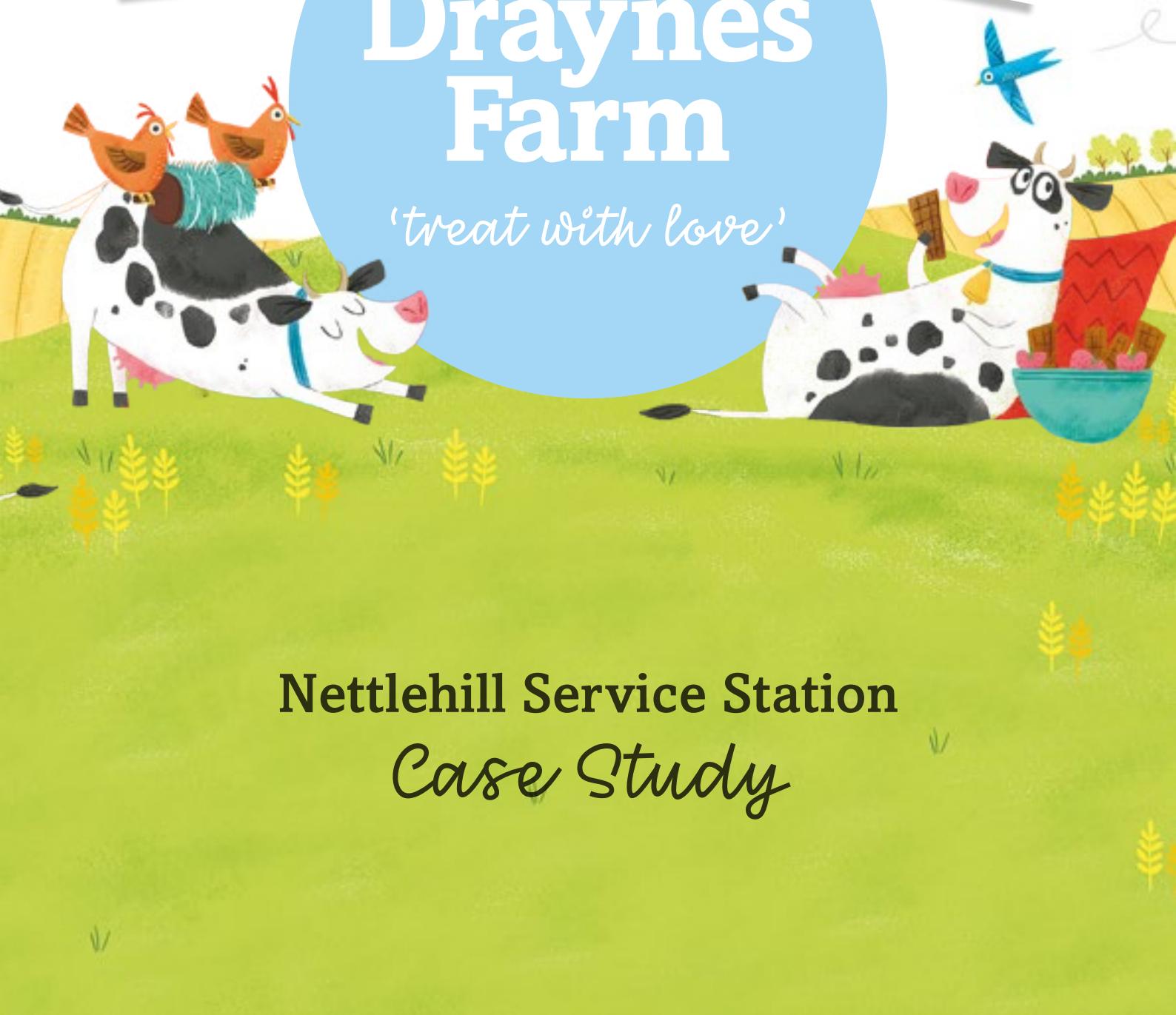


Draynes Farm

'treat with love'



