



## DREAM CONES TRAINING COURSE

We think our job is to not simply train people how to make ice cream but to teach them how to be successful in the ice cream and confectionary business. Therefore, our training course is a combination of artisan training, so that you know how to make ice cream and confections and business training so that you know how to successfully display, promote your products and be a successful entrepreneur.

Our combined gelato and confectionary training course length is two business weeks, M-F. The weekend in the middle is free time. Bangkok is an exciting place and your free weekend is a fine time to enjoy the sights. Ask for our Bangkok brochure, which is full of interesting photos and suggestions about places to stay and things to do in Bangkok

Hotel cost is not included in the course price but there are some very inexpensive hotels near us. We provide lunch and uniforms. Training is done in English with close supervision. The course includes training to make:

GELATO  
SORBETS  
SHERBETS  
ICE CREAM CAKES  
ICE CREAM ROLLS  
ICE CREAM SANDWICHES  
ICE CREAM ON A STICK  
ICE CREAM CANDY

SEMIFREDDO CAKES  
COOKIES  
BROWNIES  
SOME CAKES  
CHOCOLATE CANDIES FILED WITH PASTE  
OR MOUSSE  
MOUSSE  
MACAROONS

### WHAT YOU GET

This is a hands-on, working course, closely supervised by an English-speaking instructor with close support by our Thai-speaking workers. If it takes longer to train than you expected or you want some time working as an apprentice, you can stay as long as you wish. We start with 4 days of ice cream training, most of which is decoration and finishing (because it is easy to actually make ice cream) followed by 3 days of ice cream specialties and then the mousse, semifreddos and candy.

**Required reading** and text for the course is found in certain chapters of my eBook, *Gelato Maker's Guide* available as a download from our website. If you are serious about getting into the ice cream business you need to read this book. We expect you to have read specified chapters before arriving.

In addition, you will receive four 1-hour lectures by me about ice cream, marketing, advertising, health/safety and several 1-hour sessions specific to your business. .

You also get to talk to all of our staff (all speak English) and discuss machinery, bookkeeping, ingredients—everything. This gives you the opportunity to decide if you want to franchise and you will learn exactly whom you are dealing with.



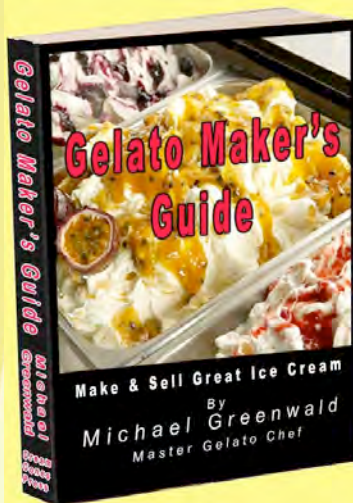
### **Ice Cream Dream**

How to Start Your Own Ice Cream Shop

This book is entirely oriented to helping the potential ice cream entrepreneur open a retail outlet and be successful. Interesting stories and valuable tips from an expert who has helped many entrepreneurs open successful ice cream businesses all over the world. Just the tips on location selection alone are worth the small price of this book!

## **Gelato-Makers Guide**

*Manufacturing and selling ice cream*



Whereas *Startup and Stay Up in Ice Cream* is a master, authoritative text about the ice cream industry, the *Gelato Maker's Guide* gets right to the nuts and bolts of gelato-making, with straightforward instructions on every aspect of the business.

Having spent ten years making and selling gelato, developed all of the flavors and bases used in the industry and built ice cream factories all over the world, there aren't many people with more experience and expertise than Dr. Greenwald.

Everything you need to know including machinery selection, factory layout, pasteurizing, making gelato, sherbets, sorbets, sugar-free and soy frozen desserts, making ice cream cakes and specialties, health/safety, delivery, display, marketing—so much is packed into this eText! Dozens of photos, charts and graphs. Boy, do you ever get your money's worth with this book! Comes with many free recipes and formulas.

### **WHAT IT COSTS**

The course costs Euro €1,200. You can also take a short course, which just trains you to make gelato. It is a 4-day course and costs Euro €600.

