

Ben & Jerry's Washington

Off-Premise Catering & Events Training Guide

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Working at Ben & Jerry's

Congratulations, you're going to be working for Ben & Jerry's. Working at Ben & Jerry's can be a lot of fun, but it's also a job with real job duties and responsibilities. We run our Ben & Jerry's Franchise like a business – because it is a business! We have expectations of our employees to provide the best customer service possible while still having fun at your job.

As part of this job, you'll need to fill out some government forms, attend a training class on food safety and a few other important things. These are the things you will need in order to work at Ben & Jerry's:

Job Application: We need you to completely fill out our Ben & Jerry's job application.

I-9 Form: The I-9 is for proof of your ability to work in the United States. We also need a copy of your driver's license, passport, or picture ID card to go along with this.

W4 Form – Federal Income Tax Withholding Form: The W4 is for Federal Income Tax withholding and you'll need to determine how much money to withhold in order to pay enough federal tax so that you don't end up owing money at the end of the year. We can't help you with this form; you may need to ask your parents or a friend for help with this. We also need a copy of your Social Security Card to insure that your SSN is correct.

State of Washington Food Handler Card: You'll need to provide a current Food Handlers card that is valid in the State of Washington. We can accept one from any county in this State. You have two weeks from your beginning date of employment to obtain one. There is a fee associated with the course. This fee is your responsibility. The food handler card may be obtained at your local Health Department or:

<https://www.foodworkercard.wa.gov/language.html>

Direct Deposit Form: We require direct deposit to a banking account. Direct deposit allows employees to have their paycheck deposited into a checking, savings, or credit union of their choice automatically on payday. The direct deposit money is available at your bank on the morning of each payday for your use. If you do not have a bank account, you will need to get one. Again, this is not optional, direct deposit is required!

Employee Manual: And, you'll need to print, read the entire manual and then sign the last page to confirm that you have read and understand our workplace policies and rules.

All of these forms and documents are available on our website at: www.wabenjerry.com/docs.html

You will not be able to begin working until we receive all of these documents.

Purpose

As part of our Off Premise Catering and Special Events Team there are a lot of things you'll need to know in order to be "Ben & Jerry-ish" Working Ben & Jerry's special events is not just a job – it's a privilege and a tremendous opportunity. We are happy to have you as part of our elite crew. As such, we have higher expectations from you than we do for our employees who work in our scoop shops.

You are representing one of the most recognized brands in the world. What you do, how you perform and how you behave have a direct impact on how our brand is perceived.

This manual is designed to acquaint you with Ben & Jerry's and to provide you with information about working conditions, employee benefits, and company policies affecting your employment. It describes many of your responsibilities as an employee and outlines the programs developed by Ben & Jerry's to benefit you. You should read each of this handbook's provisions carefully and direct any questions you have about Ben & Jerry's policies to your Manager.

It is important to realize that no policy manual can anticipate every circumstance that will occur or every situation that will develop. As Ben & Jerry's faces new and different situations, the need will arise from time to time to change the policies described in this manual, or to modify the way the policies are applied. Federal and state law affects some of our policies, which is also subject to change. For these reasons, Ben & Jerry's reserves the right to revise, supplement, or rescind any portion of this manual as management deems appropriate, at its sole and absolute discretion. We will attempt to provide advance notice of any such changes; however, this is not always feasible. Therefore, Ben & Jerry's retain the right to make changes to the manual without prior notice to employees. The most up-to-date copy of this handbook is available on our website.

If It's not fun, why do it?

That's what Ben Cohen says all the time! If you're not already, we want you to get on the same page with us in our goals for Ben & Jerry's future. We want you to adopt an attitude that this isn't just a job any more, but a place you're proud to belong; not just a place to draw a check. We want you to pay more attention to the details of great customer service and take pride in helping us "run a tight ship". We want you to share your ideas with us to make improvements and then assist us in their implementation.

Your time spent with this company is a stepping-stone to your future and should be done with the same devotion that you pour into everything you love. This doesn't mean that you can't have fun here anymore. Quite the contrary, with marked improvements in everything we do, everyone should be able to enjoy work here more than ever! After all, a big part of service to our customers (and yourselves) is in knowing how to create a fun place for people to hang out! The last thing we want is a bunch of mindless drones, slaving away in misery!

We do require, however, that you take your responsibility here at Ben & Jerry's seriously by doing everything you can to support us in our goals. What's the overall goal? To make Ben & Jerry's the very best it can be, offering great value and benefit to everyone involved; from customers, to community, to owners, to management, to seasoned veterans, to new hires.

Sure, this is somewhat lofty, but we are determined to see this through and we're willing to put ourselves to the test to make it real. In fact, it may well be critical to our company's survival. Please understand that what I'm sharing here isn't some kind of indictment towards our existing staff. We know that some of you already have the kind of professional attitude that we want to see more of. We value your work very highly and are very clear that we can't accomplish our goals without your

dedicated assistance. We also rely on you to pass your great attitude and work ethic on to the new people that you will likely be training.

However, there is always room for improvement and what we are doing here is no small task. Change is tough for most and we expect a transition period from the old way of doing things to the new. Difficult economic times can be turned to advantage. They severely weed out strong companies from weak ones. As a result, several local ice cream shops have already gone under. We think it would be lovely if we were not added to that particular list.

Of course that's perfectly fine, but everything you do while you're here that supports our efforts to improve Ben & Jerry's financial prowess, makes your time here more enjoyable AND your "job" more secure. It also helps to ensure that we can provide good work for dozens of people... for many years to come.

Nature of Employment

Employment with Ben & Jerry's is voluntarily entered into by both the employee and Ben & Jerry's, and we hope that our relationship with our employees will be mutually satisfying and beneficial. However, we recognize that an employee may resign his/her employment at any time and for any reason. You as an employee should also understand that Ben & Jerry's has a corresponding right to terminate your employment at any time, with or without cause.

While it is certainly not our intent or our practice to terminate employees arbitrarily, it is important that you understand that employees have no guarantee regarding the duration of their employment. Likewise, there is no limitation on the grounds, for which employees can be terminated, except as prohibited by law.

Equal Employment Opportunity

Ben & Jerry's support and is committed to equal employment opportunity for all people. Ben & Jerry's does not discriminate against applicants or employees on the basis of race, color, age, religion, ancestry, national origin, sex, or disability. By adoption of this policy, Ben & Jerry's assures compliance with all state and federal laws, and reaffirms its continued commitment to Equal Employment Opportunity.

Substance Abuse Policy

We have a ZERO tolerance policy on the use of ANY drugs and/or alcohol in the workplace. Any violation of this policy will result in immediate termination.

Don't show up high, stoned, and drunk or whatever you want to call it!

When we're all done! Termination, Resignation, Quitting, Kaput!

We would appreciate 2 weeks notice when you're quitting, going back to school or taking another job, etc. It's also your responsibility to provide us with accurate address information. We'll send any documents, checks AND your IRS Form W2 (by January 31) to your last known address. Obviously, if we don't know your address – you're probably not going to get your W2. Don't call us in a panic at tax time – update your records!

Dear Parent,
(Sample letter we send to all parents)

We are glad to have your teen as an employee at Ben & Jerry's. For many, this is their first job and you are probably very interested in your teen's success at Ben & Jerry's and we are too!

We are an independent Franchisee of Ben & Jerry's. There is an employer/employee relationship between your teen and us. We simply can't discuss many things with you such as pay, hours, scheduling, or any other things that violate confidentiality in the workplace. Just think about a third party asking questions about you in your current job and you'll probably understand what we are up against.

There is a lot you can do! Most kids don't know how to work at their first job. We are going to teach them the things they need to know about working at Ben & Jerry's. You can teach them about a good work ethic so that they are successful in the workplace. Many of these things may seem obvious to you and us, but believe it or not, these are the skills that most kids lack in the workplace;

- Showing up to work on time (early is better) or not showing up to work at all,
- Working well with others,
- Staying busy – even when it may seem like things are slow,
- Texting and talking on their phone during work is not allowed,
- Showing up to work in a clean uniform,
- Displaying good customer service skills,
- Exceeding break times, etc.

And these are the traits we look for in a good employee;

- Being outgoing and happy,
- Making eye contact with customers and other employees,
- Helping others when you can,
- Don't take credit for other people's work & give credit to others when you can,
- Being loyal to your company, your boss and your coworkers,
- Don't lie, cheat or steal,
- Leaving your personal life at home, etc.

We are sure that you have many other good examples that you've passed along to your teen. All of these behaviors, in addition to being ethical, will pay off in the long run and make your teen stand out.

Please understand that we hired your teen as an employee and have high expectations for their performance in the workplace. Seriously, we could hire and train just about anyone to scoop ice cream. We're picky about who we hire and that's why your kid is working here! While we understand that many parents are enthusiastic about their teen's job and career success – we hired them, not you. Please don't interfere; this is a real job with real job expectations.

We rarely dismiss an employee -- but will if the circumstances require this action.

Sincerely,

Rhett Russell, Maria Hug & Noelle Brown
Ben & Jerry's Franchisees and Manager

Professionalism

Professionalism is really just an awesome attitude. This attitude is naturally tailored to fit your involvement in each work -place scenario. Because of its inherent value in the work place, professionalism is very highly prized. It is an attitude that, once adopted, can transform a person of most any age or experience level into a highly respected and valued asset.

We are always looking for professionals and we will continue to do so until our staff is nothing but! We are also asking you to BE a professional whether you are one now or not...

Professionals - What they do:

- * Professionals keep on learning, growing, and improving, at virtually everything they do. They are creative, energetic, and alert. They are self-starters.
- * Professionals LOOK professional. They are neat and clean and have a tendency to smile a lot because they feel pretty good about themselves. Most people who don't think they have this quality just don't realize that no matter what their life experience may have been thus far, they can change their mind about it. Feeling good about you and being a professional are decisions.
- * A professional finds ways to be productive when there are no customers in the house. That time is great for cleaning, preparing for the next rush, busing tables, sweeping the floors, checking stock... and best of all; they don't need to be told.
- * Professionals in a service-oriented business understand that this is our house and our customers are our guests. They know that one of our most important functions is to manipulate the atmosphere with our guests in mind. Music, heating & air-conditioning, lighting, and even the volume of our voices and topics of conversation should be adjusted in the best interests of our crowd.
- * A professional will do their very best to make anything whether it's on the menu or not. A bartender won't ever refuse to make you a drink just because it's not on "the menu". Our menu is expandable to whatever we can make with the ingredients we have at our disposal. Have the customer explain what's in the item they want and price it comparably with a similar item that IS on our menu. A professional keeps potential customers in the building. That customer will come back time and time again because you gave them special treatment!
- * Professionals do not talk about pay or complain about work in earshot of their guests. (Sound carries quite well here!) Nor do they allow themselves to be lured into an argument with a patron regardless of the subject matter!
- * Professionals have more than one speed. When there is a rush, they like it, and know how to step up their game to the next level. They know how and when to hustle!
- * Professionals understand that working in their chosen area is about gaining experience and self-improvement, regardless of seniority or pay level. Of course, money is very important but few really successful people are driven by money alone. They are driven by enthusiasm for whatever they have chosen to do. It may not be perfect but it's seen as a stepping-stone.
- * Professionals have dignity and treat others with respect. They don't waste their time judging others and gossiping. They consciously choose to focus on positive subjects and would rather have a good laugh than spend the day whining.
- * Professionals do their very best to leave work at work and home at home.

* Professionals work on their people skills. Being here is an outstanding opportunity to do just that. Taking advantage of this opportunity will pay powerful dividends for a lifetime.

NOTE: If you ever wonder about the respectability of being an ice cream scooper, consider Europe, where the average age of a server is 35! It is a very highly admired and respected profession and is widely undertaken as a career.

Timekeeping and Clocking in

Work begins when your shift starts, not when you arrive. Clock in when your shift is supposed to begin and “prepare” before you clock in. Be present, prepared and ready to work 5 minutes (15 minutes for openers) before your shift begins. If you will be late, you must call. Repeated lateness will result in disciplinary actions including verbal reprimand, written warning, suspension or dismissal.

Eating in the Workplace

We do not allow eating behind the line. We do not allow gum in the scoop shop. For meals, you may eat in the employee areas out of view of the customers or at the customer tables.

Visits from Friends

Friends are customers too, so we want you to encourage your friends to visit. However, you are paid to do a job, so when your friends visit treat them like you would any other customer. Your friends may not enter the employee areas of the trucks, shops, carts, tents, etc. under any circumstances.

Breaks & Meal Periods

Every employee will be provided with a scheduled 15-minute break when they have worked for 4 hours. For an 8-hour shift, an employee will receive two scheduled 15-minute breaks. Breaks are taken while on the clock. Additionally, for employees who work an 8-hour shift, we will include a scheduled 30-minute meal break. This should be taken off the clock.

The only exception to this is if you are working alone. If the total work period per day is more than six hours, you are entitled to an on-duty meal period counted as regular hours and paid at your regular hourly rate. If you are working alone, you must remain in the store your entire shift and you agree to waive the right to off-duty meal periods.

If your total work period per day is no more than six hours, you agree to waive a meal period. You may revoke this agreement in writing at any time.

Meals

You may have one free soda, carbonated water, bottled water, carbonated juice, 16oz glass of any juice, 16oz cup of milk, cookie, brownie, or small cup or cone of ice cream during each shift (defined as any work period up to 8 hours). You may not give your shift meal to your friends or family. It is for you during your shift. You may purchase any other food item on the menu for 50% off the retail price as long as it is consumed during your shift, rest or meal period. Any purchase of food product to be consumed outside of your shift, rest or meal period will be subject to the employee discount described below. No eating or drinking is allowed behind the line ever. You must use it the day of your shift – there is no “banking” your food allowance.

Employee Discounts

Employees receive a 30% discount on all purchases while employed. Employee Discounts may not be combined with coupons or purchased meals as described above. You and immediate family members (parents, siblings and children) may use this discount. Please note that Employee Discounts may not be used for your friends.

Cash Handling Procedures

Registers shall only be opened for a sale. WE DO NOT GIVE CHANGE EVER! Make sure every transaction includes one of the following; cash, VISA, MasterCard, or American Express. We don't accept gift cards or coupons at vending events.

Have someone else ring in a sale of product for your own consumption. Only shift leaders, managers and owners will count cash. Only managers can accept \$50 or \$100 bills. Cash over/shorts will be monitored for every shift. If your shift cash-out is off by more than \$2 then everyone on shift may receive a written warning. Theft will not be tolerated in any amount.