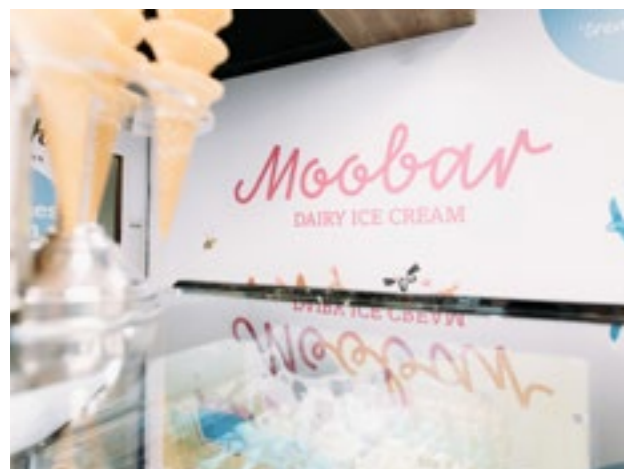
Nettlehill Service Station
Case Study



“...an excellent 60% margin across the range”



“improving footfall by attracting new customers”



The taste of success

When Nettlehill Service Station in Lisburn decided to install a scooping ice cream cabinet in their busy outlet on Pond Park Road, it made sense to talk to us. After all, we already enjoy a long-standing relationship with Nettlehill, supplying them with Draynes Farm milk and artisan dairy products. So we were confident that our enticingly delicious Moobar dairy ice cream would sit comfortably alongside their existing food portfolio, and that our Moobar cabinet and wall branding would create an attractive and profitable in-store destination. And as owner John Flood explains, this has proven to be the case.

“The Moobar experience really does deliver a higher offering than other ice cream brands on the market,” according to John. “The twelve-pan freezer means we can stock the full Moobar favour range and there’s a feel-good factor to the imagery which appeals to young and old alike. More importantly, our customers love the variety of tastes that are on offer and typically we’re achieving an excellent 60% margin across the range. The Moobar is definitely improving footfall by attracting new customers and with that comes opportunities for us to up-sell across the store.”





**Draynes
Farm**

'treat with love'

Wholesome & Flavoursome

Our 12 flavours include Nude, Vanilla, Honeycomb, Strawberry, Chocolate and Salted Caramel, as well as some recent exotic additions - Coconut, Mint Chocolate, Bubble Gum, White Chocolate, Lemon Sorbet and Mango Sorbet.

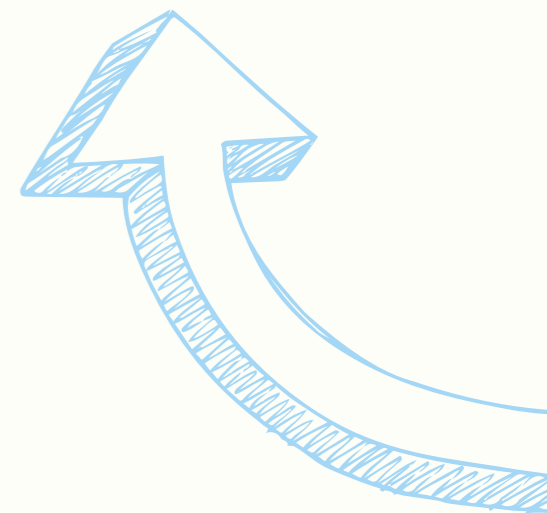
All our dairy ice creams are made using wholesome milk from our dairy cows, blended with exotic natural flavours, carefully sourced from around the world. Both sorbets use natural fruit purées and are ideal for lactose-intolerant consumers. All 12 flavours are available in 5-litre catering packs.

Call us on 028 9266 2203 for more information.



Read more in our:

OVERVIEW BROCHURE



Moobar....get Moooving

Installation of the Moobar is straightforward and causes minimal disruption to normal commercial activities. The entire process, from initial contact to design and installation, takes only a week or so, which means that your Moobar can be in place quickly and efficiently, allowing your business to experience all the benefits of high margins, increased traffic and new customers.

If you're interested in serving Draynes Farm Dairy Ice Cream, we'd love to hear from you. So call us today and let's get your Moobar moooving!



Are you interested in serving Draynes Farm Dairy Ice Cream?

If so, we'd love to hear from you!

Our ten flavours of Ice-Cream and three flavours of Sorbet are available in 5 Litre tubs for serving in your store or restaurant.

We also have four flavours available in 1 litre retail tubs for stocking in your freezer and we have three flavours available in 125ml grab and go tubs for the fast moving customer! So what are you waiting for... let's start something beautiful!!

Draynes Farm,
1 Glenavy Road, Lisburn
County Antrim BT28 3UP

Telephone: 028 9266 2203
Email: sales@draynesfarm.co.uk
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