

Sweet Inspirations



Brought to you by the DREYER'S® brand



Welcome to our August eNewsletter! It's never been a better time to boost sales with über-trendy milkshakes made with DREYER'S ice cream. Dig into new dessert inspirations and recipes to drive traffic and increase check averages.

STAY UP TO DATE on delicious product news, industry trends and dessert inspirations by signing up for our Foodservice newsletter.

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TREND WATCH

At NESTLÉ DREYER'S Foodservice, we have our finger on the pulse of ice cream dessert trends nationwide so we can bring you new sales-building ideas.

What's hot now?

Cool milkshakes and floats that are creating buzz at booming burger chains, fast casuals and beyond. According to Mintel, milkshake sales rose 9% from 2009 to 2013. From adult milkshakes (using spirits, beer and wine) to breakfast-inspired coffee & donuts shakes, start blending up new concoctions with your favorite **DREYER'S ice creams** today.



“SHAKE” THINGS UP!

With the irresistible DREYER'S brand behind you, you'll find the milkshake and float creations are endless. Give these on-trend ideas a whirl:

- **Caramel Pretzel Crunch:** DREYER'S **Dulce de Leche** Ice Cream blended with salty-crunchy pretzels, topped with whipped cream and cinnamon-sugar dust. [Click here for recipe.](#)
- **Coffee & Donuts:** DREYER'S **Coffee** or **Espresso Chip** Ice Cream blended with cinnamon donut pieces, topped with whipped cream and mini-donut garnish. [Click here for recipe.](#)

FANTASTIC FLOAT INSPIRATIONS:

- **Ice cream and beer come together for the perfect “adult” shake.** Try a Creamy GUINNESS® STOUT Float: DREYER'S Vanilla ice cream topped with GUINNESS® STOUT beer, garnished with oatmeal cookie crumbles. [Click here for recipe.](#)
- **Put a spin on a classic with a Black Cherry Cola float:** DREYER'S Black Cherry Vanilla Ice Cream topped with cola.

Discover more DREYER'S ice cream recipes on our foodservice [website](#).



Operator Spotlight

THE COUNTER
CUSTOM BUILT BURGERS®



The “better burger” foodservice trend is exploding nationwide—and few do it better than **The Counter**®. Specializing in custom built gourmet burgers, The Counter is ushering in a fresh era of industrial décor, today's music and shakes that scream flavor. Using premium ingredients and local Market Selections, customers can create custom burgers—perfectly complemented by on-trend shake selections that boost in-store sales.

The Chocolate Cherry Pinot Noir shake (\$9) blends DREYER'S vanilla ice cream, pinot noir wine, chocolate syrup and cherries for a sweet adult treat guests love. Jennifer Yaister, marketing director for The Counter, explains that “...Creative Signature Shakes include the Birthday Cake (blended with cake mix and rainbow sprinkles) and other unique offerings by store. Diners can also build their own (\$6.50), amped up with premium ingredients, serving the guests' desire to customize their own creation.”



STAY IN TOUCH

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