We are primarily a cash business. We take money from customers for our ice cream and desserts and offer money back as change. For example, a scooper should always:

- Let the customer know the total amount ("Your total is \$8.98, please.")
- Repeat to the customer the amount they've paid with ("Out of ten?")
- Type the amount given into the register
- Count change back to the customer ("\$1.02 is your change two cents makes \$9, one dollar makes \$10.")
- Wrap up the sale with a closing remark ("Thanks, have a great day!")

When making change for a large bill, lay the customer's bill across the register ledge until the transaction is completed. This can help prevent confusion for the customer and the employee regarding the correct amount of change. It's also a great way to discourage short change artists.

Put large denominations, checks and foreign currency under the tray in the cash register. This will eliminate accidentally handing back a \$50 dollar bill instead of a \$20 dollar bill.

Cell phones and Vehicle Use Policy

This policy about cellular phone usage applies to any device that makes or receives phone calls, leaves messages, sends text messages, surfs the Internet, or downloads and allows for the reading of and responding to texts and email whether the device is company-supplied or personally owned.

Company Owned and Supplied Devices or Vehicles

An employee who uses a company-supplied device or a company-supplied vehicle is prohibited from using a cell phone, hands on or hands off, or similar device while driving, whether the business conducted is personal or company-related. This prohibition includes receiving or placing calls, text messaging, surfing the Internet, receiving or responding to email, checking for phone messages, or any other purpose related to your employment; the business; our customers; our vendors; volunteer activities, meetings, or civic responsibilities performed for or attended in the name of the company; or any other company or personally related activities not named here while driving. Use of company owned vehicles or devices for personal business is discouraged.

Use of Personal Vehicle

When your personal vehicle must be used for company business you must:

1. Keep a record of your mileage.
2. Keep receipts for fuel, tolls, etc.
3. Complete and turn in an expense report each month to your supervisor for reimbursement.

Parking

Employees are not permitted to park in spaces that are reserved for Garage Town Guests. Park on the Street. Ben & Jerry's assume no responsibility for any automobile or its contents parked on its lot.

If you drive to a customer site, do not park in their employee parking unless you've been given permission. Most of our special events and catering jobs will have specific instructions on where to park on the Customer Work Order.

Cell Phones or Similar Devices at Work

We are aware that employees utilize their personal or company-supplied cellular phones for business purposes. At the same time, cell phones are a distraction in the workplace. To ensure the effectiveness of meetings, employees are asked to leave cell phones at their desk. Or, on the unusual occasion of an emergency or anticipated emergency that requires immediate attention, the cell phone may be carried to the meeting on vibrate mode.

Personal Cell Phone or Similar Device Use for Business

We are aware that employees currently may use their cell phones for business purposes while driving in their personal vehicle and using their personal cell phone or similar device. Due to research that indicates that cell phone use while driving is dangerous, and may even approach the equivalent danger of driving while drunk, according to some studies, We prohibit employee use of personal cellular phones, either hands on or hands free, or similar devices, for business purposes related in any way to our company, while driving.

This prohibition of cell phone or similar device use while driving includes receiving or placing calls, text messaging, surfing the Internet, receiving or responding to email, checking for phone messages, or any other purpose related to your employment; the business; our customers; our vendors; volunteer activities, meetings, or civic responsibilities performed for or attended in the name of the company; or any other company related activities not named here while driving. You may not use your cellular phone or similar device to receive or place calls, text messages, surf the Internet, check phone messages, or receive or respond to email while driving if you are in any way doing activities that are related to your employment.

We recognize that other distractions occur during driving, however curbing the use of cell phones, while driving, is one way to minimize the risk, for our employees, of accidents. Therefore, you are required to stop your vehicle in a safe location so that you can safely use your cell phone or similar device. Engaging in your company business using a cell phone or similar device while driving is prohibited. Engaging in your company business using a cell phone or similar device that is supplied by the company, or while driving a company-supplied vehicle, while driving, is prohibited.

Employees who violate this policy will be subject to disciplinary actions, up to and including employment termination.

Workplace Violence Policy

We provide a safe workplace for all employees. All employees should review and understand all provisions of this workplace violence policy to ensure a safe workplace and to reduce the risk of violence.

Prohibited Conduct

We do not tolerate any type of workplace violence committed by or against employees. Employees are prohibited from making threats or engaging in violent activities. This list of behaviors, while not inclusive, provides examples of conduct that is prohibited.

1. Causing physical injury to another person
2. Making threatening remarks
3. Aggressive or hostile behavior that creates a reasonable fear of injury to another person or subjects another individual to emotional distress
4. Intentionally damaging employer property or property of another employee
5. Possession of a weapon while on company property or while on company business
6. Committing acts motivated by, or related to, sexual harassment or domestic violence

Reporting Procedures

Any potentially dangerous situations must be reported immediately to a manager. Reports can be made anonymously, and all reported incidents will be investigated. Reports or incidents warranting confidentiality will be handled appropriately and information will be disclosed only on a need-to-know basis. All parties involved in a situation will be counseled, and the results of investigations will be discussed with them. Ben & Jerry's will actively intervene at any indication of a possibly hostile or violent situation.

Individual Situations

While we do not expect employees to be skilled at identifying potentially dangerous persons, employees are expected to exercise good judgment and to inform their manager if any employee exhibits behavior that could be a sign of potentially dangerous situations. Such behavior includes:

1. Discussing weapons or bringing them to the workplace
2. Displaying overt signs of extreme stress, resentment, hostility, or anger
3. Making threatening remarks
4. Sudden or significant deterioration of performance
5. Displaying irrational or inappropriate behavior

Dangerous/Emergency Situations

Employees who confront or encounter an armed or dangerous person should not attempt to challenge or disarm the individual. Employees should remain calm, make constant eye contact and talk to the individual. If a manager can be safely notified of the need for assistance without endangering the safety of the employee or others, such notice should be given. Otherwise, cooperate and follow the instructions given.

Enforcement

Threats, threatening conduct, or any other acts of aggression or violence in the workplace will not be tolerated. Any employee determined to have committed such acts will be subject to disciplinary action, up to and including termination. Non-employees engaged in violent acts on the employer's premises will be reported to the proper authorities and fully prosecuted.

Dating Policy

1. Employees must maintain high standards of professionalism and ethics in their personal relationships with other employees and/or managers in the workplace.
2. We ask that you carefully consider the consequences of dating a fellow employee, since it often results in unrest and turmoil in the workplace. This is particularly true with personal relationships involving a supervisor and a subordinate.
3. Therefore, in keeping with our commitment to operate our workplace with high employee morale, management requires that a supervisor notify your manager if a personal relationship develops between the supervisor and an employee under his/her direction and control. Failure to do so will result in disciplinary action up to and including possible discharge. Recognizing that personal relationships between a supervisor and a subordinate have a high likelihood of negatively impacting

business operations or individual performance, either the supervisor or the subordinate, depending upon individual circumstances, will be required to transfer to another store, if the subordinate cannot be scheduled in a manner that removes him/her from the superior's direction and control.

4. Managers are specifically prohibited from having personal romantic relationships with employees at their store. If Manager fails to notify management about a potential or impending personal relation with a subordinate, he/she will be subject to disciplinary action up to and including possible discharge.

5. With personal relationships between co-workers, not involving a supervisor/subordinate, management reserves the right to take necessary measures when personal relationships negatively impact business operations or individual performance.

3 Strikes - You're out

We really don't care much for the whole corporate style disciplinary thing. As a matter of fact, I think all of us have a bit of a rebellious streak that makes this section kind of distasteful for us, however, we do feel that better training will achieve our real goal of seldom (if ever) having to use this system.

We believe that good training can create a strong awareness of what's expected here so that we don't have to let people go. I've never known a manager yet, that enjoyed firing people, even when they deserved it.

This system is simple, direct, and hopefully fair, but its real purpose is to protect our excellent staff from the few who will inevitably say all the right things to get hired and then proceed to piss everyone off every day. We've put up with this in the past, but no more. So, if you aggravate your fellow workers on a regular basis, you need to know that your time here is short.

This will also help to remind some of our valuable veterans that they need to keep setting the example. When you've been around for a while it's easy to get lazy.

Our veterans are our most valuable people and our plan for the near future is to be able to pay you better and provide some benefits. Make sure that you continue to support us so that we can accomplish that goal as quickly as possible.

Like all companies, we must cover some uncomfortable topics. No business will run without some form of disciplinary action. What we are trying to do is create a staff of great people that are so well trained and professional that this 3 strikes business never gets mentioned. Alas, for the time being here it is:

Strike 1:

Ignoring our rather easy system of policies and procedures will get you "called onto the carpet" and we will have a chat about what happened. If there is simply no excuse for it then a report of the incident will be filed in your employee folder. This is your first strike.

Strike 2:

You will be allowed one more "incident" after that, and the process will be repeated. This is strike two.

Strike 3:

If this happens a third time, we will probably need to part ways. Of course, there will be a discussion about the third strike to be certain that you are getting fair treatment.

This place is fun, but it's a LOT of work and we can't allow slackers to ruin the work environment for everyone else. This system will help us rid ourselves of those types before too much damage can be done.

This is our approach to breaches in our agreement outside of the INTOLERABLES above that can be grounds for immediate dismissal. Just because we have a 3 strikes policy does not mean that you get three free chances to do anything before we take action. If you do something dangerous, un-ethical, illegal, or just plain wrong – you may be terminated immediately.

Scheduling

The staffing of our catering schedule is critical and time consuming. Each person who is placed on the schedule is needed in order to make the shift for that day run smoothly. When a scheduled member of the staff is absent, it causes disruption to the workday for the manager and the staff. If you are unable to report for a scheduled shift, your supervisor must be notified. Failing to report as outlined may result in disciplinary action.

1. YOUR SHIFT - Once again, it is 100% your responsibility to know when you are supposed to work. The schedule usually gets posted on Thursdays. Look at the schedule for the week and get a copy of it, put it in your organizer, or tattoo it somewhere obvious. Be sure to get approval from management for shift swaps or changes of any kind. If someone no shows on a shift that you were scheduled for, guess who's responsible?

2. TARDINESS HAPPENS - Look, nearly everyone is late once in a while, but what can really make your fellow workers steaming mad is when they don't even get a courtesy call. At least that way they know what's going on. It's your responsibility to be on time. That one time when everything goes wrong and you're running late, get your cell phone out and make the call. It's the right thing to do. Under normal circumstances, please get to work early enough to have a smooth shift change. You should have time to say your hellos, find your paycheck, blow your nose, and go to the potty.

You know, just allow yourself a few moments to acclimate. Get a bite to eat before your shift, if you need to. Then, put the troubles of your world behind you and get on your game face before you step behind the counter to begin your shift.

You will find that everyone is much happier when you "have your shift together", especially your own amazing self!

NOTE: No matter what, if your co- worker doesn't show up on time (or at all), and there's no courtesy call, we need to know pronto! We can't fix it if we don't know it's broken! We simply will not tolerate persistent tardiness.

3. VACATIONS – Did we tell you that this is a seasonal job when we hired you? It really is! We sure hope you didn't say that you were available just to get the job only to need a month off during the summer. We're serious about hiring staff that have 100% open availability during the summer. If you find that this is not the case, please let us know your circumstances at least one month in advance.

Scheduling is a tough job, tougher still with unpleasant surprises. Please remember that only a supervisor can cover a supervisor's shift.

4. REQUESTING TIME OFF - Requesting time off cannot be verbal. You absolutely MUST use when to Work. Remember, it's a request until it's approved. We will do our best to accommodate you. We must have as much notice as you can reasonably give us (for obvious reasons).

Holiday Breaks: Requests for more than a week off are very tricky and need management approval. Please keep in mind that what you're asking may not always be possible.

Summer Breaks: We are a seasonal business. You were hired because of your availability in the summer. As a general rule, we don't grant time off in the summer. If you have an emergency or need any time off during the summer you need to talk to management for two reasons.

1. We need enough time to cover your shifts...

2. So that we can gather information needed to actually guarantee you any days off.
Once again:

Please be advised that granting your request may not be possible.

Here are the guidelines for using When to Work:

- * Make sure all shift changes are approved by Noelle or management.

- * The time off request is simply that. It's a "request"; it's not a guarantee or anything of the sort. You must check the schedule to know for sure.

- * If you leave town and forget to request off, that results in what we call a "No call, No show". This is a huge no, no, and will likely get you fired without a warning. Please don't do that! PLEASE make sure you have requested off EVERY day you plan on being gone. You are more than welcome to try and get the shift covered if you need more time, but if management's weekend plans are ruined because of your irresponsibility??!! Well, you get the picture...

- * If you are stuck out of town, the shift is still your responsibility. If this happens, don't call us an hour before the shift and go.... um well I am stuck in Portland and my car broke down. This is grounds for dismissal.

- * It's not acceptable to demand only weekday shifts unless it's been approved ahead of time.

6. ILLNESS - Coming up with tickets to your favorite concert is not a good reason to call (Unless it's U2 and you got tickets for Rhett too) and tell us you have the flu. Nor is a self-inflicted illness, such as a hangover.

7. If you need a day off after the schedule is written, you will be required to find your own replacement whose skills are comparable to your own. These schedule changes must be reported to and approved by a manager.

8. Special rules regarding working hours apply to minor employees. Refer to the Minor Employee section of this handbook.

IN CONCLUSION: We cannot stress enough the importance of being reliable. Tell us the truth about your situation and do the best you can to fill your own shift. If you can't, then show up and tough your way through until someone relieves you. We're asking you to be 100% mature and responsible for working every one of your scheduled shifts unless you are seriously ill.

Fair warning to all would-be employees of Ben & Jerry's:

These are not just words on a piece of paper. We will not retain employees who are not reliable. It's just a huge waste of everyone's time. We will very quickly rid ourselves of people who don't show up for work. The list of resultant headaches are really bad news for everyone concerned and training new people is very expensive. Enough said.

Tip Reporting

You are required to report ANY tips received from a customer. Failure to report tips will result in disciplinary action. This information is necessary to compute paychecks correctly.

You are responsible for maintaining personal records of tips for IRS tax purposes. The law requires you to report 100 percent of the tips you receive. Failure to report all tips may result in a tip allocation on your W-2.

Notice to Tipped Employees

The U.S. Department of Labor's tip credit notice regulations requires employers to inform tipped employees of certain tip credit information. We are informing you of the following as a result of this new requirement:

Pay Periods

The payroll follows a bi-monthly cycle commencing on the first and fifteenth of each month... We have a five-day processing time between the day payroll ends and the actual date paychecks are issued. We do not hold an employee's first paycheck. The following is an example of how a pay cycle works.

Pay Period Starts - January 1
Pay Period Ends - January 15
Checks Received - January 20

Paychecks

We require direct deposit to a banking account. Direct deposit allows employees to have their paycheck deposited into a checking, savings, or credit union of their choice automatically on payday. The direct deposit money is available at your bank on the morning of each payday for your use.

