



*'handmade ice cream delivered to your door'*



# Our story:



*The idea for Sanders and Sons ice cream was born out of a family Thanksgiving visit to New York in 2015 which was unexpectedly extended by a week. What's an ice cream groupie to do in the city with plenty of time and three young sons? Answer: Ice Cream Crawl!*

*Hitting four or five artisan ice cream shops a day, we were blown away by the creativity and fun being crafted in Manhattan and Brooklyn. We tried everything we could get our hands on: often ordering everything on the menu! After the crawl, we knew that we could bring this passion for quality and fun to Southern California with the added twist of delivering our frozen desserts directly to your door.*

*Inspired by the best in the business, we make our ice creams the old fashioned way: from scratch, using organic cream from the Strauss Family Creamery and and organic, free range eggs from family owned farms. We're obsessed with making the best ice cream in California, so to ensure top quality and consistency, we actually run our own micro-creamery in downtown Los Angeles and deliver this love and inspiration direct to your home.*

*Come join us, we want to share in your ice cream story and hope you will keep in touch!*

*-Sanders, Earl, Hayes and Quinn*



# Menu

## Classics:

French Vanilla

ice cream

Strong Coffee

ice cream

Chocolate Milk

Cookies and Cream

ice cream

Strawberry Balsamic

ice cream

Mint Chip

ice cream

Salted Caramel with

Wow's Wonderful

Wafers

ice cream

Raspberry Chocolate

Chip

ice cream

Tin Roof

ice cream

Darkest Chocolate

ice cream

## Seasonal:

Pixie's Pink Moment

sorbet/non-dairy

Honey and Lavender

ice cream

Avocado Lime Mint

gelato

## Non-Dairy:

Frozen Hot

non-dairy

Roasted Banana

non-dairy

Strong Coffee

non-dairy

## Extras:

Fudge Ripple

non-dairy

Homemade Sauces

hot fudge or salted caramel

Toppings

sprinkles, oreo cookie crumble,  
toasted coconut, chopped peanuts

Baked Goods

Fudge Brownies

Chocolate Chip Cookies

Wow's Wonderful wafers

local suppliers:

June 22, 2017



earthtrine farms



Ojai Lavender Farms  
Located in the  
Beautiful Upper Ojai Valley



# Packaging



Customer gets a personal touch, a sort of gift unwrapping experience (there will be perforations just under the cap, so not real unwrapping) and a certainty that nobody peaked inside... there is flexibility for new/seasonal flavors either by mixing colors of the package/ribbon and the round label or by adding multiple round labels for special mixes. All stickers are simply round or rectangular making them easily available.



# Customer Acquisition

- Word of mouth
  - Ojai Schools (OGS, OVS, Nordhof), sports teams, camps
- Social media exposure
  - Instagram and Facebook\*
- Ice cream socials held at friends and local family homes
- Corporate events
  - CGB Foundation
  - Porch Gallery
  - YPO connections in SB/Ventura
- Media exposure
  - Edible Ventura and Ojai
- Fliers

***\*currently we have 80 Instagram followers & 150 Facebook followers***

Year 1: target OJAI

Year 2: target OJAI & VENTURA COUNTY

Year 3: target OJAI & VENTURA COUNTY  
& SANTA BARBARA COUNTY



# Key Partners:



Our dairy certified production facility and state of the art kitchen space located in the heart of Los Angeles



Our source of dairy is a family-owned and operated farm in the small town of Marshall just off of the Northern California Coast. Straus was the first certified organic dairy west of the Mississippi River and the first 100% certified organic creamery in the United States



Our equipment supplier located in Corona, CA



Our technical/education partner is the world famous Department of Ag Science located at Penn State (home of Ben & Jerry's)



Our organic dairy distributor

# Who We Are

Sanders and Sons founder **Sanders Marvin** is a food entrepreneur and passionate ice cream maker.

**Earl, Hayes and Quinn** are the inspiration for Sanders & Sons ice cream. They go to school in the Ojai Valley and enjoy surfing, biking and test sampling new ice cream recipes with their dad in our test kitchen.

Sanders studied ice cream making at the University of Pennsylvania's School of Agricultural Sciences (home of Ben&Jerry's, Ample Hills, Davey's and Caramela's) and with Maria Coassin of Seattle's famous Gelatiamo restaurant at Pike Place.

He earned an MBA from the University of Minnesota and studied at the Harvard Business School's Executive Education program

Sanders is a sommelier and a former manufacturing executive.



# Contact us:

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