



# Ice Cream Innovation

Can you come up with the next great ice cream product?



## Learning Outcomes

Team Work  
Time Management  
Delegation  
Creative Thinking

## Client Feedback

*"It was brilliant! A really exciting and dynamic challenge which saw the teams push their imagination and creativity to the limit!"*

*"It was great to see teams working so well and so hard together even those who don't work together side by side on a daily basis... A really fun and memorable event."*

*"Just wanted to say that the feedback we have received from the partners and staff for the Ice Cream Innovators challenge has been fabulous!"*

## Challenge Overview

Ice Cream Innovation kicks off with the team briefing in which the delegates learn that they are taking over an Ice Cream company!

The ultimate task for each team is to create a brand new ice cream using the resources available to them.

Teams have to think about their target market, create suitable packaging, develop a marketing campaign and make their own ice cream! We also ask them to rehearse a TV advert as part of their promotion.

Each team is provided with their own 'workstation' armed with ice cream machines, ingredients, equipment and creative kit. They are also given a manual which includes our base mix recipe to start them off as well as useful tips and their challenge checklist to keep them on track.

Working to meet a deadline each team must prepare to present their finished product for testing in its prototype packing to our judges.

A great, fun challenge with elements to suit everyone!