If your pay is in error for any reason, notify your manager. Errors will be corrected on the next paycheck.

By law, we are required to honor legal garnishments of employees' wages. This may include child support, student loan repayment, and income tax garnishments.

Each employee is responsible for any personal status changes that affect paychecks. Correct personal information will ensure that your files are up-to-date. Report any change in your name, address, telephone number, direct deposit number, etc., to your manager immediately. To update tax-filing status, complete a new W-4 form.

Upon termination or resignation, final paychecks will be issued during the next regular pay cycle, unless state laws dictate otherwise.

Dress Code Casual:

Our dress code at most events and catering is very easy, but we do have some guidelines and they will be respected, one-way or another. You may wear jeans but we want them to be clean and whole (not hole). Please don't show up in jeans that are more skin than jeans! (No holes are best...)

Chocolate does stain so a really nice blouse would probably be a mistake unless you wear an apron.

Please, please don't show up looking like something the cat dragged in, wearing clothes you found somewhere in your sofa. Coming in late, with your hair plastered to one side of your head and pillow creases still in your face is a dead giveaway. You may think I'm just being silly but we've actually seen it!

Ladies, (oh & men too!) let's not be too revealing O.K.? Having your rippling abs showing is O.K. somewhere else but it's not appropriate (or even safe) here. Please, no armpit hair via tank tops. We would like you to wear a belt. Your attire should leave you free to work without your pants falling down around your ankles!

It is a health code violation to wear open toed shoes. Please don't. Oh, and please bathe more than once a week whether you need it or not.

The bottom line as always: Dress in a way that is fun for you but still professional. You are neat and clean, and if anyone can smell you, it's because you smell really good (Sarah)! Your hair is well-groomed, blah, blah, etc. You know the drill!

Nametags must be worn at all times when in uniform.

Hats are required. And you must be wearing an approved Ben & Jerry's hat.

Dress Code Formal:

We may be required to wear black or khaki pants and a Ben & Jerry's Logo shirt at formal events like weddings. There are no exceptions to this rule. Your hair should be up and you must have a clean, professional look. You cannot have metal in your face (ears only) or visible tattoos. Your mentality should be that you are working in a corporate environment, not Ben & Jerry's. What I'm saying here is that we must follow the same rules that the guests of the event follow when dressing themselves in the morning. Get it?

Nametags must be worn at all times when in uniform.

Hats are required. And you must be wearing an approved Ben & Jerry's hat.

NOTE: Adhering to the dress code at formal events is absolutely mandatory. Please adhere to the dress code at all times. We'll hear about it if you don't.

Food Handler Permit and Health Awareness

You have 2 weeks from the day that you accept a position at Ben & Jerry's to turn in a copy of your Food Handlers Permit.

All Employees MUST notify their Manager when they experience any of the conditions listed so the Manager can take appropriate steps to prevent the transmission of food borne illness.

Employee agrees to report to the Manager Future Symptoms and Lesions including:

- Diarrhea

- Fever

- Vomiting

- Jaundice

- Sore throat with fever

- Lesion containing pus on the hand, wrist, or an exposed body part (such as boils and infected wounds, however small)

- Future Medical Diagnosis:

- Whenever diagnosed as being ill with Typhoid fever (*Salmonella typhi*), Shigellosis (*Shigella* spp.), Shiga toxin-producing *Escherichia coli* infection (*Escherichia coli* 0157:H7), or Hepatitis A (Hepatitis A virus).

Future High-Risk Conditions:

- Exposure to or suspicion of causing any confirmed outbreak of Typhoid fever, Shigellosis, Shiga toxin-producing *Escherichia coli* infection, or Hepatitis A

- A household member diagnosed with Typhoid fever, Shigellosis, illness due to Shiga toxin-producing *Escherichia coli* infection, or Hepatitis A

- A household member attending or working in a setting experiencing a confirmed outbreak of Typhoid fever, Shigellosis, Shiga toxin-producing *Escherichia coli* infection, or Hepatitis A

Employees have read (or had explained to them) and understand the requirements concerning responsibilities under the FOOD CODE and this agreement to comply with reporting requirements specified above involving symptoms, diagnoses, and high-risk conditions specified; work restrictions or exclusions that are imposed upon employees; and good hygienic practices.

Failure to comply with the terms of this agreement could lead to action by Ben & Jerry's or the food regulatory authority that may jeopardize employment and may involve legal action against the employee.

We are required to report any of the above illnesses and/or symptoms to the Health Department. Please don't tell us that you're sick just to get out of work. It will just create a lot of paperwork for all of us.

Company History



Two Fellow Travelers

If you were to visit a certain seventh-grade gym class in Merrick, Long Island, in 1963, you might have had trouble picking out future ice cream entrepreneurs Ben Cohen and Jerry Greenfield. Then again, you might not. Even then, both of them loved good food - they were the self-proclaimed fattest kids in the class and the only two who couldn't run a mile in less than seven minutes. They bonded over that experience and discovered other common interests as well. Soon, they became best of friends.

After high school, Ben tried college a few times and worked at various short-term jobs. Jerry graduated from Oberlin College with dreams of being a doctor, but he failed – several times – to get into medical school. The two old friends found each other again in 1978 and decided to open a business. Their two goals? Be their own bosses and have fun doing it.

Choosing Their Route

When choosing a business to go into, Ben and Jerry followed their hearts – and their stomachs. Their first business idea was to start a bagel delivery service they would call U.B.S. (United Bagel Service). But when they learned how much bagel-making equipment cost, they decided to go into the ice cream business instead.

Things got serious when they each chipped in \$2.50 for a \$5 correspondence course in ice cream making offered by Penn State University. The course was tough, but they scored 100% on all of the open-book exams.

The Gas Station

The equipment Ben and Jerry needed to start their business, an antique White Mountain rock salt and ice freezer, was pretty inexpensive. Experts said it was also obsolete, but they didn't listen. Next, Ben and Jerry found an abandoned gas station with a leaky roof in Burlington, Vt. to set up shop. They each came up with \$4,000 and borrowed \$4,000 more from a local bank. With a lot of sweat and more than a little help from their friends, Ben & Jerry's opened for business on May 5, 1978.

Door to Door

The wholesale division of Ben & Jerry's began when Ben started visiting local restaurants with samples of ice cream, hoping to expand the business. Soon, more than 30 restaurants in Northern Vermont were carrying Ben & Jerry's ice cream, each container delivered personally by Ben in his Volkswagen Squareback (he drove very quickly).

Demand kept growing, and after some renovations to an abandoned warehouse, Ben and Jerry began to pack their ice cream in pints (500 mL containers). They sold them to grocery stores along the restaurant delivery route. Sales took off immediately and before long grocery stores and supermarkets all over New England and upstate New York were carrying the company's products.

Factories

In 1985, Ben & Jerry's moved production from the Burlington warehouse to a new, 55,000 square-foot manufacturing facility 30 miles away, in Waterbury, VT. The Waterbury plant produces up to 400,000 gallons of ice cream each month and is the most popular tourist attraction in the state, with more than 300,000 visitors a year.

Ben & Jerry's opened a second manufacturing plant in 1988, in Springfield, VT. This plant produced Ben & Jerry's novelties such as Mini Cups, Cones and Bars as well as the bulk tubs used in Scoop Shops. It closed in 2002, and production of those items shifted to a production facility in St. Albans, Vt., that had opened in 1995.

The St. Albans plant was expanded to make production of bulk tubs and pints (500 mL containers) faster. Pints also are manufactured in Henderson, Nev., and novelties are made in Sikeston, Mo. Other factories, in Simcoe, Ontario, and Hellendoorn, the Netherlands, produce ice cream for those regions. The Hellendoorn factory began giving tours in the summer of 2008, and more than 3,000 people visited the first year!

Ben & Jerry's Scoop Shops

Ben and Jerry scooped ice cream for a few years in the old gas station before finally agreeing to customer demands and opening the first franchised Scoop Shop in 1981. Since that first shop opened in Shelburne, Vt., others have sprung up across the United States. (And, beginning in 1988, around the world!) A list of current locations may be found at our Web site, www.benjerry.com.

What happened to the old gas station in Burlington? It was torn down in 1981 when the store relocated to Cherry Street. In 1996, the Burlington Scoop Shop moved from Cherry Street to the Church Street Marketplace, a pedestrian walking mall that runs the length of downtown Burlington.

The Unilever Acquisition

On April 12, 2000, Ben and Jerry announced that Ben & Jerry's Homemade, Inc. had been acquired by Unilever, an Anglo-Dutch corporation. The Ben & Jerry's board of directors approved Unilever's offer of \$326 million (\$43.60 per share, for 8.4 million outstanding shares). The unique agreement enabled Ben & Jerry's to join forces with Unilever to create an even more dynamic, socially positive ice cream business with a greater global reach. The agreement also allows Ben & Jerry's to operate with an independent board of directors who provide leadership for Ben & Jerry's social mission and brand integrity.

A complete history of Ben & Jerry's is on the Rolling Cone:

<http://www.therollingcone.com/scoopu/scormplayer.aspx?cid=48>



Top 10 Things Scoopers Should Know About Ben & Jerry's History

- 1. Ben & Jerry's began in Burlington, Vermont in 1978.** Ben Cohen and Jerry Greenfield are the founders. The guys took a \$5 correspondence course from Penn State University to learn how to make ice cream. With the help from friends and community members, Ben and Jerry renovated an old gas station into an ice cream parlor. After a few years of being in business Ben & Jerry's moved into the factory in Waterbury, Vermont where you can still take a tour.
- 2. Ben & Jerry's makes super-premium ice cream.** This means we have lots of chunks, swirls, fruit and nuts in our ice cream as well as a high butterfat content and very little air.
- 3. Ben & Jerry's expanded production in 1984 by using a little-known Vermont law that allowed them to sell stock only to Vermont residents.** Ben and Jerry wanted to give their community – Vermonters - a chance to invest in their growing business. The money raised from stock sales went to build the plant in Waterbury, Vermont.
- 4. Ben & Jerry's believes in values-led sourcing of our ingredients.** We use Fairtrade Certified™ coffee, vanilla and cocoa. We support local farmers and the entire dairy we use in our ice cream is free from hormones (rBGH free). We use cage-free eggs for all ice cream produced in the United States.
- 5. Our business philosophy can be summed up in two quotes: "If it's not fun why do it?" and "Business has a responsibility to give back to the community."** We strive to make funky flavors and create a happy, energetic workplace. We believe in using the power of our day-to-day business decisions to help drive social change.
- 6. Free Cone Day has happened every year since 1979.** Started to celebrate making it through the first year of business, Ben & Jerry's still celebrates Free Cone Day every year to thank it's customers.
- 7. Ben & Jerry's is owned by Unilever.** Unilever purchased Ben and Jerry's in April 2000. Ben & Jerry's operates separately from Unilever's current U.S. ice cream business, with an independent Board of Directors whose main objective is to keep the company focused on its values-led business roots. Unilever's other ice cream businesses include Magnum, Breyer's, Good Humor and Popsicle.
- 8. Jostein Solheim became CEO on April 1, 2010.** (One of his first days at work was Free Cone Day!) Originally from Norway, Jostein has worked for over 15 years in ice cream companies all over Europe and North America. His favorite flavor is Chunky Monkey.
- 9. Ben & Jerry's is served in over 25 countries worldwide.** Some countries only sell pints; many also operate scoop shops. The vast majority of scoop shops are franchise businesses - independently owned and operated.
- 10. Our Ben & Jerry's Scoop Shops were opened...** Our scoop shop is a part of this company's history! Ask your Franchisee and Manager about the history of YOUR scoop shop location.

Ben & Jerry's Mission Statement

"Business has a responsibility to give back to the community from which it gains its support," Ben Cohen said in 1979. Back then, that was an unusual concept. But creating a profitable business that could meet Ben's requirement of responsibility has been the driver for who we are and what we have become as a company.

Mission Statement

In 1988, Ben & Jerry's Homemade, Inc. created a unique "Statement of Mission" to help us manage our increasingly complex business in a socially responsible manner. Ben & Jerry's is founded on and dedicated to the concept of corporate sustainability and linked prosperity. Our mission has three interrelated parts:



We are determined to seek new and creative ways to address all three parts of our mission while maintaining a deep respect for individuals inside and outside the company and for the communities of which they are a part.

Leading with Progressive Values

We have a progressive, nonpartisan social mission; we seek to meet human needs and eliminate injustices in our local, national and international communities by integrating these concerns into our day-to-day business activities. We focus on children and families, the environment, and sustainable agriculture on family farms.



Our values and beliefs:

- Capitalism and the wealth it produces do not create opportunity for everyone equally. We recognize that the gap between rich and poor is wider than at any time since the 1920s. We strive to create economic opportunities for those who have been denied them and to advance new models of economic justice that are sustainable and replicable.
- By definition, the manufacturing of products creates waste. We strive to minimize our negative impact on the environment.
- The growing of food relies too much on the use of toxic chemicals and other methods that are unsustainable. We support sustainable and safe methods of food production that reduce environmental degradation and the productivity of land over time, and we support the economic viability of family farms and rural communities.
- We seek and support nonviolent ways to achieve peace and justice. We believe government resources are more productively used to meet human needs than to build and maintain weapons systems.
- We strive to show a deep respect for human beings inside and outside our company and for the communities in which they live.

We ask everyone in the Ben & Jerry's community, including company-owned and franchised Scoop Shops, to participate in supporting this mission statement in many ways. Ben & Jerry's is committed to creating social, economic and environmental justice through local, national and global initiatives. Every business decision we make, every day, contributes to our company's mission. From responsible sourcing decisions to recycling initiatives and the way we treat one another, we look to these principles for guidance.

Ben & Jerry's PartnerShops™

"Giving away a portion of our profits is nice," Ben Cohen said, "but it is a minor thing compared to the positive social impact we can have by making the way we run our business every day a reflection of our conscious caring for the people around us."

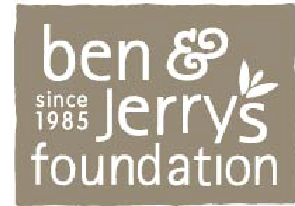
Ben & Jerry's PartnerShops™ represent a unique community relationship between a profit-making business and nonprofit organizations. Our PartnerShops™ are built around good ice cream and goodwill just like other Scoop Shops across the country - but Ben & Jerry's donates PartnerShops™ to community-based nonprofit organizations by waiving the standard franchise fees. Our nonprofit partners use the profits from their PartnerShops™ to support programs that serve their clients and the greater community. In addition to creating an economic base, PartnerShops™ create employment and job-training opportunities for youths and other underserved populations.



By creating economic as well as employment and training opportunities, Ben & Jerry's PartnerShops™ are helping to revitalize communities and empower residents of neighborhoods where new and varied economic development is needed.

