



# Ice Cream Workshop



**Have your mind blown, not frozen, by this indulgent and innovative ice cream team build challenge!**

Have fun, synchronize your taste buds and create a new flavour of ice cream as a team. Then it's up to you to develop your brand and marketing strategy in order to maximise sales. But who will come top in the all-important taste test? With a wide range of not-so-obvious ingredients, it's up to you how outrageously adventurous you become... remember Heston Blumenthal's gourmet egg and bacon ice cream?!

Once your culinary skills have been put to the test – it's your marketing abilities next. When you have come up with the name and design, you'll need to build your packaging prototype, which needs to reflect your brand and appeal to your target market. Then put together an advertisement.

To make the process even more challenging, teams must stick to a limited time scale and budget to achieve sweet success. Extra points can be earned by completing additional fun quizzes and games. The proof, as they say, is in the pudding – so after a rigorous tasting session, each team will present their sales pitch to the judges and perform their adverts in a fun finale! Judges will then decide which team has produced the most successful ice cream, and the winning team will be revealed!

**What is included:** Top-quality ice cream-making equipment, ingredients, recipes (including dairy-free alternatives), craft materials, information packs, disposable table covers, gloves, aprons, props, costumes, first aid and food hygiene-trained staff, and prizes for the winning team.



### Notes

**Cost:** POA

**Activity duration:** 2 - 3 hours (indoors)

**Guest numbers:** 5 –100

**Furniture requirements:** 1 x 6ft round table per team, 1 x 6ft x 2ft trestle table per 2 teams and 3 x 6ft x 2ft trestle tables for our equipment.

[CLICK HERE FOR VIDEO](#)

# ICE Cream



# W O R K S H O P

## Why Firebird Events?

- Our fantastic team are creative, knowledgeable, experienced, friendly and fun. Thanks to our drive, dedication and attention to detail, we will deliver you an unforgettable event experience.
- We listen. We can provide you with great ideas, bespoke solutions and reliable service, helping you to create an event which suits *your* needs and objectives.
- Well established within the industry since 2000, our reputation and fantastic relationships have enabled us to work with an array of clients, including many large corporations and top UK venues, time and time again.
- We can provide everything from a single activity, to an entirely produced event, providing first class team building days and corporate events.
- Our hard work has been recognised within the event industry, winning awards in the category of “Best Event Provider” at the M&IT industry awards – silver in 2018, bronze in 2019 and silver in 2020.
- Firebird Events are covered by a minimum of £1 million Public Liability Insurance.

## Notes

- All prices are subject to VAT at the current rate.
- All prices are subject to availability.
- Prices may be subject to change.
- All prices where an event set up fee is stated are subject to the relevant per head fee on top.
- Some services or items may be subject to minimum order fee.
- Prices may be subject to travel and accommodation charges.
- Full payment will be due 30 days prior to event date (unless a credit account has been agreed in advance).
- Soft or hot drinks (weather dependent) should be provided for our team throughout the duration of the event.
- Depending on length of the event, hot food may be required for the team.

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