



ICE CREAM IS ON FIRE OFF-PREMISE

OPTIMIZE YOUR TO-GO PROGRAM WITH DELICIOUS SIGNATURE DESSERTS THAT LAST THE WHOLE RIDE HOME.



Takeout and delivery are now foodservice mainstays. And off-premise diners crave the comforting delights of ice cream—as long as the items can make it home without melting! Read on for insights and to learn how you can entice diners with a delivery-friendly dessert menu featuring Blue Bunny® ice cream and novelties.

INSIGHTS TO CHEW ON

Comfort foods—including sweet treats—are here to stay. 57% of consumers are looking forward to seeing more comfort foods in the year ahead.¹

57%



Desserts are popular with at-home diners. At home, desserts are consumed nearly 5X more than appetizers.²

The people have spoken, and they want ice cream delivered. Ice cream is the most-loved dessert by delivery-heavy users.³



The key to takeout and delivery success? Slow-melting ice cream that holds up on the ride home.

Blue Bunny® offers a variety of products—including Scoops®, Load'd Sundaes® and hard-packed ice cream—that can last the whole ride home.⁴ That means your signature desserts won't melt during transport!

¹ Datassential, "The Amazing Trends Episode," January 2021.

² NPD At Home Study, 2020.

³ Datassential Take Home Study, 2021.

⁴ Third-party product testing confirmed product can remain frozen up to an hour at room temperature, 2020.



SWEET SOLUTIONS FOR YOUR TO-GO DESSERT MENU

FEATURING BLUE BUNNY® NOVELTIES AND ICE CREAM



Ice cream is the perfect impulse buy for diners looking to indulge a bit, whether they're ordering for themselves or the whole family.

Prepackaged Novelties and Ice Cream

Featured Products: Individually Wrapped Load'd Sundaes®, Load'd Bars™, Mini Swirls® and Scoops® from Blue Bunny®

- Minimize back-of-house labor and touchpoints
- Improve margins by selling only what you need
- Add Load'd Sundaes® and Load'd Bars™ to the menu as no-touch option
- Serve Mini Swirls® on their own or use as a decadent garnish
- Incorporate Scoops® into sundaes, floats, milkshakes, iced coffee drinks and more



3 Unique Dessert Platforms Featuring Hard-Packed Ice Cream

Featured Product: 3-Gallon Ice Cream from Blue Bunny®, Available in Multiple Flavors

- **Signature Desserts** - Ice cream + mix-ins = your signature dessert
- **Layered Desserts** - Ice cream layered with treats like cookies, cakes, sauces and more
- **Family Kits** - Container of ice cream + a range of toppings to build a dessert at home



Operational Tips

- Offer 8 oz., 16 oz. and 32 oz. containers to cater to every price point and occasion
- Make these desserts ahead of time to streamline prep and service
- Leverage ingredients you already have in your pantry



We'll show you how to make ice cream travel well.

It's an easy way to boost your check averages and maximize your current inventory.

For recipes and more information on crafting desserts that deliver, visit

wellsfoodservice.com/to-go, email us at foodservice-help@bluebunny.com

or call 800-331-0830.