The Ben & Jerry's Foundation

Ben & Jerry's gives away more than \$1.1 million each year (adjusted for sales growth and inflation) through the Ben & Jerry's Foundation, corporate grants, and employee Community Action Teams (CAT) at three Vermont sites.

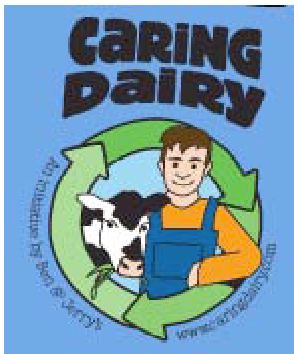


The Foundation is managed by a nine-member employee board and considers proposals relating to social, economic and environmental justice issues. It supports “projects which are models for social change; projects infused with a spirit of generosity and hopefulness; which enhance people's quality of life, and exhibit creative problem solving.”

Caring Dairy

Caring Dairy is a sustainable dairy-farming program launched in the European Union in 2003. It draws on a program of continuous improvements to farming practices to protect cows, the environment, and farmers' livelihoods. Ben & Jerry's has partnered with Cono Cheese makers (which includes more than 550 dairy farmers), Wageningen University in the Netherlands, the World Wildlife Fund, and the Netherlands Society for Nature to advise dairy farmers on how to balance the environmental, social and economic impacts of farming.

With a team of experts, participants review 11 areas of sustainability:



- Soil fertility and health
- Soil loss
- Nutrients
- Pest management
- Biodiversity
- Farm economics/value chain
- Energy
- Water
- Social/human capital
- Impact on the local economy
- Animal welfare

Dairy Stewardship Alliance

The U.S. launched a program similar to Caring Dairy in 2003, called the Dairy Stewardship Alliance (DSA). The DSA has been a collaborative effort between Ben & Jerry's, the University of Vermont's Center for Sustainable Agriculture, the St. Albans Cooperative Creamery and the State of Vermont Agency of Agriculture since 2006.



The goals of the DSA are to:

- Provide a foundation for further development of programs that promote sustainable practices.
- Provide information to farmers about sustainable dairy farming practices.
- Provide an on-farm self-assessment tool to help farmers more efficiently assess the social, environmental and economic aspects of their farm operations.

Fair Trade Ingredients

The Fair Trade logo means that the farmers who grow our high-quality ingredients were paid a fair price for their harvest, are members of democratically organized cooperatives, have access to affordable credit, and practice responsible stewardship of the land through environmentally friendly farming techniques.



As co-founder Jerry Greenfield has said, “Fair trade is about making sure people get their fair share of the pie. The whole concept of fair trade goes to the heart of our values and the sense of right and wrong. Nobody wants to buy something that was made by exploiting somebody else.”

While countries have varying regulations and definitions of fair trade, we strive to use more and more Fair-Trade-certified and responsibly sourced ingredients in our products. As of 2013, all of our ice cream products are Fair Trade certified.

- Vanilla ice cream in pints, 500 mL, quarts, mini cups and bulk are all made with Fair Trade-certified vanilla extract from Indonesia.
- Chocolate ice cream in pints, 500 mL, quarts, mini cups and bulk are all made with Fair Trade-certified cocoa powder from the Dominican Republic.
- Coffee, Coffee Heath® Bar Crunch and Coffee, Coffee BuzzBuzzBuzz ice creams use Fair Trade-certified coffee extract from Veracruz, Mexico.
- Chunky Monkey (EU Only) uses Fair Trade-certified vanilla extract, sugar, and brown sugar.

GMO labeling, and a consumer's right to know.



Ben & Jerry's is proud to stand with the growing consumer movement for transparency and the right to know what's in our food supply by supporting mandatory GMO labeling legislation.

Here's our status: currently, in the United States and Canada, 80% of Ben & Jerry's ingredients by volume are sourced non-GMO. We commit to sourcing non-GMO ingredients for all our products everywhere by mid-year 2014. In fact all our products made in Europe are already non-GMO.

We will track our progress as we complete this conversion, with public updates on this site. Beginning now, and throughout the coming year, we will transition packaging so that all Ben & Jerry's products will be labeled with respect to GMO by the end of 2014.

We have a long history of siding with consumers and their right to know what's in their food. We fought long and hard for labeling of rBGH, which was the first genetically engineered technology used in the US food system. We thank and encourage all those who are continuing this fight in support of transparency and the consumer's right to know.



TOP 10 THINGS SCOOPERS SHOULD KNOW

BEN & JERRY'S SOCIAL MISSION

US Scoop Shop Version

Ben & Jerry's is founded on and dedicated to a sustainable corporate concept of linked prosperity. Our mission consists of 3 interrelated parts: Product, Economic, & Social. Underlying the mission of Ben & Jerry's is the determination to seek new and creative ways of addressing all three parts, while holding a deep respect for individuals inside and outside the company and for the communities of which they are a part.

1. **Ben & Jerry's is committed to Fair Trade!** All of the sugar, cocoa, vanilla, coffee and bananas used in our products are traded in compliance with Fair Trade standards. When you see a Fair Trade logo on a product, it certifies that the farmers producing these ingredients are paid a fair price, and are using sustainable practices on their farms.
2. **The milk and cream in all US bulk ice cream comes from family farmers in Vermont's St. Albans Cooperative Creamery.** Ben & Jerry's works with the farmers in the cooperative to pursue more sustainable practices. Supporting healthy rural economies & family farmers is one of our core brand values.
3. **In addition, all of our milk & cream comes from cows that are not treated with artificial hormones.** In fact, we oppose recombinant growth hormone (rBGH) because we believe it is a step in the wrong direction – towards a synthetic, factory-produced, chemically intensive food supply. We've taken this stance since before rBGH first came on the market in 1994 and ever since then, we've required the family farmers who supply our milk and cream to pledge not to use rBGH on their cows.
4. **Every scoop of every flavor of Ben & Jerry's ice cream that we sell chips in a little bit of money to the Ben & Jerry's Foundation – which makes grants to nonprofits around the country who are out to change the world.** The Foundation supports workers fighting for fair wages, citizens fighting for environmental protection, and activists fighting for a more just society. Check them out at benandjerrysfoundation.org
5. **We only use eggs from cage-free chickens in our US ice cream production.** Hens on cage-free farms have more space to engage in normal behavior – scratching, perching, & gossiping about the henhouse. We think that's a better recipe for happy hens, good eggs, & ultimately euphoric ice cream.
6. **Tons of our Scoop Shop flavors have personal Social Missions! They don't just taste good – they DO well!**
 - **Vanilla** – The vanilla extract in this flavor is Fair Trade Certified™, which means the farmers who grow these vanilla beans are paid a fair price for their harvest, are members of democratically organized cooperatives, and pursue sustainable practices.
 - **Chocolate** – The cocoa powder in this flavor is Fair Trade Certified™.
 - **Coffee, Coffee BuzzBuzzBuzz®** – The coffee extract in this flavor is Fair Trade Certified™.

- **Phish Food®** – Ben & Jerry's pays a royalty that protects the Lake Champlain basin.
 - **Chocolate Fudge Brownie** uses brownies from Greyston Bakery, a nonprofit social enterprise in Yonkers that employs low-income people on their path to self-sufficiency. Over 20 years, Ben & Jerry's has purchased tens of millions of dollars of Greyston brownies and helped to create and sustain over 70 manufacturing jobs at the bakery.
7. **Ben & Jerry's opposes cloned animals in the food supply.** The US Food and Drug Administration approved the consumption of meat and milk from cloned animals in January of 2008. We're beside ourselves – twice over – because we believe every cow has a right to be herself! And we think cloning is another step in the wrong direction towards a synthetic, factory-produced, chemically intensive food supply. We've asked Congress to create a tracking system so cloned animals can be identified & people can choose whether they want to eat cloned foods for themselves.
 8. **Ben & Jerry's stands for Peace!** Through organizations like Peace One Day & the Student Peace Alliance, we're working to teach peace & conflict resolution skills to children, increase funding for violence prevention programs, and to make peace-building an official part of U.S. foreign policy.
 9. **We're working hard to respond to Climate Change.** We've invested heavily in efficiency; we purchase carbon offsets for all of the emissions associated with Vermont manufacturing plants & employee air travel, and we're lobbying Congress to pass strong legislation on climate change through BICEP, a group of progressive companies in the U.S.
 10. **Ben & Jerry's supports mandatory GMO labeling, and a consumer's right to know.** Genetically modified organisms, or GMOs, are organisms that have had their genetic makeup (DNA) altered through genetic engineering in a way that does not occur in nature or through traditional cross-breeding methods (often found in key commodity crops grown in the United States, like corn and soy). Because more than half of processed food products on grocery store shelves contain one or more genetically engineered ingredient, it's likely that almost all of us eat foods that contain GMOs on a regular basis. Ben & Jerry's is proud to stand with the growing consumer movement for transparency and the right to know what's in our food supply by supporting mandatory GMO labeling legislation. In the United States and Canada, 80% of Ben & Jerry's ingredients by volume are sourced non-GMO. In fact all our products made in Europe are already non-GMO.

Ben & Jerry's wants to help Get the Dough Out of Politics. We love dough so much; we invented Cookie Dough ice cream. But dough doesn't mix so well with democracy. In the 2010 election cycle, nearly half a billion dollars was spent by 'outside groups' to influence Congressional elections alone, according to the Center for Responsive Politics. Things have gotten even worse since 2010, when the U.S. Supreme Court ruled in its now-infamous *Citizens United* decision that corporations are allowed to spend unlimited money to influence election outcomes. Ben & Jerry's has aligned with FreeSpeechforPeople.org and Businesses for Democracy to call on Congress to pass an amendment to overturn *Citizens United* and get the dough out of politics!

Our Expectations - Keys to Customer Service

1. Remember there is no way that the quality of customer service can exceed the quality of the people who provide it. We choose our employees pretty rigorously. You're here because you are the best at what you do. We don't just hire just anyone off the street. McDonalds can have the average employee, paying lower wages, no tips and giving the fewest of benefits. We expect more from even our average employee. Companies don't help customers... people do.

2. Realize that your people will treat your customer the way they are treated. Employees take their cue from management. Do you greet your employees enthusiastically each day; are you polite in your dealings with them; do you try to accommodate their requests; do you listen to them when they speak? Consistent rude customer service is a reflection not as much on the employee as on management.

3. Do you know who your customers are? There are people out there who know Ben & Jerry's for more than just super premium ice cream. These people are flavor fanatics that know about fair trade, GMO, our mission statement and all of our flavors. If you engage these customers, you need to know at least enough to maintain a conversation with them. Have you ever been to our website and read up on the history of Ben & Jerry's? In order to work here you're going to need to know a bit about us.

4. Do your customers know who you are? If they see you, would they recognize you? Could they call you by name? A visible tool is an asset. Wear your nametag. It personalizes the customer's visit and also increases the likelihood of a tip!

5. For good customer service, go the extra mile. Hand the customer a spoon and a napkin instead of telling them to get it out of the bucket. Offer samples when we aren't too busy. There are all sorts of ways for you to keep in touch with your customers and bring them closer to you. Can you think of some good examples?

6. Are your customers greeted when they walk in the door or at least within 10 seconds? Is it possible they came here without ever having their presence acknowledged? It is ironic it took a discount merchant known for price, not service, to teach the retail world the importance of greeting customers at the door. Could it be that's because Sam Walton knew this simple but important gesture is a matter of respect, of saying, "we appreciate your coming in," having nothing to do with the price of merchandise? Oh, what we can learn from Wal-Mart!

7. Give customers the benefit of the doubt. Proving to him why he's wrong and you're right isn't worth losing a customer over. You will never win an argument with a customer, and you should never, ever put a customer in that position. If the customer calls Cherry Garcia ice cream "Jerry Garcia" ice cream, just smile...

8. If a customer makes a request for something special, do everything you can to say yes. The fact that a customer cared enough to ask is all you need to know in trying to accommodate her. It may be an exception from your customer service policy, but (if it isn't illegal) try to do it. Remember you are just making one exception for one customer, not making new policy.

9. Are your customer service associates properly trained in how to handle a customer complaint or an irate person? Give them guidelines for what to say and do in every conceivable case. People on the frontline of a situation play the most critical role in your customer's experience. Make sure they know what to do and say to make that customer's experience a positive, pleasant one.

10. Want to know what your customers think? Ask them! Ask the customer what their favorite flavor is. Ask them if they liked what they got? Ask them if there's anything else you can get for them – a glass of water? Remember that the big money isn't as much in winning customers as in keeping customers. Each individual customer's perception of your company will determine how well you do this and that perception will depend on the level of customer service you provide.

11. Engage the customer! Being a good listener is key to a lot of things in life. A good skill to learn is how to start a conversation. It could be as simple as "the weather sure is nice today". The key is how to navigate a conversation towards Ben & Jerry's. You may ask the customer if they like nuts, tell them about a new flavor, or what their favorite flavor is. What you don't want to do is TELL them about your life. You don't want to dominate the conversation.

12. Efficiency And Speed! A good scooper must be able to perform his or her job duties thoroughly, in order to support the service staff and hosts; and must be fast to keep up with our volume of business.

13. Customer Consciousness! The customer is the most important person. You should be alert to a customer's needs. This may involve giving directions to the restrooms, getting a spoon, remaking a shake that's too runny, and many other small services. The most important thing is to care about our customers and recognize their needs.

14. Personal Appearance! Your overall image is our image. You make a distinct impression on each of our guests. The image you create can enhance or detract from our overall concept and the way our Restaurant is perceived in the minds of the guest. You are entrusted with handling our guests' needs and must, therefore, reflect cleanliness and wholesomeness at all times. Always remember . . .

You are responsible for keeping your uniform neat and clean at all times. There is no excuse for reporting to work out of uniform.

Do not wear scented lotion on your hands, as it clings to products.

At no time will employees chew gum or eat while in the public areas of our store.

Do not report to work with an un-pressed or dirty uniform, or un-kept hair.

15. Uniform When you start work "YOU ARE ON". A designated uniform also includes a CONTAGIOUS, ENTHUSIASTIC ATTITUDE.

Customer Service Standards

We would like people to remember their visit to Ben & Jerry's for all the right reasons. In some cases, the only thing that separates one ice cream shop from the next is great customer service.

Ben & Jerry's customers should always receive the following:

1. Quick recognition...always be aware of the line. If you have a line and someone looks impatient, say hello to him or her and tell him or her you'll be right with him or her. The wait doesn't seem near as long if your presence has been acknowledged.
2. A warm smile and greeting... (Even if you're feeling a bit grumpy)
3. An AMAZING ice cream, sundae ice cream drink, or other food or pastry... (And service with a smile, even if they order six ice-cream sundaes!)
4. The answers to all of their questions, to the best of your ability; if you don't know, refer them to someone who does, if possible.
5. Be sure to thank them for their business. They don't have to come here.

