

“Every month, a new flavor is introduced to consumers for a limited time,” he adds. “To capitalize on the recent red velvet craze, we simultaneously launched a red velvet ice cream that contains a cream cheese ribbon as an in-store flavor along with a limited-time Red Velvet ice cream cake.

**Updated packaging keeps it real**

The ice cream category was impacted greatly

by the poor economy, mainly because many of America’s traditional brands were either traded in for private label counterparts or were deemed a non-essential item and crossed off the grocery list completely.

Despite the challenges, several ice cream processors continue to churn out stellar products in refined packaging concepts.

For instance, Roselani Ice Cream produces its Roselani Tropics line in 56-ounce

“apex” cartons, Nobriga Kim says.

“As a small company, we have put our efforts into efficiencies,” she adds. “In late 2010, we installed a rotary filler that has expanded our production volume from 12 cartons per minute to 18 cartons per minute. Prior to installation, our operation was manual fill. We take pride in what we serve our customers. Rather than diminish that quality with cheaper, lesser ingredients, we continue to review our operational methods to become more productive. With the installation of this piece, we are developing a single-serve component to our line.”

G.S. Gelato launched its new pint designs, which better promote brand identity and highlight the flavors and healthy attributes on the face of the package, Svendsen says.

“Next to our nutritional information, we have also placed symbols denoting that our product is hormone-free, vegan, cholesterol-free, trans-fat free, etc.,” Svendsen adds. “This helps our consumers in making a quick and efficient choice when choosing a super premium ice cream or our gelato.”

Additionally, Turkey Hill Dairy redesigned the packaging for its frozen yogurt line.

“The new package includes a ‘Benefits Band’ along the bottom that calls out the health benefits at a glance,” Wright says. “The cleaner look and colors of the package also help consumers have an easier time finding it on the shelf.”

Hudsonville Creamery enhanced its presentation by upgrading to a high-resolution graphic on its 56-ounce cartons, Kratt outlines.

“We are all about the consumer’s experience when marketing our brand,” he says. “We don’t take being invited into our consumer’s life experiences lightly, so we make sure that everything we do from recipes to flavor innovation to consistent quality exceeds consumer expectations.”



■ G.S. Gelato & Desserts introduced a King Cake flavor in honor of Mardi Gras.

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