



Ice Cream 17-18
FOOD SERVICE & ROUTE
TRADE INFORMATION GUIDE

DEEP SOUTH®
PREMIUM NEW ZEALAND ICE CREAM

3



DEEPSOUTH

WHY CHOOSE US.....	4
ABOUT OUR FOODSERVICE RANGE	5
FLAVOUR RANGE	6
POINT OF SALE	7-8
LABEL APPLICATION HOW-TO GUIDE	9
SCOOPING FOR SUCCESS.....	10-14
CONTACT	15

Why Choose Us!

We will work with you to increase your sales of ice cream!

We know that good point of sale (POS) will increase your ice cream sales, this is why Deep South brand stockists are provided with a point of sale pack worth \$200 free of charge. This can include a flag, or Sandwich board. We also offer a variety of POS items. Please refer to page 8.

We are also proud to be able to offer you a bespoke point of sale package where we work closely with you to create eye-catching and impactful signage to your own specifications, whether it be exterior designs, window wraps etc.

We are proud to offer you our Scooping for Success handout, see page 10. This is full of hints and tips on how to improve the sales and success of your own ice cream business.

We can also provide you with a comprehensive range of freezers for both, retail and scooping needs and have negotiated excellent prices for you.

Whether you are a scooping site or a retail outlet, we have a choice of freezers to suit your requirements. This year's range offers the best possible displays. All feature our very latest vibrant and eye-catching branding. So whether you're after a state of the art scooping cabinet or stand-alone freezer designed for single serves, we have the freezer for you!

BESPOKE POINT OF SALE
PACKAGES DESIGNED
JUST FOR YOU & YOUR
BUSINESS.

Deepsouth Food Service Range

AWARD WINNING TRADITIONAL RECIPE!

Established in 1978, today Deep South continues to carry on making ice cream from their award winning traditional recipe. This recipe contains only premium ingredients which are all sourced, where possible, from the South Island.

Here's a handy guide to the different ranges we produce.



Classic Ice Cream

125ml, 5L & 10L

Our classic range of Ice Cream is a fun range full of the traditional kiwi flavours we all know and love.

Gourmet Ice Cream

125ml, 5L & 10L

Hand selected ingredients to create unique flavours with a rich texture and gourmet taste.

Milkshake

5L & 10L

Make the best milkshakes in town with our quick & easy milkshake mix. Add a scoop and milkshake base for a thick & creamy shake.

Yoghurt Range
















































5L & 10L

Indulge in a lower fat frozen treat. Perfect on its own or a healthy alternative to flavour your favourite smoothies or fresh fruit ice creams.

Deepsouth Full Flavour Range





























GOURMET ICE CREAM

5L & 10L

After Dinner Mint	 	  
Ambrosia	 	
Caramel Cookie	 	
Choc Caramel Brownie	 	
Caramel Fudge	 	
Coffee Bean	 	
Coffee & Walnut	 	
Cookies & Cream	 	
Gold Strike	 	
Green Tea	 	
Gum Drop	 	
Irish Creme	 	
Licorice	 	
Mango Ripple	 	
Maple Walnut	 	
Mixed Berry	 	
Mochaccino	 	
Passionfruit Cheesecake	 	
Pinky Winky	 	
Rum & Raisin	 	
White Choc & Raspberry	 	
Vanilla Bean	 	

CLASSIC ICE CREAM

125ml, 5L & 10L

Banana Choc Chip	 	  
Boysenberry	  	
Chocolate Eclair	  	
Double Chocolate	  	
French Vanilla	 	
Hokey Pokey	  	
Orange Choc Chip	 	
Spearmint Choc Chip	 	
Strawberry Ripple	 	
Vanilla	  	

MILKSHAKE MIX

5L & 10L







Standard	 	  
----------	---	---

YOGHURT

5L & 10L

Plain Yoghurt	 	  
---------------	---	---

KEY

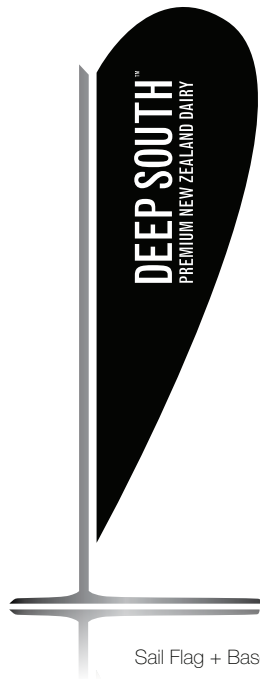
ICE CREAM		125ml single serve tub	
MILKSHAKE		5L tub	
YOGHURT		10L carton	



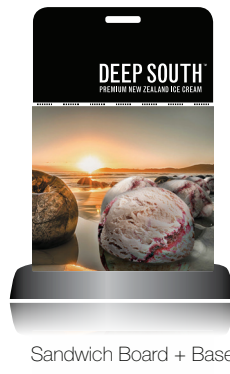
Deep South Branding & POS Material

Free Welcome Pack

SAIL FLAG OR SANDWICH BOARD



Sail Flag + Base



Sandwich Board + Base

Retail Freezers

SCOOPING & BENCH FREEZER



Freezer Wrap - Bench



Freezer Wrap

Retail Accessories

ACCESSORIES



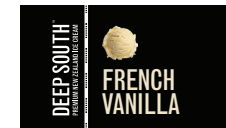
Ice Cream Cup



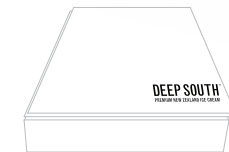
Ice Cream Cone Sleeves



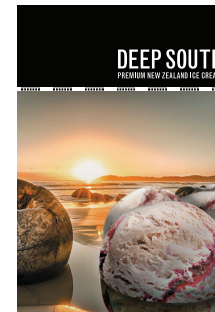
Ice Cream Cone Holder



Ice Cream Flavour Label



Serviettes



Large Window Poster



Picnic Table Umbrella + Umbrella Stand

DEEP SOUTH™

PREMIUM NEW ZEALAND ICE CREAM

FLAVOUR LABELS

Your how-to guide...