NOTE: If you fail to be thankful when someone tips you, you're seriously shooting yourself AND your co-worker in the foot. Most people love to tip if they feel appreciated. If they don't, they won't! Do you know how much one great tipping customer can be worth to you in a year's time? It would be well worth your while to do the math.

ABOVE ALL, PLEASE TAKE GOOD CARE OF YOUR CUSTOMERS!!!

Please trust me when I tell you, our sincere efforts to please our guests. It can definitely spell the difference between success and failure. Without our happy customers we are all job hunting. Please make the habit of going the extra mile to keep them satisfied. When you do, you'll find yourself more satisfied too.

Our consistent objective here is to solve any customer problem in a friendly and efficient manner, resulting in the continued, long-term patronage of that customer. Repeat business and positive word of mouth is the life-blood of Ben & Jerry's.

One disappointed or angry customer can cost you that sale and many others from the same person and all of his people that he discourages from coming in. It can literally mean thousands of dollars in lost revenue over time that would pay your check and put cash tips in your shift fund.

NOTE: It is possible to be too helpful. Please don't smother your guests. Has someone who was so overly helpful ever served you and ridiculously happy, they reminded you of a Disney cartoon character? Be accommodating but use common sense. Try to be sensitive to the moods of our guests and treat them accordingly.

CUSTOMER RELATIONS

You have just created the most perfectly mouthwatering, sent straight from heaven ice cream; I mean this is God's perfect gift delivered to the world through your loving hands. You notice a slight glow over the cone as you hand it over to your customer with great pride and the perfect gracious attitude

of service well performed. A few minutes pass and much to your horror, the person returns saying - "Excuse me but this doesn't taste right and I don't like it." O.K., in your mind this person is dead wrong; I mean wrong to the point of serious delusion, and for what possible reason?

- A. They're craving a nutty buddy from the 7-11?
- B. Just enjoys bitching?
- C. Wouldn't know an ice cream miracle if it bit-em in the backside...?

The fact is - it doesn't really matter. Out of all the people we serve, you can count on a small percentage of them being ignorant of ice cream perfection. Plus, it's important to remember that everyone has different tastes, so please don't make the customer wrong, at least not out loud. We stand behind our products with a refund or replacement. Even though YOU and I know the ice cream was perfect, we also stand behind our commitment to pleasing our customers. Your grim responsibility at this point is to soothe and smooth, first yourself (quickly), then the customer in question. It's time to bite your tongue and rise above.

"I'd be happy to remake that for you. Can you tell me what flavor you'd like?"

Okay, Okay, I know, this is probably a tough call. If you're saying something like this while you're biting your tongue, you'll probably sound like you have a sock in your mouth anyway. The point is to be as sweet about it as you possible can.

During our many years in the bar and restaurant industry, we've gradually trained ourselves to look at these situations as opportunities to tolerantly and patiently come from an attitude of service. We don't know if that helps you or not but it served us much better than letting ourselves get all twisted. We also noticed that people threw a lot of cash my way.

Service Tips and Suggestions

- There's no substitute for a warm and friendly smile and a pleasant greeting whenever a customer arrives.
- Customers will be watching you closely when they are in line. It's important to put on a good show for them as part of the Ben & Jerry's euphoric experience.
- Have a scoop in your hand when you ask customers for their order.
- If a customer isn't ready to order, encourage them to take their time deciding. Ask if they'd like to taste-test any flavors; this is a great selling technique.
- If the customer still isn't ready, tell them you'll come back to them shortly. Take care of the next customer, and then return to the first customer.
- Never remove ice cream from a portion you have scooped, even if you know you've scooped too much. Be more accurate next time!
- Never lick your fingers. Either wash your hands in the sink behind the scooping counter or use a towel to wipe them clean.
- All customers should walk away feeling they have received their money's worth.

super premium

service standards

1 Salutations!

You only have 7 seconds to make a first impression.

oh try to look less demotivated than this



- At the counter, with a smile, ready & willing to help.
- Keep your scoop shop clean & neat, with all displays organized & stocked.
- Dress the part. Every employee must be in a clean Ben & Jerry's uniform.

2 Standards.

We set the Gold Standard for ice cream.



- Sample up some super-premium - a taste of ice cream to every guest.
- Ask questions & make suggestions to match your guest with exactly what they're looking for.
- Every menu item should be super-premium, both in construction & presentation.

3 Smarts.



- The Ben & Jerry's Story. Learn it, love it, live it.
- Our Mission Statement sets us apart from the competition. Be ready to answer guests' questions & share your scoop shop's local commitments.
- Be aware - pay attention, anticipate needs, communicate.

Great scoopers know their stuff & can think on their feet.

4 Spark.

- You have the power to make someone's day. Find ways to joke, play, & include your guests in the fun.
- Create the mood: high energy, guest-friendly music, freshly-baked waffle cones.
- Seal the deal: thanks for coming in; have a good one; enjoy your day!

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TOP 10 THINGS SCOOPERS SHOULD KNOW

SUPER-PREMIUM SERVICE

- 1. If there's time to lean, there's time to clean.** Help your shift go by fast by keeping busy. Besides, no one likes to sit at a sticky table or reach to find the napkin dispenser empty.
- 2. Kids are King.** Every parent appreciates a place that's kid-friendly. Offer coloring pages. Come around to the front of the dipcase to flavor coach. Offer any tyke free sprinkles. Anything that makes a child feel like they're special when they come to Ben & Jerry's!
- 3. Leave your troubles at the door and SMILE!** Even if you don't mean it. Even if you have to fake it. But there are a thousand reasons to smile – find one and share it with your customers!
- 4. Kill 'em with kindness.** Even the crankiest customer tends to come around if you heap on the friendly service. Make it a contest with yourself to see if you can get them to crack a smile before they leave.
- 5. Focus.** Who doesn't like to feel taken care of when you're spending good money on a product? Nothing's more annoying than a service person gossiping with their co-workers, texting on a cell phone, or running away from the counter instead of towards it. (Remember the last time a server treated you that way? Yeah, it stunk!)
- 6. Wash your hands.** Really. Your mother would be shocked! But seriously, customers watch where your hands have been. When you tuck your hair behind your ear, tuck in your shirt, or empty the garbage, customers watch to make sure you wash your hands. (So wash them!)
- 7. Sometimes you want to go where everybody knows your name...** Get to know your customer. If they're a regular, introduce yourself. If they're a newbie, offer them a sampling tour. Help them find the perfect menu item – to keep them coming back.
- 8. Nobody wants the last cookie. Or waffle cone. Or scoop. Or cake. Or t-shirt.** You get the idea. A full display ALWAYS sells better than an empty. Keep those displays full, neat and well labeled.
- 9. Everything matters.** Sample flavors to your customers. Offer a wet napkin to a mom and her chocolate-faced child. Get a person waiting for their order a glass of water. Even if they're not making a big purchase now, your gesture can make them a dedicated future customer.
- 10. SCOOPERS MAKE A DIFFERENCE!** You're the face of Ben & Jerry's. The way that you interact with our customers makes a lasting impression on the brand. Thank you for every time you've wowed them, we appreciate it!

Scooper Hygiene

So, you're ready to scoop. Just a few reminders to keep you professional and hygienic:

Wash your hands:

- Every time you come behind the line from anywhere else
- Every time you touch something dirty
- Every time you pick something up off the floor
- Whenever they get covered in ice cream or fudge
- Before making waffle cones or any other items that require some direct hand contact
- After handling any cleaning solutions or other toxic substances
- Whenever helping a customer with a stated food allergy
- After touching your face, hair, or jewelry
- After wiping sweat, coughing, or blowing your nose
- After eating
- As often as you can!

Please, no eating behind the line – it's unprofessional to eat when you're on duty and it appears very unhygienic to customers.

Never directly touch food that you are giving to customers – always hold it with a serving implement, in a container, or with a piece of patty paper.

Never touch any part of a spoon, Popsicle stick, or straw that will go into a customer's mouth. Hold spoons by the handle only, don't grab the end of the Popsicle stick that you're going to scoop the sample with, and leave at least a little bit of wrapper on the straw to hold onto.

Never place food directly on any non-food contact surface (a counter or table-top, etc.) Always place a serving container, clean tray, or piece of waxed paper underneath.

Whenever spraying cleaning solutions or waffle release spray, make sure all food and all serving utensils and containers near you are completely covered and will not be dripped on!

If you need to sneeze or cough, step into the back room, if possible, and cover your mouth! Also, of course, wash your hands immediately. If you have a contagious illness, go home!

When wearing gloves, be sure to change your gloves as often as you would wash your hands if you were bare handed. Just 'cause they're vinyl doesn't mean they repel dirt and germs.

Generally speaking, keep everything as clean as possible, not only to give the appearance of good hygiene, but to really be hygienic! A dirty food service establishment drives customers away, and actually getting one person sick can lose you hundreds of visitors. Use common sense, be aware of your surroundings, follow guidelines, and be professional.

Your customers – and the Health Inspector – are watching!

Scooping 101

Scooping ice cream properly and controlling portions are two of the most critical skills that all Scoop Shop employees must learn. Scooping improperly can result in injuries. Incorrect portioning is the single biggest cause of a Scoop Shop's high cost of goods and decreased profit.

It takes frequent practice to master good scooping and portion-control skills. As you'll see, even the most experienced scooper can benefit from a few practice scoops at the start of a shift!

Scoops



Ben & Jerry's uses the Zeroll-brand #20 (3 oz.) scoop. It contains small amount of anti-freeze, which helps keep ice cream from sticking to the surface.

Spades



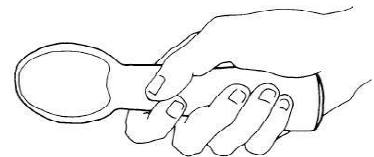
Zeroll-brand spades are used for a number of purposes, chiefly hand-packing ice cream. Throughout the day and at the close of business, you'll use the spade to scrape down any ice cream remaining on the inside surfaces of a bulk container into the tub.

Scooping Technique - Beautiful Ribbons of Ice Cream!

When scooping, keep in mind the four keys to scooping excellence:

- Accurate portioning
- Appearance
- Service speed
- Customer relations

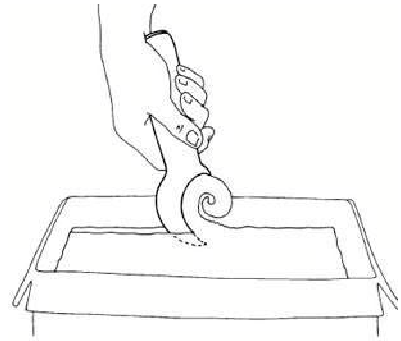
1. Hold the scoop firmly in your scooping hand, with fingers and thumb wrapped around the scoop (not pointing toward the ice cream). Don't squeeze the handle too tightly; over-gripping will reduce the blood flow to your hand, which could lead to cramping and fatigue. **DON'T PULL THE SCOOP TOWARDS YOUR BODY!**



2. Choose a fresh scoop from the dip well. The water in the dipwell lubricates the scoop so that ice cream can slide out easily. Knock any excess water off the scoop before scooping, and do not to let any excess water drip into the ice cream. (Water freezes in the dipcase and gives the ice cream an unpleasant icy, crunchy texture.)
3. While scooping, keep your wrist straight and use your larger arm and shoulder muscles. Do not bend or twist your wrist; your wrist is a joint, not a muscle! If you experience fatigue or muscle pain in their wrists and forearms, it's likely that you have scooped for long periods using improper techniques. Scooping improperly over time can also lead to repetitive stress injuries such as

carpal tunnel syndrome. Did we mention: **DON'T PULL THE SCOOP TOWARDS YOUR BODY!**

4. Always start scooping at the highest point in the tub of ice cream. Avoid scooping out a "well" in the center of the container. Instead, begin with the sides of the container and work your way across the surface.
5. To create a beautiful scoop, pull your scoop across the tub, creating a curl, or ribbon, of ice cream. Remember, our ice cream is much denser and creamier than other brands. Think "fluffy:" Do not compress the ice cream, as it will only make the portion look smaller.



6. Once you have scooped the portion size needed, bring the cone or dish down into the tub and gently place the ball of ice cream (the flattest side down) into the serving container. This leaves the greatest quantity of ice cream visible to the customer instead of hidden inside the cone or dish.

Scooping Frozen Yogurt and Sorbet

Our Greek frozen yogurt is a hard-packed product, and is *not* the same as soft serve frozen yogurt. (You might have to explain this to customers frequently.) Frozen yogurt should be portioned just like Ben & Jerry's ice cream, and can be used in any item on our menu.

Our sorbet is a water-based frozen dessert that has no cholesterol, no lactose and no fat. Sorbet should be portioned just like ice cream. Sorbet sticks to the scoop more easily than ice cream and can melt faster once it has been scooped. We recommend that you serve this product only in a dish.

Portioning Basics: The Long and Short of It

You can use the sides of our rectangular ice cream tubs to help you form perfect portions. With practice, you will learn to recognize the weight of a good single scoop. The easiest way to become efficient (fast and good) is to utilize the **L** shaped scooping technique:

- A ribbon of ice cream that is scooped along the long side of a bulk container (a "long pull") will weigh approximately 2 oz. (50-55g).
- A ribbon of ice cream that is scooped along the short side of a bulk container (a "short pull") will weigh approximately 1 oz. (30-35g).
- You can combine long pulls and short pulls to achieve perfect portion sizes (see below for the sizes).

Portion Sizes

Small cup or cone (DFR3 or 303) = 1 scoop, or about 3 oz./85g
1 long pull + 1 short pull = 3 oz./85g

Small cup or cone (DFR5 or 305) = 2 scoops, or about 6 oz./170g
1 long pull + 1 short pull = 3 oz./85g (base scoop)
Repeat for the second scoop.

Practice Makes Perfect Scooping

Practicing every day will help you scoop accurately and maintain accuracy. We recommend using a tracking form to record practice scoops before the start of a shift. A sample **Scooping Practice Form** is available in the Appendix.

Use a small scale calibrated in ounces to measure your progress.

To practice scooping:

1. Place a cup on the scale and tare out the weight of the cup by setting the needle or digital readout to zero.
2. Using the scooping technique described above, practice a few of each portion size, placing your scoops in the practice cup.
3. Gently place the ice cream back into the dipcase, using the side of the scoop to chop it up. (Don't smush or smash the ice cream – this causes the scoop to melt and compacts the air out of the product.)

Never visibly weigh ice cream that you're about to serve to customers; it makes them think we're being stingy.

