

Moo! Moo! Moo! Moo! Moo! Moo!  
Ice Cream! Moo! Yum! Moo! Yum!

Moo! Moo! Moo! Moo! Moo! Moo!

Moo! Yum! Frozen Custard! Yum!

Moo! Moo! Moo! Moo! Moo! Moo!

Moo! Pies! Moo! Yum! Moo! Yum!

Moo! Moo! Moo! Moo! Moo! Moo!

*Frozen Treats for Warm Hearts*



Chilly  
Cow™

## What is Frozen Custard?

Chilly Cow Frozen Custard is a premium ice cream, that by law contains no less than 1.4% egg yolks by volume. It differs from ice cream in that there is less air whipped into the product during manufacturing, providing an extremely dense finished product.

Did you ever wonder why French Vanilla ice cream has a yellow color? You guessed right, it is also known as Frozen Custard.

## What is overrun?

Overrun is a term used in the ice cream industry that measures how much air is whipped into ice cream as it is frozen. Most commercial ice creams range from 75% to 100% overrun, meaning the volume of finished product is nearly doubled during processing. Our product has 20% overrun, resulting in higher quality and great value!

## Why is Frozen Custard so much better than regular ice cream?

There are several factors. First, our proprietary Frozen Custard mix is All Natural and has only the highest quality ingredients. There are no artificial additives, preservatives or colors.

The real secret behind Frozen Custard is the way it's made. The Frozen Custard mix is frozen colder and more quickly than ice cream with minimal overrun. By quickly freezing the mix, it produces smaller ice crystals providing a velvety smooth finished product.

**Bottom line...  
smaller ice crystals, low air content  
and freshness translates into the  
smoothest, tastiest frozen dessert  
you've ever had!**

# Why use shelf space for Frozen Custard & Pies?



- Frozen Custard is extremely popular in other parts of the country and is rapidly gaining popularity in the New England Market.
- Incredibly great tasting product. Once people try they quickly become lifelong fans.
- We manufacture and distribute our own product which maintains quality and unmatched service.
- We aggressively promote our products to raise awareness and educate the consumer on Frozen Custard by doing in-store demos.
- Our product is made in smaller batches more often to ensure that every pint or pie going onto your shelves is the freshest possible.
- We prefer the peddle system for distribution, therefore you are never out of stock or have excessive inventory. Your shelves are always full allowing for maximum revenue generation and excellent turns. We do have minimums on pre-ordered product, which will be determined on a case by case basis.
- If you're interested in our product but don't have the space, ask about our freezer program.



# our feature product Frozen Custard pints

## Product Specifications

- Highest quality ingredients
- Low 20% overrun
- Rich, smooth and dense
- Manufactured and distributed locally
- Family owned and operated
- New flavors available regularly

## Pricing & Pack Size

*Pack Size:*

Eight 16 oz pints per sleeve

*Suggested Retail:*

\$4.29 – \$4.79

49% – 67% markup

33% – 40% gross profit

## Available Flavors & UPCs

Flavor	GS1 Certified barcodes
Vanilla	892082002009
Chocolate	892082002016
Coffee	892082002023
Chocolate Chip	892082002047
Coconut	892082002054
Lemon	892082002139
Grapenut	892082002146
Chocolate Peanut Butter	892082002030

Our pies are super



# our feature product Frozen Custard pies

## Available Flavors & UPCs

Flavor	GS1 Certified barcodes
Cookies & Cream	892082002061
Coffee Heath Bar	892082002108
Peanut Butter Lovers	892082002078
Death By Chocolate	892082002092
Coconut Cream	892082002085
Grasshopper	892082002115
Strawberry Cheesecake	892082002122
Pie Of Month	892082002153

## Pricing & Pack Size

### Pack Size:

Two 9" individually packaged pies per case

### Suggested Retail:

\$16.99 – \$19.99

26% – 48% markup

21% – 33% gross profit

er delicious!

**Pie of the Month**  
Each month, we will be featuring a new pie that will be offered in limited quantities while supplies last.



Pies shown left to right:  
Grasshopper, Strawberry Cheesecake,  
Death By Chocolate

# About Us

Brian LaClair, owner and operator of Chilly Cow, Inc., has over 12 years of experience in the ice cream industry. After falling in love with Frozen Custard five years ago, he saw an opportunity to fill a niche in the premium ice cream space. He has a committed passion to produce the highest quality product delivered with exceptional service.

Chilly Cow, Inc. is a locally owned and operated family business. Our Frozen Custard mix is All Natural, and our proprietary recipe has been developed by us with help from expert food consultants. Our goal was to create the purest and best tasting Frozen Custard on the market.

We manufacture and distribute our own product with enthusiasm, providing both the highest level of service to our retail customers and a sublime treat to the consumers.



# Mid-western style Frozen Custard with a New England flair.

Chilly Cow products can be purchased at these retail stores:

## **Whole Foods Market**

Northeast region

## **Collela's Supermarket**

Hopkinton

## **Harvest COOP**

Cambridge

## **Henry's**

North Beverly

## **Idlywilde Farm**

Acton

## **Tendercrop Farm**

Newbury

## **The Butchery**

Danvers & Newbury

## **"The Scoop"**

**(or, what our clients say about us)**

*"Everything you need to know about Chilly Cow can be summarized in three statements. Awesome product! Exceptional service! Great people!"*

Steve, Prime Butcher

*"It's been amazing to see how a couple of Chilly Cow in-store demos have converted so many ice cream fans into Frozen Custard fanatics. We recently added the Frozen Custard pies to our offerings and customer response has been tremendous. Both product and service are fantastic! We will be carrying Chilly Cow for years to come."*

Laura, Tendercrop Farm

*"The folks at Chilly Cow have an acute sense of detail. They pay close attention to what sells and what doesn't. They make sure our shelves are always organized and neatly stocked with product our customers can't seem to get enough of. We are very pleased with our decision to carry Chilly Cow Frozen Custard. Great Job! Keep up the good work!"*

Debbie, Lull Farm



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To place orders electronically: [orders@thechillycow.com](mailto:orders@thechillycow.com)

Website: [www.thechillycow.com](http://www.thechillycow.com)

*Prospective buyers are encouraged to call to set up an appointment.*

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*We will be expanding our flavor options in 2009 on both the pints & pies.  
Check out our website for updated product lists and announcements!*

**[www.thechillycow.com](http://www.thechillycow.com)**

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