

February	22 <sup>nd</sup> 2010
September	20 <sup>th</sup> 2010

Location - Hollywood, CA



February	10 <sup>th</sup> 2010
April	19 <sup>th</sup> 2010
June	14 <sup>th</sup> 2010
October	19 <sup>th</sup> 2010

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 \$197.50



## THE GELATO EXPERIENCE

### SEMINAR 107 - TWO-DAY SEMINAR

March	16 <sup>th</sup> - 17 <sup>th</sup> 2010
November	18 <sup>th</sup> - 19 <sup>th</sup> 2010

(Class size is limited to 12 students)

Location - Fabbri North America  
Maspeth, New York



Welcome to the Ice Cream University/Fabbri North America Seminar Program, offering a two day world-class training experience bringing together your passion of gelato and ice cream with our expertise in frozen dessert education. Starting with passion to theory to application to artistry, we offer an unparalleled educational experience focused on building a culinary and business foundation for anyone who wants to produce a true authentic Italian gelato, sorbet, semifreddo, gelato/ice cream cake, frozen yogurt, and of course the best super premium ice cream you have ever tasted. And all of this in two fun-filled, creative days during which you will learn how it's done, HANDS-ON.

You will participate in a two day, hands-on personalized educational experience geared to teach potential gelato/ice cream producers the "ins and outs" of producing an array of great gelato and ice cream products. The seminar program has been organized to take you on a step by step journey so that when you leave the Fabbri Culinary Center you will feel more comfortable about how all of this relates to creating and operating your own gelateria or ice cream shop.

At the conclusion of the seminar, each student will receive a valuable \$150 Fabbri merchandise certificate that can be used toward the purchase (ex-warehouse) of any Fabbri ingredients from of its participating distributors in the USA. (This is a time limited offer).

Class size is limited to 12 participants.

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



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

SEMINAR 108 - TWO-DAY SEMINAR

January	14 <sup>th</sup> - 15 <sup>th</sup> 2010
March	16 <sup>th</sup> - 17 <sup>th</sup> 2010
May	13 <sup>th</sup> - 14 <sup>th</sup> 2010
July	8 <sup>th</sup> - 9 <sup>th</sup> 2010
September	16 <sup>th</sup> - 17 <sup>th</sup> 2010
November	18 <sup>th</sup> - 19 <sup>th</sup> 2010

(Class size is limited to 10 students)

Location - West Orange, New Jersey



Location- West Orange, NJ

- Hands-on Ice Cream Making
- Small Classes
- One-on-One Training
- 45 Minute Private Consultation
- An Awesome Learning Experience

Ice Cream University's Culinary Institute is a 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/gelato business.

Two days of a hands-on personalized educational experience that is geared strictly to teach potential new ice cream producers the "ins and outs" of producing great frozen dessert products. This seminar program has been organized to take you on a step by step road so that when leaving here you will feel more comfortable about both the Emery Thompson and Carpigiani batch freezer and the process of batch freezer production, and how all of this relates to someone (your customers) wanting to create and operate their own ice cream concept.

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



## Special Seminar 114

LA SORBETTERIA & ICE CREAM UNIVERSITY PARTNER FOR A UNIQUE HANDS-ON MASTERS CLASS ON GELATO & ICE CREAM PRODUCTION.

### SEMINAR 114 - TWO-DAY SEMINAR

November	14 <sup>th</sup> - 16 <sup>th</sup> 2010
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(Class size is limited to 15 students)

NEW LOCATION

La Sorbetteria  
Bologna, Italy



Ice Cream University is very proud to announce the First International Gelato/Ice Cream Masters Class in partnership with Giacomo Schiavon of La Sorbetteria, Bologna, Italy.

This Masters Class is open to experienced gelato and ice cream producers. This is an outstanding opportunity to learn along side the experts: Giacomo Schiavon, gelato making and Malcolm Stogo, gelato and ice cream making.

If you are inspired to learn new ideas, techniques, and the use of different ingredients, this three-day Masters Class of creative and passionate learning is for you. For more information on La Sorbetteria, look up [www.lasorbetteria.it](http://www.lasorbetteria.it).

Class size is limited to 15 students.

Seminar cost is \$1,400.00 - Second person \$700.00



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, or wants a private hands-on production consultation to develop one's own concept privately.

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:

- Testing out your own product concept to determine how viable your idea is.
- Learn how to use different alternative sweeteners other than refined sugars—like Agave.
- Prepare a wide assortment of fresh/frozen fruit sorbets and water ices using different stabilizers and corn syrup solids in order to create a smoother dipping sorbet and/or water ice.
- 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 \$1,175 per person for one day. (Second person is half price.)

Cost is \$1,725 per person for two days. (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 8<sup>th</sup> 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.