Scooping Facts and Tips

- Some flavors are denser than others and are harder to scoop. Practice with a variety of flavors so that you can scoop an accurate portion of any flavor.
- For harder or firmer ice creams, you may need to gather several smaller ribbons (called "chips") to form the base scoop (3 oz./85g). Avoid crushing the chips together, because that will make the portion look smaller.
- Flavors that are smooth, have many swirls or contain alcohol are softer than others. For proper portion control, be careful when scooping them.
- For small cups and cones, we recommend using only one flavor. If customers want two flavors, suggest that they move up to a larger portion size.
- Always keep the scoops in the dip well with running water when not in use.
- As your scooping becomes more accurate, concentrate on developing as much speed as possible when serving customers.

Product Summary - Super-Premium Ice Cream

The packaged ice cream industry is divided into market segments based on the quality of the product. Ben & Jerry's ice cream is part of the super-premium category, the highest-quality market segment, which is characterized by a high degree of richness and density.

As Ben and Jerry have said, "Less bunk, more chunk!"

For more information, visit the Ben & Jerry's Web site for an interactive video tour of the ice cream-making process: <http://www.benjerry.com/flavors/from-cow-to-cone/>

Creating Super-Premium Ice Cream

- Ben & Jerry's ice cream is richer and creamier than many other ice creams. We use lots of fresh cream, milk and pasteurized egg yolks. Our ice cream has an average butterfat content of 13.5%, compared with 10% for most economy brands.
- Because we use egg yolks, we technically make what's known as a "French" ice cream. Eggs act as an emulsifying agent and help make the ice cream creamier.
- Our ice cream is heavier than most because our production freezers have been modified to create a product with less air whipped into it. The amount of air whipped into ice cream is called its "overrun."
- We use no preservatives, chemical stabilizers or artificial ingredients in our ice cream, with the exception of some candies such as Heath Bars™, which themselves contain some artificial ingredients.
- The flavorings we use include premium-quality extracts and fruits, nutmeats, chocolates, liqueurs, cookies and candies. Pure cane sugar is the only sweetener used in our full-fat ice cream line.
- Three naturally-derived stabilizers - guar gum, xanthan gum and carrageenan - are used to help protect our ice cream from texture defects that can occur when it is subjected to heat shocks or variations in temperature. Guar gum is made from the guar bean, carrageenan is a gum extracted from seaweed, and xanthan gum is derived from fermented sugars. All three stabilizers increase viscosity and prevent ice crystallization.

The combination of high butterfat content, low overrun and all-natural ingredients places Ben & Jerry's ice cream squarely in the super-premium market segment of the ice cream industry.

Other Scooped Products

Along with our ice creams, we serve other custom-made, scoop-able products:

- Ben & Jerry's Sorbet: Our sorbet is a water-based, dairy-free frozen dessert that has no cholesterol, no lactose, and no fat.
- Ben & Jerry's Greek Frozen Yogurt: Made with real Greek Yogurt cultures, this frozen yogurt is high in protein and calcium and low in fat and calories.

What makes Ben & Jerry's ice cream so GREAT!

The ice cream industry includes economy, premium, premium plus, and super premium market segments. Ben & Jerry's ice cream is part of the super premium category, the highest quality market segment. This category is characterized by a greater richness and density than other kinds of ice cream. (As Ben & Jerry would say, "Less bunk, more chunk!") Ben & Jerry's ice cream is richer and creamier than other ice creams. We use lots of fresh Vermont cream, milk and pasteurized egg yolks. Our ice cream has an average butterfat content of 15.5%, which compares to 10% for most economy brands.

Because we're using egg yolks, technically, we make what's known as a "French" ice cream. Eggs act as an emulsifying agent, and also help to make the ice cream creamier. Pure cane sugar is the only sweetener used in our original ice cream line.

Creating a Super Premium Ice Cream

Our ice cream is denser and heavier than other brands because our production freezers have been modified to create a product with less air whipped into it. The amount of air whipped into ice cream is called its "overrun." If you pick up a pint of an economy brand ice cream and compare it to ANY Ben & Jerry's flavor, you'll be able to feel the difference immediately. You do have to have some air in the ice cream in order to scoop it. We just have the least amount possible!

How come our Mint Chocolate Chunk ice cream isn't green? We get asked this question all the time. We don't use any artificial colors in any of our ice cream flavors. This means that our mint ice cream is white – the natural color after the ice cream is produced. Just close your eyes for a second when you take your first bite and let the natural minty flavor explode in your mouth! If you really need your mint ice cream to be green – just roll it in the grass (not really recommended).

Three all-natural stabilizers (Guar Gum, Xanthan Gum and Carrageenan) are used to help protect the ice cream from texture defects that can occur when the ice cream is subjected to heat shocks or variations in temperature. Guar Gum is made from the Guar bean. Carrageenan is a gum extracted from seaweed. Xanthan Gum is derived from fermented sugars. All of the stabilizers increase viscosity and prevent ice crystallization.

The combination of the above three factors (high butterfat content, low overrun and all-natural ingredients) places Ben & Jerry's ice cream in the super-premium market segment of the ice cream industry.

Sorbet

This is a frozen dessert that is made from fruit purée. Sorbet contains no milk. Sorbet and sherbet are different products. Ben & Jerry's does not sell sherbet. Our sorbet is a water-based frozen dessert that has no cholesterol, no lactose, and no fat.

Greek Frozen Yogurt

"Like real ice cream," without much of the characteristic tang you expect from frozen yogurt. This delicious treat is made with skim milk, nonfat Greek yogurt, cream, egg yolks and butter—several ingredients you'd never find in traditional Greek yogurt.

Marketing Our Products

Ben & Jerry's is distinguished from other super premium ice creams such as Haagen Dazs™ by our marketing philosophy, which emphasizes a down home funkiness, the image of cows and Vermont, the two real and accessible founders of our company and our growing reputation as a socially responsible business. We further distinguish ourselves from other super premiums by our unique flavors.

Packaging Our Ice Cream - The Bulk Tub

In the United States, Australia and Asia, all scooping is done from a 2½-gallon rectangular container, known as a bulk tub. The tubs measure 10 1/4" high by 9 5/8" wide by 6 1/2" deep.

During the production process, bulk tubs are filled to volume (1" or less from the top edge of the container).

- The weight varies from tub to tub based on a number of factors, including the types of ingredients used and the specific characteristics of that flavor. Some flavors always run light while others tend to be heavier.
- If you receive a bulk tub under-filled with ice cream, you should report the issue immediately. Refer to the section on "Product Quality and Handling" in this chapter for appropriate procedures.

Each bulk tub is labeled on the top and side with an abbreviation of the name of the flavor and the production code date.

- The code date is 18 months from the date the ice cream was produced, and it is the expiration date for the product. Ben & Jerry's uses this date to ensure products are rotated in the freezer and as a reference in case something is wrong with a batch.
- If you have quality problems with a tub of ice cream, it's crucial that you retrieve the name and code date so that Ben & Jerry's can track it back through production run reports. Please refer to the section on "Product Quality and Handling" in this chapter for the appropriate procedures.

Remember: If something is wrong with a product, don't serve it! We have a responsibility to contact Ben & Jerry's and inform them of any problem with any products.

- A production code date appears on the bottom of each pint container. It indicates the date, time of day, and at which factory and production line the pint was manufactured.
- As with bulk tubs, if there is any problem with a pint of ice cream, do not serve it. Notify Ben & Jerry's of the condition, the flavor and the production code.

Allergens and Allergic Reactions - Overview

Allergens are an increasing concern for the public. Most serious illnesses caused by food-borne allergens originate at restaurants and catering establishments. We must take great care to ensure that we handle allergens responsibly and in ways that minimize risks to consumers.

An allergen is any substance that causes an immune system response in a hypersensitive person resulting in a physiological disorder, which in similar amounts is harmless to most people.

Common allergens include dust, pollen, latex and many food products. For Scoop Shops, the main allergens of concern are:

- Nuts (both tree and ground nuts)
- Wheat
- Egg and egg products
- Soy
- Milk

Most people can come in contact with these items and have no adverse reaction. However, people with food allergies can be sensitive to very low levels of the allergen. We must take steps to make certain that allergens are not accidentally transferred to products that do not normally contain them, a process known as cross-contamination.

Reducing the Risk of Allergic Reaction

You are the first line of defense against allergic reactions. To minimize the risk of cross-contamination and/or an allergic reaction:

All Scoopers must receive basic training in the procedures outlined in this manual before serving a single customer.

Table tents, dipcase labels or other signage asking customers to inform Scoopers if they have allergies must be posted at all times.

An updated **Nutritional Binder** must be kept on the front line and made available to customers and employees upon request.

If a customer asks to see a list of ingredients, Scoopers should be proactive and ask whether the customer has an allergy so he or she can be served accordingly.

Common allergens such as nuts must be stored in a way to minimize the chance of cross-contamination. For example, you should keep nut products separate from other items in the dipcase, topping dispenser trays, etc.

Where possible, you should not display allergen-containing products next to products that do not contain the same allergen.

Remove all traces of spilled-over products, also known as “jumpers”, from open tubs. Utensils and surfaces for preparing products containing allergens should be dedicated to the use of those products, or you must thoroughly wash them before using them for products that don't contain the allergen.

If you use gloves, use vinyl gloves, not latex.

Scoopers must be able to clearly and accurately describe every flavor for customers. They should never omit ingredients when describing a flavor.

Incorrect: Describing Chunky Monkey™ as a banana ice cream, omitting that it also contains chocolate chunks and walnuts.

Correct: Describing Chunky Monkey™ as a banana ice cream with chunks of chocolate and walnuts.

If a customer experiences an allergic reaction, call emergency services immediately and report the incident.

Serving Allergenic Customers

If a customer tells you of a particular allergy, take it seriously! In all cases, wash the scoop and any other necessary equipment in hot water with soap before using it to serve your customer. If possible, do this within the customer's view.

To serve customers who tell you their allergy is not severe:

Consult with the customer about scooping out of an already opened bulk.

Review an updated Nutritional Data Sheet with the customer. Let customers read the ingredient declaration, and let them determine whether the flavor is safe to eat.

Use a clean spade to scrape back the top half-inch of product; this ice cream might have come in contact with other ice cream or allergen-contaminated equipment.

Serve the customer from the product underneath the layer you have removed.

To serve customers who tell you their allergy is severe:

Consult with them to decide whether it would be better to scoop from a new bulk tub that you will open on the spot, or to give them a packaged item such as a pint or novelty. Since pints and novelties do not require any handling with serving equipment, it is safer to assume they are not contaminated with allergens.

If the product they choose will be scooped, wash the scoop in hot water with soap before scooping. If possible, let them see you do this.

Use a clean spade to scrape back the top half-inch of product.

Serve the customer from the product underneath the layer you have removed.

Foreign Objects

Foreign objects are an unfortunate fact of life for every food manufacturer. Ben & Jerry's works diligently to prevent them from getting into our ice cream, and we adhere to very strict manufacturing standards designed to keep foreign objects out of all of our products. But occasionally, one will end up in an item served to a customer.

Foreign objects that can occur in our ice cream are divided into two types:

1. **Natural foreign objects:** Nutshells, cherry pits, stems, fruit bugs, apple core or seeds, hair, extra-hard add-ins.
2. **Serious foreign objects:** Glass, cardboard, plastic, rubber, metal, cloth, plastic wrap, stones

From a production standpoint, most foreign objects are introduced through ingredients that we add to our ice cream, such as cookies, candies, and nuts. For example, walnuts may contain small pieces of shell, or cherries might include a pit. Occasionally, foreign objects might include small pieces of plastic, cardboard, or paper.

Very infrequently, we receive a complaint of a more serious foreign object such as glass or metal. As a precaution, we put every tub of our ice cream through a metal detector immediately after it has been produced. Glass is also not allowed inside the manufacturing plant. (So any found glass or metal objects would usually be introduced after a product has left the manufacturing facility.)

Ice cream can sometimes become contaminated in the Scoop Shop, most often after the product has been opened and placed in a dipcase. Every employee must be aware of objects on the counter that could fall into the ice cream. Keep staples, thumbtacks, glass, and other dangerous items away from your back line. Be sure that employees follow proper hygiene procedures, including wearing a hat or other head covering to prevent hair from falling into the ice cream.

Responding to a Foreign Object Incident

If a customer at your Scoop Shop is served ice cream that contains a foreign object, or if someone comes into your Scoop Shop with a foreign object complaint involving a pint, regardless of whether it was purchased at your store, use the following procedure to resolve the complaint quickly and to the customer's satisfaction.

To handle a foreign-object incident:

- Seek medical help immediately if your customer has been injured because of the incident.
- Alert the manager or shift leader on duty.
- Pull the tub from the dipcase. If possible, do it in front of the customer to show that you are taking the complaint seriously. On the top of the box, write DO NOT SERVE and store the bulk tub in the walk-in freezer until you receive instructions from Ben & Jerry's.
- Retrieve the foreign object from your customer, if possible. Some customers may be reluctant to give you the object. Explain to them that it will help Ben & Jerry's determine where the problem occurred. If you do retrieve the foreign object, place it in a plastic bag and keep it in a safe place. Ben & Jerry's will give you specific instructions on how to send the object and product to us when you report the incident.

It can't be emphasized enough that a Scoop Shop's most important concerns should be the customer and how they are treated in these situations. Take time to address your customer's needs and take steps to ensure that your customer leaves feeling comfortable and satisfied with how you have handled the situation.

Operators must follow up with their customers and continue to do so until the incident has been brought to a close.

Additional Tips for Handling Foreign Object Concerns

- If a customer notifies you of a foreign object, immediately apologize for the incident. Don't get defensive or question the customer's honesty. Assume that they're telling the truth and that they found the object in the ice cream. Most customers will not get upset at the initial incident if we treat them with respect and do not question their integrity.
- If the customer wasn't injured or hurt by the object, they will almost always be satisfied if you apologize, offer to refund their money and give them a substitute product in exchange for the one they've returned. You can also give the customer free cone coupons to show your sincerity and regret over the incident. It's always best to ask the customer what you can do to make the situation better.
- If the customer was injured (a broken tooth is the most frequent injury), you should take whatever steps are appropriate to assist him or her. Encourage them to seek any required medical attention. Let them know that you take the situation very seriously.
- If a customer was injured, it might not be appropriate to make the gestures of refunding his or her money and giving additional product or coupons. Use your judgment. If an injury is severe, customers might feel insulted if they believe you're attempting to dismiss their complaint with a free scoop of ice cream.
- In conversation with the customer, don't speculate about what the object is or how it might have gotten into the product. If you're asked whether this has happened before, answer truthfully. It's best to show concern for the customer and to say as little as possible about the incident or similar situations.

