

case
study



Ice Dessert Boutique

Owner: Patrice Caillot
 11344 Espadrille Court
 Las Vegas, NV 89138
 702-228-2718

Description of business

Ice Dessert Boutique is an ice cream and sorbet manufacturing facility selling mainly wholesale to local hotels and restaurants.

What inspired you to enter the frozen desserts market?

I love ice cream and never met a person who didn't. I strongly believe that ice cream is going to go the way of artisan chocolate in a couple of years. It is going to be everywhere.

What are you trying to do differently?

I do not use any artificial flavors or preservatives in my products. I do a lot of custom flavors and each flavor has its own recipe. I don't generalize for all products.

Number of flavors

I stock 40 flavors and can do almost anything anyone asks for.

Most popular flavors

Vanilla, coconut and chocolate.

Favorite ingredients

Chocolate

How many times do you change flavors?

We always have stock and do custom orders

Do you use flavor bases?

No

Signature products

Frozen macaroons



30 FROZEN DESSERTS



Type of machinery, eg. batch freezer, etc.

2800 sq. ft. facility, Carpigiani machines - Pastomaster 60 liter, 120 liter, Agemaster 60 liter, LB 502 TRU 2, LB 1002 TRU 2, Irinox 202.100 Blast Freezer and CP40N Freezer, walk-in fridge, walk-in freezer

Favorite tool

Scale

How do you market product off-season?

Mailings and seasonal flavors

Number of staff

2

What's next?

Retail store.

Best part of the business

Freedom of decision in everything from what our labels will look like to what flavors we will stock.

Advice to frozen dessert retailers

Believe in your product