**Chef Michael**





**Above "Big Boss" Apple teaching the basic swirl decoration**



**Measuring ingredients**



**Adding decorative border**



**Student making training cake**



**ABOVE: Placing  
meringue flower**



**RIGHT: Decorating  
using pastry sleeve**



**Student with large tray of sorbet**



**Chef Michael with student**



**Luscious ice cream roll**



## Dream Cones Training Course Schedule



**Big Boss supervising a trainee in the decoration of gelato**

The training course text you will use is our eBook, *Gelato Maker's Guide, Ice Cream Dream and Ice Cream Business Startup Kit Guide* by Michael Greenwald and other files specified below. These eTexts will be provided as part of the course.

## WEEK 1

### MONDAY

10-11 a.m. **LECTURE:** What is Ice Cream?

- Required Reading: *Gelato Maker's Guide Chapter 1*

11-12 p.m. **FACTORY LECTURE:** Introduction to ice Cream Machinery

1-4 p.m. **TRAINING:** Making gelato

**Trainee using 120L pasteurizer**



### TUESDAY

10-11 a.m. **LECTURE:** Overview of Ice Cream Products

- Required Reading: *Gelato Maker's Guide Chapter 2*

11-12 p.m. **FACTORY LECTURE:** Mechanics of Batch and Display Freezers

1-4 p.m. Making and Decorating Gelato



**Using the 36 L batch machine**

### WEDNESDAY

10-11 a.m. **LECTURE:** Corporate Structure & Partnerships

- Required Reading: *Ice Cream Business Startup Kit Chapter 5*

11-12 p.m. **FACTORY LECTURE:** Preparing and Using Fruit in Ice Cream

1-4 p.m. Decorating Gelato



### THURSDAY

10-11 a.m. **LECTURE:** Market Analysis and Product Selection

- Required Reading: *Ice Cream Dream Chapter 15*

11-12 p.m. **FACTORY LECTURE:** Storage and Transportation of Gelato

- Required reading: *Ice Cream Business Startup Guide Chapter 11*

1-4 p.m. Making Milk Shakes and Sundaes



**Chef Michael driving Took-Took with load of fresh gelato**

## **FRIDAY**

10-11 a.m. **LECTURE:** Retail outlet location selection

- Required Reading: *Ice Cream Dream* Chapter 4

11-12 p.m. **FACTORY LECTURE:** Machinery for Different Sized Outlets

1-4 p.m. Visit to Several Ice Cream Outlets



## WEEK 2

### MONDAY

10-11 a.m. **LECTURE:** Setting Up a Gelato Manufacturing Operation

- Required Reading: *Gelato Maker's Guide Chapter 3: Opening a Gelato Business*

11-12 p.m. **FACTORY LECTURE:** Equipment for Making Ice Cream Specialties

1-4 p.m. Making Ice Cream Sandwiches → → →



### TUESDAY

10-11 a.m. **LECTURE:** Marketing and Advertising

- Required Reading: *Ice Cream Dream Chapter 15*

11-12 p.m. **FACTORY LECTURE:** The use of Inclusions in Ice Cream

1-4 p.m. Making Baked Inclusions



### WEDNESDAY

10-11 a.m. **LECTURE:** Health-Safety

- Required Reading: *Gelato Maker's Guide Chapter 11*

11-12 p.m. **FACTORY LECTURE:** Making Ice cream Cakes

1-4 p.m. Ice Cream Cake Training

*A beautifully decorated ice cream cake*



## **THURSDAY**

10-11 a.m. **LECTURE:** Selecting the Right Startup for You

- Required Reading: *Ice Cream Dream* Chapter 3

11-12 p.m. **FACTORY LECTURE:** Making Ice Cream Specialties

1-4 p.m. Making Ice Cream Specialties

## **FRIDAY**

10-11 a.m. SUMMARY AND SYNOPSIS

11-12 p.m. Anything you want!

1-4 p.m. Graduation Ceremony



Join the fun! We have trained hundreds of people to make gelato and ice cream specialties. **YOU CAN DO THIS!**