Media Inquiries about Foreign Objects

It's unlikely that the news media will call in regard to a foreign object incident, but it could happen. It's critical that you handle these calls properly and quickly to minimize any potential negative publicity. Your entire staff must be fully versed in these procedures so that they're prepared to handle the situation if one arises.

To handle media inquiries about a foreign object incident:

- During the call, don't acknowledge or deny that the incident occurred.
- Notify the reporter that a representative from Ben & Jerry's public relations office will handle all inquiries, and get a name and number so that we can return the call.
- Immediately notify Ben & Jerry's retail operations department of the call so we can follow up on it.

Product Quality and Handling - Overview

Maintaining consistently high product quality is critical to running a successful Ben & Jerry's Scoop Shop. You must clearly understand the complexities of shelf life, proper handling of products, and how to deal with a distribution or quality issue.

This section addresses:

- Bulk tub labeling
- Shelf life and handling
- Preparing bulk tubs for use
- Monitoring and calibrating temperature
- Reporting a product quality issue
- Reporting product quality issues involving a customer

Bulk Tub Labeling

Bulk tubs are labeled using SAP-compliant open lot coding. This uses 10 characters in an **MMMDDYYPPB** format. The coding indicates a “Best Before” date and identifies pertinent manufacturing information

- **MMM** represents the first three letters of the month for the “Best Before” date
- **DD** represents the day of the month, 1 - 31
- **YY** represents the last two digits of the year
- **PP** represents the plant location ID
- **B** represents the batch number, line number or hour code as an alphanumeric value (0 to 9 or A to Z)

ID	SAP Plant Name	Location	SAP Plant #
BH	B&J - Waterbury	Waterbury, VT	5911
BJ	B&J - Saint Albans	Saint Albans, VT	5914
GA	GHB - Sikeston South	Sikeston, MO	2903
GB	GHB - Sikeston North	Sikeston, MO	2904
GD	GHB - Clearwater	Clearwater, FL	2907
GE	GHB - Henderson	Henderson, NV	2909
GJ	GHB - Huntington	Huntington, IN	2925
GK	GHB - Canada - Simcoe	Norfolk, ON	3910

Preparing Bulk Tub for Use

Tempering bulk tubs: To prepare bulk ice cream for use, bulk tubs are “tempered,” or allowed to slowly reach near-scooping temperature. The tempering process can take up to 24 hours, depending on how cold the ice cream is at the start of the process.

Once you open a bulk tub for use, place it in the top layer of the dipcase.

Bulk tubs opened and prepared for service must be stored at the ideal scooping temperature of 10° to 12°F (-12° to -11°C) to achieve a shelf life of up to 14 days.

Opening and closing the dipcase lid creates air and temperature fluctuations that can greatly affect

the shelf life of our ice cream. Scoopers should inspect and taste flavors daily to ensure top-quality product is being served to customers.

- If the top layer of ice cream seems dried or gummy, scrape off and discard the top 1"-2" and taste-test what remains in the tub. Often, the top layer of ice cream is affected by air exposure but the rest of the tub is not.
- Scoopers must properly scrape down each bulk tub every night, removing all ice cream scraps from the sides, and then tightly cover the tubs with waxed paper. This helps to protect the quality of the ice cream.
- Placement in the dipcase can also affect the quality and scoopability of a flavor. Flavors that contain fruit or swirls, such as Chunky Monkey or Phish Food, are usually softer and should be placed in the corners of the dipcase, the coldest part. Flavors with chunks, such as Mint Chocolate Chunk, are usually firmer and can be placed in the center of the dipcase.
- Don't forget to consider other variables when placing flavors in a dipcase. In addition to placing soft flavors in the corners, don't forget to keep nut flavors segregated and towards the front of the dipcase (scooper-side). Many shops also place sorbets and frozen yogurts closest to the blending station (as they are most commonly used in smoothies). Even the daily pattern of sunlight in your store – depending on where exterior windows are in relation to your dipcase – may affect flavor placement.

Monitoring Temperatures

Every employee must be trained to use thermometers to monitor product temperatures.

- Before using a thermometer each time, you must wash the probe or stem in a detergent solution and then sanitize it. When you sample multiple products of the same type, such as several flavors in a dipcase, you need only wipe the thermometer clean, with a wipe such as a clean paper towel containing a mild detergent solution, between each sample.
- Monitor freezers holding packaged items by measuring the air temperature of the unit with a standard freezer thermometer. Obviously, puncturing a pint or cake would damage the product!
- In addition to the twice-a-day monitoring, each refrigeration and freezer unit must have an accurate thermometer placed in a conspicuous location in the warmest part of the storage device (usually the center). Your Scoop Shop freezers must be maintained at the following temperatures:



Freezer	Fahrenheit	Celsius
Deep Freezer	-10°F	-23°C
Tempering Freezer	0°F	-14 to -16°C
Pint Freezer (pints only)	-10°F	-23°C
Cake Freezer	0°F	-18°C

Product Quality Issues Involving a Customer

When a customer notifies you of a quality issue, be sure to offer your full attention. Assume that the customer is telling the truth and that he or she has a legitimate complaint about the quality of the ice cream.

For these types of complaints, it's almost always best to ask the customer what you can do to fix the situation. If the issue isn't too serious, most customers will be satisfied if you apologize, offer to refund their money, and/or give them a substitute product in exchange for the one they've returned.

In rare instances, it may not be appropriate to make the gestures of refunding money and giving additional product. If a customer believes an issue is serious, he or she may feel insulted by an attempt to dismiss the complaint with a free scoop of ice cream. Use your best judgment in those situations.

To handle a customer-related quality issue:

1. Stop what you are doing and take the time to focus completely on the customer's complaint.
2. Determine the flavor of ice cream or the Scoop Shop product (fudge, whipped cream, etc.) involved and pull the item immediately. This is best done in front of the customer to show you are taking the complaint seriously. Tell the customer that you'll be testing the product to ensure it meets Ben & Jerry's high quality standards.
3. Ask the customer what you can do to resolve the situation and restore the Ben & Jerry's experience. Some customers may request a refund, others may ask for a new menu item, and some may ask for both. Do what you can within reason to help the customer leave happy.
4. If a manufacturing-related quality issue is confirmed, follow steps under "To report a quality issue" (above) to document the problem and receive credit for the product.

Off Premise: Vending and Catering

We consider anything that we do outside of our Scoop Shops to be “Off-Premise”. You are doing Off-Premise events because you’ve shown skills and qualities that are important in this aspect of our business; Customer Service, Initiative, and responsibility. Not everyone gets to do this!

Vending is any activity outside of our scoop shops where we take money for each transaction. A good example of this is Fairs and Festivals. Things like the Folklife Festival, Bite of Seattle, Concerts at Chateau Ste. Michelle.

Catering is any pre-paid activity outside of our scoop shops where we serve guests who don’t pay individually for their items. Corporate catering is the lifeblood of our off-premise business. A large majority of the types of ice cream parties that we do are for our corporate customers; Boeing, Microsoft, Expedia, CBRE, etc.

About our Catering & Vending Services (from our web site)

One of the best things we can do to increase our future sales is to educate everyone involved with what exactly it is that we do! Here’s the PR/marketing blurb from our web site:

Experienced Professional Service; Ice Cream Trucks, Carts & the CowMobile. We cater ice cream parties in Washington State – you know, the Washington with Mt. Rainier, Microsoft and the Seattle Mariners! We service most of Western Washington. No worries about what’s going to happen when you choose Ben & Jerry’s Catering. Our attractively uniformed and professional staff can handle the largest of events or a small gathering with the same level of service.

We show up early to prepare and serve your event on time. No catering setup hassles or worrying if the caterer is going to show up!

We serve over 300 events a year – We know what works and what doesn’t. We don’t “guess” when it comes to catering, and you can be certain we will make you look good when we serve at your next event.

<mailto:catering@wabenjerry.com> Looking for a cost-effective way to celebrate an event? Need to reward your employees for doing a great job? Want to impress a customer/client? We are here to make YOU look good. You’ll have everyone saying thank you for putting on such a fun and unique event!

Please contact us for an EXACT quote. We will also help you estimate the number of guests, pick your flavors and plan your party.

Minimum service of 25 required to book a party. Additional flavor choices (more than 4 flavors) are available for larger parties. Serving time may be extended for additional cost. CowMobile and Scoop Trucks may incur additional costs.

Getting our Scoop Truck, CowMobile or Cart to an Office or Event

You absolutely cannot commit us to bringing our equipment to a Fair, Festival, Special Event or Catering. There are a lot of factors involved. The number one issue is availability. We did approximately 405 events last year. We did over 20 events on our busiest days. You can see why we can’t commit to anything until we check our schedule.

We also work with booked events and confirmed customers on a priority basis. Which means even if someone calls us and wants us to come do the coolest concert in the world, we may not be able to if we have a prior commitment.

CATERING is important to your paycheck and us!

If customers call or inquire about catering, please get their name, company name, and phone number! And any information about the type of event or party they are planning. Write this down and get it to Rhett, Maria or Amber. We also need to know who took the call or referral (your name).

And, please give them our Catering Hotline Number: 1-877-333-4799 and Rhett's phone number: **360-970-6849** If they are in the store, give them our catering information postcard and Rhett's business card.

Let them know that someone will get back to them within 24 hours.

Every catering/party referral will get you a \$5 added to your paycheck. If that referral leads to a booked catering job, we will add \$10 to your paycheck. NO Limit on referrals.

Catering Hotline: 1-877-333-4799

e-mail: catering@wabenjerry.com

Catering Folders and Work Orders

Each catering and vending job is separate. Some are as easy as showing up with a cart in the back of a van and scooping ice cream for an hour. The other extreme is the Washington State Renaissance Faire, which requires an entire week to setup, and runs for three consecutive weekends.

Each "job" will have its own folder and work order. Inside each folder will be:

- Work Order with flavor list of customer requested flavors and additional items.
- Customer contact information
- Directions and map to location.
- Additional Servings form. What to do if the customer goes over the contract amount.
- Any special instructions on setup, parking, insurance, W9 form, health permits, etc.
- Gas/parking money if needed

Catering folders are located in the commissary office. When you complete your catering job return the folder with a completed number of servings form immediately.

Catering Menu

Our customers normally pick their flavors at events. We didn't just randomly choose 4 flavors out of the freezer and bring them! However, our scoop trucks and CowMobile come pre-stocked with 12 of the top Ben & Jerry's flavors.

Our most popular ice cream parties are:

Cup & Cone Party	Our staff hand scoop ice cream into a cup or sugar cone. Perfect for any event! Your choice of ice cream flavors. We'll scoop your favorite flavors 'til the cows come home! One of our most popular parties!
Waffle Cone Party	Our staff hand scoop ice cream into a waffle cone. Everyone loves a waffle cone! Your choice of ice cream flavors. Perfect for any event!
Cookie Sandwich Party	Our staff hand scoop your choice of ice cream sandwiched between two freshly baked chocolate chip cookies. Your choice of ice cream flavors.
Sundae Party	Our staff hand scoop ice cream for a sundae party everyone is sure to remember! Hot fudge, hot caramel, dry toppings & whipped cream. Your choice of ice cream flavors.
Deluxe Sundae Party	Same as the Sundae Party plus strawberries, pineapples, sliced bananas, M&M's, Oreo Cookies, & Gummi Bears. Your choice of ice cream flavors.
Brownie Sundae Party	The same as our Deluxe Sundae Party plus rich, chewy, chocolatey brownies to make this our most decadent party available. Your choice of ice cream flavors.
Ice Cream Bar Party	Almost considered finger food! Quick, easy, & always appreciated! Choose from Ben & Jerry's Cherry Garcia, Fudgy Brownie, or Half Baked ice cream bars.
Root Beer Float Party	We 'll serve you and your guests the most awesome ice cream float with Ben & Jerry's ice cream. Does it get any better? Your choice of ice cream flavors. A cool and refreshing 12 ounce serving in our Ben & Jerry's logo cups.
Shave Ice Party	Authentic Hawaiian shave ice! We bring our Hawaiian Shaved Ice machine(s) and make shaved ice cups with 18 flavors of syrup. Delicious! Includes, service, cups, napkins, & spoons. Order the Deluxe Shave Ice Party which includes: Sweet Azuki (red beans), Li Hing Mui (sweet plum) powder, Ben & Jerry's vanilla ice cream and sweetened condensed milk available for an additional \$2.00 per serving.

Waffle Cones

Waffle Cones are a huge draw at vending events, in the CowMobile and in the Trucks!

You should always be making waffle cones. People walking by our trucks should always be able to smell a waffle cone because it was either just made or is being made – by you. Making fresh waffle cones all the time is a requirement of working in the scoop truck.

We do have pre-made waffle cones available. These are to be used when we are REALLY busy or for special events, catering.

Special Event Menu Items (we don't do these at all vending events)

Smoothies

We are set up to do 2-3 flavors of smoothies. This is limited by the number of blender containers that we have available. Every smoothie is made with apple juice and some combination of sorbet, Greek frozen yogurt (froyo) and fruit that we have available.

Strawberry Lemonade – on the menu board

Mango and More – on the menu board

Custom: use any Sorbet or Greek froyo and fruit that we have available.

Shakes

Any flavor of shake is available for purchase using ANY ice cream, sorbet or Greek Frozen Yogurt that we have available.

Customers may also mix flavors. There is no extra charge.

Whipped cream is available. There is no extra charge.

Caramel and fudge are also available. There is no extra charge.

Sundaes

We do three types of sundaes at events:

Cookie Cookie; uses two large cookies broken in to pieces. One large scoop of ice cream, whipped cream, fudge, caramel, and sprinkles.

Brownie Special: uses one large brownie. One large scoop of ice cream, whipped cream, fudge, caramel, and sprinkles.

Waffle Cone: One large scoop of ice cream in a waffle cone, whipped cream, fudge, caramel, and sprinkles. You may need to serve this in a bowl like the other sundaes.

Scoop Trucks, Catering Carts and CowMobile

Our equipment; the scoop trucks, carts and CowMobile are just like stores. They need to be kept clean and ready for business. But they're small so it doesn't take much time. You are responsible for the following on the EVERY time you use them:

- Make sure that the truck, cart, CowMobile is completely stocked with product both before and after returning from an event. This means ice cream and paper products.
- Make sure that everything is organized. If you make a mess – clean it up!

You are responsible for making sure that the catering tubs are filled back up with supplies after each event. There is a supplies list inside each set of catering tubs.

You are responsible for doing your own dishes after each event. Whether you're at a store or the commissary.

DO NOT leave a mess of any kind in the Trucks, Carts, CowMobile or Commissary.

General Rule: if you used it, clean it. If we need more of something fill it up. If we're out of something, let us know!