Your new flavour labels

Your new labels allow you to remove at any time to reposition, clean, and keep out of the way of sticky fingers! Follow these steps to ensure the best application and lasting finish.

You will need



HOT SOAPY WATER



GLASS CLEANER



MICROFIBRE CLOTH



FLAVOUR LABEL



CREDIT CARD

Applying your flavour labels



1

CLEAN GLASS CANOPY

Remove all dust, dirt and grime with hot soapy water followed by glass cleaner to leave the surface free from any residue. Polish away any excess moisture and streaks.



2

PEEL CLEAR BACKING

Bend one corner of flavour label to lift the clear backing from the front of the flavour label.



3

ALIGN LABEL

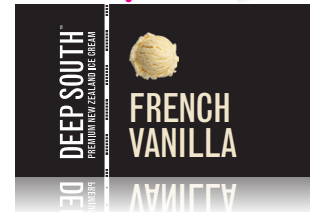
Choose desired location for the label on the glass canopy.



4

APPLY LABEL

Use a credit card to press label onto glass surface, and remove to any excess air bubbles.



*I'm removable & repositionable
& easy to keep out of reach of sticky fingers.*

Don't forget that you can even clean me!

DEEP SOUTH™
PREMIUM NEW ZEALAND ICE CREAM

10



SCOOPING FOR SUCCESS

HANDBOOK TO THE PERFECT ICE CREAM!
CABINET CARE & MAINTENANCE GUIDE

Scoping for Success



CLEAN ME

1. Always use a clean scoop with a sharp edge.



OUTSIDE-IN

2. Start scooping from the outside of the container inward, scooping in a circular pattern.



HALF INCH DEEP

3. Dip the scoop approximately 1.3 cm deep into the ice cream.



NICE, ROUND BALL

4. Use the scoop to form a nice, round ball of ice cream.



DIP WHERE STOPPED

5. For the following scoop, begin dipping from where prior scoop stopped. Do NOT dip directly into the centre of the ice cream tub.



SCOOP DOWN & UP

6. When dipping, ensure that the scoop is turned downwards. In a smooth motion, drag the ice cream scooper upward and towards you. This is to prevent compressing the ice cream, as scooping downward will make the ice cream more compact. Train your employees to scoop in this manner to prevent excess product as it results in lost revenue.



-18 to -20°C

7. Typically you want your Ice Cream temperature to be between -18°C to -20°C.



SECURE TUB

8. The ice cream tub should be firmly anchored in the cabinet to ensure an even scoop.



REPLACE TUB

9. Replace tubs as the ice cream level approaches the last 10% of the container. Scoop the rest of the ice cream on top of the new tubs. Empty containers aren't attractive and customers will be hesitant to purchase the remaining product.



DEFORST WEEKLY

10. Defrost the cabinet weekly to stop frost from building up and keep the temperature from increasing. Establish a maintenance routine to keep the fans and condenser dust and dirt free as dust/dirt restricts airflow and raises the running temperature.



*Now you have
the perfect Ice Cream!*

Scoop Freezer Maintenance Guide



CABINET LOCATION

1.
 - Ensure cabinet is on a level surface.
 - Keep rear grille clear from obstructions.
 - Keep cabinet away from air currents and heating devices.
 - Ensure cabinet is not in direct sunlight.



ELECTRICAL CONNECTION

2.
 - Plug cabinet into a standard NZ plug socket protected by a 10amp fuse minimum.
 - Don't use multiple outlets.
 - Always use direct connection to plug socket where possible.



TEMPERATURE

3.
 - Check your cabinet temperature daily to ensure it is operating between -18 and -20 degrees C.
 - If your freezer is not operating between these temperatures and your product is soft it may need defrosting.
 - The thermostat is located behind the rear grille and should only be adjusted after defrosting. It is factory set but may need minor adjustment for local store conditions.
 - Adjust the thermostat 1 number per 24 hour period (down-warmer up-colder).
 - If you are still experiencing problems after defrosting and thermostat adjustment contact your service agent. The telephone number is located on the rear of the cabinet.
 - Keep cabinet sliding lids closed at all times when not rolling product.



LOADING

4. • Ensure scoop height does not exceed the load level sign.



DE-ICE

5. • Remove fluffy ice build up weekly (before it turns solid) using a plastic scraper – never metal.
- Remove all dislodged ice from the cabinet.



DEFROSTING

6. • Remove all stock and place in another freezer.
- Unplug cabinet.
- Allow ice to melt (Never hit with a hammer or similar).
- Place container under drain plug to catch water.
- Wipe up excess water.
- Replace drain plug.
- Plug in cabinet.
- Wait 1 hour.
- Reload cabinet.



CLEANING

7. • Clean cabinet with a mild odourless cleaning product.
- Don't use abrasive or caustic based products.
- Don't use scouring pads.
- Only use a soft cloth.



GLASS CANOPY

8. • Clean with liquid glass cleaner and a soft cloth as required.

Any additional information can be obtained from
Arrow Refrigeration Ltd
Ph 09 444 1661 or Fax 09 444 1961

DEEP SOUTH[®]
PREMIUM NEW ZEALAND ICE CREAM

deepsouthicecream.co.nz | icecream@dairyworks.co.nz