Trucks & CowMobile

- Make sure that the water tanks are full. They will last about a week before refilling. Write down the date in the logbook when you filled the water tank.
- Make sure that the grey water tanks are empty. They will last about a week before needing to be emptied. Write down the date in the log book when you emptied the grey water tank.
- Make sure the truck has fuel. Write down the date in the log book when you filled the fuel tanks. Put receipts for fuel in the logbook too.
 - The Cow Truck uses regular unleaded gasoline the generator for this truck gets its fuel directly from the trucks fuel tank so you don't have to fill a generator tank for this truck. The tank is in the rear of the truck on the driver's side. GASOLINE ONLY
 - The Greek Truck uses diesel for the truck engine and unleaded gasoline for the generator. The diesel tank for the truck engine is on the passenger side right behind the passenger door – you need a key to unlock the fuel door, which is on the key ring. The generator fuel tank is on the passenger side rear of the truck. **DIESEL FUEL IN THE FRONT TANK and UNLEADED GASOLINE IN THE BACK GENERATOR TANK.**
- Plug the truck in to power at the warehouse if there is ice cream or any perishable products in the freezers before you leave.
- Clean all utensils after each use. This means everything; blenders, scoops, scoop buckets, etc. And put them back in the truck when you are done
- Clean the floor. It's OK to hose down the floor on these trucks. Just make sure not to get water on stuff that's not meant to be wet; like inside cabinets, electrical stuff, dip cases, etc.

- If we are out of ice cream or anything that needs to go in the truck for events, catering or vending. Let Rhett, Noelle or Maria know.
- Deposit any money from vending in the safe and fill out your count sheets.
- Plug in iPad, Level Up, and Stereo Systems etc. that need their batteries charged on the bench so that they can charge. They don't do us any good in the truck if the batteries are dead.

If we need something for the trucks, let Rhett know. AND if the truck is having any type of maintenance issue, let Rhett know immediately. (360) 970-6849 rhett@wabenjerry.com

Frequently Asked Questions

We don't expect you to become an expert at this, but these Frequently Asked Questions (FAQ's) are listed on our web site:

Need us to show up in Tie Dye? Want us to be a little more formal? Our staff has uniforms that they wear specifically for each event. We have tie-dye, formal and a variety of other fun uniforms.

Want a Scoop Truck? How about the CowMobile? We even have a dancing cow (ok it's a staff member in a cow costume) - additional costs may apply.

We provide our own insurance, food handler permits, and health permits for each event.

You will be provided with an estimate of the expected costs for our services based upon the number of servings. This estimate will be provided once we receive information regarding the number of guests, type of party, location, time, date, etc. This estimate will include the exact cost for the estimated number of servings, Event Management, Insurance & Transportation (EMIT), Washington State sales tax, suggested gratuity and any other fees associated with your event.

We utilize catering contracts for our professional services to insure complete assurance that all commitments will be carried out to your satisfaction.

There is a 50% deposit on all events, unless prior arrangements have been made with our catering coordinator.

We will contact you to verify the exact number of guests for which you wish to guarantee services for no later than five working days before the event. In the event a guarantee service number is not received, the original estimated attendance count would be prepared and charged.

Washington State sales tax is NOT included in the price(s) listed on this web site and will be added to your invoiced total. We will provide an estimate of the total taxes due on your catering estimate. If your organization is tax exempt, we must receive documentation reflecting the exemption status not later than five working days before the event. If we don't receive this documentation, you must pay all taxes associated with the event.

There is a minimum charge for catering parties. Our minimum number of servings for catering and special events is based upon 25 servings.

Additional travel charges may apply if out of our service area -- Greater Puget Sound (King, Snohomish and Pierce Counties). Please contact us for more information.

We will provide a menu board, which displays the featured flavors for your guests.

All of our Ice Cream is Fair Trade Certified.

All of our products are served in an environmentally friendly manner. We use biodegradable cups, spoons, and napkins. All products used are disposed of properly.

24 hours notice is usually required. Please contact us for more information. If you are desperate for an ice cream fix for you and your friends --give us a call. We're professionals at this ice cream catering thing and you might be surprised how easy it is to call in a precision ice cream strike!

Our Ben & Jerry's branded catering (CowMobile and scoop trucks) vehicles may be requested based upon availability. Please refer to our photos and equipment pages to see pictures of our vehicles and equipment. There may be an additional cost for these vehicles.

If you need artwork or invitations for your event, please let us know and we will provide it electronically.

We provide all napkins, spoons, cups, cones, etc. in order to serve at your event. We typically don't need anything in order to serve ice cream to your guests. Some situations require that we utilize what's available on site. Please let us know if there will be anything that will make serving difficult i.e. steep hills, reptiles, serving on a boat, surly employees, etc.

We do work with other caterers and event planners. We've always wanted to scoop ice cream for Russell Wilson too! So if anyone wants to get some free ice cream...

We normally bring a few extra ice cream scoops (to scoop the ice cream) that are "nut/dairy free" in order to accommodate persons with nut, dairy, wheat allergies. Please let your scooper know if you have any allergy concerns. We recommend against serving any ice cream with nuts due to people having nut allergies and the risk of cross contamination and liability. We will be happy to discuss what flavors contain nuts or were manufactured on equipment that may have been used to produce a flavor with nuts.

All of our ice cream products are certified Kosher. We will be 100% GMO free in 2014

We have dietary information available for all of our products, which we bring with us.

We also suggest that you request small portions of pre-packaged items for persons with nut, wheat and/or dairy allergies. We strongly suggest having a No Sugar Added (NSA) ice cream available for persons who can't have sugar i.e. diabetics.

We take care of our own garbage (unless otherwise arranged) and remove our waste/refuse after the event.

We do not leave unused ice cream after an event.

Set up time is not included in your service time (it's FREE). We normally arrive 30-45 minutes early to set up and then serve for the specified serving time or until your guests have been served. Service time can be increased for \$100 per hour. Additional staff is also available at \$50 per hour.

We typically use dry ice to keep our ice cream at cold serving temperature in our carts and coolers.

We also have a generator to keep the freezers in our CowMobile running if power is not available.

Some cities (Seattle) may require a generator permit, which we will get if necessary.

A 4oz. serving is approximately one large scoop of ice cream or two smaller scoops.

Ice Cream comes in a sugar or cake cone or a logo Ben & Jerry's cup. Cake cones are available at no extra charge. Upgrade to Waffle cones for \$1 per waffle cone. Sundaes are served in our Ben & Jerry's logo cup. Smoothies are served in our 12-ounce logo cup.

We do not do "All You Can Eat" events unless all of the ice cream is pre-purchased for your event. For planning purposes each bulk flavor tub contains 2.4 gallons of ice cream and will provide approximately 50-55 servings. We typically bring a minimum of 4 bulk flavor tubs to each event.

In order to estimate the number of servings you think you'll need at your event - think about your audience. Typically, 100% of children will eat ice cream and about 75% of adults will eat ice cream. Please contact us for help in estimating the number of servings at your event.

Ben & Jerry's ice cream always draws a crowd. If we are in a public area, this can cause problems. We don't always know whom the invited guests are versus those just walking up trying to get "free" ice cream. Please provide assistance if you plan to serve in a public area. Tickets work well for these situations.

We provide our services based upon servings. We need to know what YOUR policy on serving seconds, extra scoops, portions to go, "guests"/party crashers and special requests are before we start. Otherwise, we will do what the customer (your guest) asks and this may impact your invoice. We can provide a sign at the serving area which states your serving policy -- this works exceptionally well for these situations. Tickets work well for these situations too.

We typically bring enough ice cream to serve an additional 25-30 percent of the number of servings requested. We will be happy to help you estimate the number of servings for your event.

Want us to bring Pizza or Hot Dogs? We don't do that, but we can refer you to some very good food trucks and vendors.

Know Your Flavors

Choose the correct flavor descriptor

Cherry Garcia®:

- Cherry ice cream with walnuts and chocolate chunks
- Cherry ice cream with cherries and fudge flakes
- Vanilla ice cream with cherries and fudge flakes
- Vanilla ice cream with cherries

Stephen Colbert's AmeriCone Dream™

- Vanilla ice cream with fudge covered waffle cone pieces and a salted caramel swirl
- Sweet cream ice cream with fudge covered waffle cone pieces
- Vanilla ice cream with fudge covered waffle cone pieces and a fudge swirl
- Vanilla ice cream with fudge covered waffle cone pieces and a caramel swirl

Chocolate Therapy™:

- Chocolate ice cream with chocolate chip cookies and swirls of chocolate pudding ice cream
- Chocolate ice cream with brownies and swirls of chocolate
- Chocolate ice cream with chocolate cookies and swirls of chocolate pudding ice cream
- Chocolate ice cream with chocolate pudding ice cream

Chunky Monkey®

- Vanilla ice cream with a swirl of banana, fudge chunks and walnuts
- Banana ice cream with fudge chunks
- Banana ice cream with fudge chunks and walnuts
- Banana ice cream with walnuts

Coffee, Coffee BuzzBuzzBuzz!®

- Coffee ice cream with espresso bean fudge chunks
- Coffee ice cream with fudge chunks
- Coffee and malt ice creams with whiskey caramel swirls and English toffee pieces
- Coffee and malt ice creams with espresso bean fudge chunks

New York Super Fudge Chunk®

- Chocolate ice cream with dark fudge chunks, pecans and fudge-covered almonds
- Chocolate ice cream with white and dark fudge chunks, pecans, walnuts and fudge-covered almonds
- Chocolate ice cream with white and dark fudge chunks, peanut butter cups, pecans, walnuts and fudge-covered almonds
- Chocolate ice cream with white and dark fudge chunks, pecans, macadamia nuts, walnuts and fudge-covered almonds

Phish Food®

- Chocolate ice cream with gooey marshmallow and caramel swirls and fudge fish
- Chocolate ice cream with caramel swirls and fudge fish
- Chocolate ice cream with gooey marshmallow swirl and fudge fish
- Chocolate ice cream with gooey marshmallows and fudge swirls with fudge fish

Triple Caramel Chunk

- Vanilla ice cream with swirl of caramel and fudge covered caramel chunks
- Caramel ice cream with a salty caramel swirl and caramel chunks
- Caramel ice cream with a swirl of caramel and fudge covered caramel chunks
- Vanilla ice cream with a swirl of caramel and salted caramel fudge covered caramel chunks

Quiz

1. Where did Ben and Jerry first meet
 - a) At a bagel place
 - b) 7th grade gym class
 - c) In Burlington
 - d) University Without Walls in Saratoga Springs, NY
2. How did Ben and Jerry learn to make ice cream?
 - a) Summers with Grandpa on Long Island
 - b) Trial and error
 - c) \$5 class by mail
 - d) UVM dairy course
3. Where was their first shop located?
 - a) Burlington, VT
 - b) Shelburne, VT
 - c) Saratoga Springs, NY
 - d) Waterbury, VT
4. When did it first open?
 - a) 1987
 - b) 1977
 - c) 1988
 - d) 1978
5. What would you say to a customer who asks “why did Ben and Jerry sell out to Unilever?”
6. What would you say to a customer who asks, “what are Ben and Jerry doing these days?”
7. The three parts of the Mission Statement are:
 - a) Peace, Love, & Ice Cream
 - b) Social, Political, & Environmental Justice
 - c) Sex, Drugs, and Rock ‘n’ Roll
 - d) Product, Economic, & Social
8. What are two of your favorite stories from Ben & Jerry’s history that you could share with customers?
9. Name the three characteristics that categorize Ben & Jerry’s ice cream as super premium. Why do we use stabilizers in our ice cream?
 - a) Maintains texture
 - b) Improves flavor
 - c) Reduces food cost (filler)
 - d) Helps to retain temperature

BONUS: Name the three all-natural stabilizers we use in our ice cream.

10. How did Cherry Garcia ice cream get its name?
11. Can you name any ice cream flavors named after famous people?
12. Who is our current community project partner?
13. Who was our community project partner last year? What did we do with them?
14. Which flavor does not contain nuts (or nut oils)?
 - a) Vanilla Heath Bar
 - b) Coffee Coffee Buzz Buzz Buzz
 - c) New York Super Fudge Chunk
 - d) Chunky Monkey
15. Which description does NOT apply to Ben & Jerry's sorbet?
 - a) A low-carb option
 - b) A fruity, refreshing dessert
 - c) A no-fat, no-cholesterol option
 - d) Lactose-free
16. Name three things to keep in mind when arranging flavors in the dip case.
17. A customer grabs your attention. You notice she is holding her jaw and seems to be in pain. You ask what's wrong and she tells you "I think I broke a tooth on something in this sundae." Describe the procedures for handling this incident and your upset customer.
18. Name three steps that can be taken to prevent an unsuspecting customer from accidentally having an allergic reaction in your store.
19. Describe three scooping ground rules (include basic safety and portioning tips).
20. Describe the three-sink method. What goes in each sink?
 - 1.
 - 2.
 - 3.

21. Why is it necessary to have three sinks?
22. How should you clean the waffle irons?
- a) Wipe the whole thing down with a rag and Purple Tiger and follow with sanitizer
 - b) Scrub the cooking surface with a brush and clean the rest with Purple Tiger and sanitizer
 - c) Wipe the cooking surface with Purple Tiger and clean the rest with sanitizer
 - d) Wipe the cooking surface with paper towel and sanitizer and clean the rest with a rag and Purple Tiger
23. What are six Ben & Jerry's Customer Service Standards?
- 1.
 - 2.
 - 3.
 - 4.
 - 5.
 - 6.
24. Name two reasons why customers who want Ben & Jerry's ice cream from us instead of just buying a pint from the store.
25. What is over-run?
26. What makes B&J's ice cream super premium? (3 factors)
27. Name three flavors that are made on shared equipment.
28. Does Vanilla Heath[®] Bar Crunch has nuts in it? If yes, name the nut.
29. Explain what Fair Trade means:
30. What does COGS stand for? What are two ways you can help to keep this under control?
31. What does GMO mean?
32. What day is payday?

33. How do you know when you work?
34. Name 3 types of allergies that customers may have? How would you deal with them?
35. How long do you have to get a Food Handler Card before you can't work any more?
36. Is it OK to use your cell phone at work? How about texting?
37. Name the three parts of our dress code? BONUS: What's different between the formal and casual dress code?
38. What should you do if you are sick when you're supposed to be at work?
39. What is Free Cone Day?
40. How does someone get one of our Scoop Trucks, CowMobile or a Cart to their office or event?
41. Give 3 examples of good customer service.
42. How long should you give a customer before you greet them?
43. What is Greek Frozen Yogurt? Are there more calories in it than ice cream?
44. What's the BEST customer service experience you've ever had?
45. What's your favorite flavor of ice cream
46. What would you say to a customer in order to greet them or start a conversation?
47. If you want to take a day off to go to a concert what should you do?