Top Name Brands of Ice Cream sold at Kroger over $3.00

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Prepared for

Kroger Co.

Prepared By

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Executive Summary

I have investigated the feasibility of many different brands of ice cream at Kroger and have determined that Blue Bell is the highest in every category. Because Blue Bell has the largest range of flavors, the cost per ounce is the least, and it also has the second to least amount of calories. By purchasing Blue Bell, the consumer will save money, be satisfied with the range of choices, and consume less calories than many other brands.

Kroger grocery stores are located fairly close to the University of North Texas campus making it an easier trip for students and graduates. May people in the Denton area love ice cream and are looking for the best possible choice. Blue Bell will keep customers satisfied with their ice cream every time they go to Kroger.

I recommend the Blue Bell brand of ice cream as the best choice of ice cream at Kroger.

Fly Chapter 1

Introduction

Kroger Co. has over 2600 stores located across the 34 different states. With our main goal to build loyalty with our customers and build strong local ties in each area our stores are located we strive for customer satisfaction. With this in our mission statement we must conduct feasibility reports for all of our products to be able to offer the best to our customers. With the rises in production of goods companies sometimes change their good to make the production of the good more profitable, but her at Kroger Co. we want the best for our customers no matter what.

As a step to provide the best for our customers we test several different brands of each product in order to offer a range of goods for all incomes of individuals. While looking at the each of the brands that will be carried at each of our location several things are considered Price, size, nutritional information, range of flavors, consumer reviews. These are all things that we fill our customers take into consideration when making a decision on which product to purchase.

Criteria 1: Final price that the consumer will have to pay.

We know that all these companies are for profit business and are forced to mark up prices in order to make profit, but we still need the price to the consumer to be reasonable.

Criteria 2: The size of the product and consistency of it.

We want to offer a range of products for all of customers but we also want them to get the best value for their dollar.

Criteria 3: The range of flavor available for customers.

We know that each individual has a different preference to what kind of ice cream they might prefer, so we want our customers to be able to have a range of flavors that they will be able to choose from.

Criteria 4: Nutritional Information

Health concerns are a number one goal we take into consideration when looking at the range of ice cream brands to carry. We want to be able to carry ice cream

that all types of people will be able to eat so the nutrition is something we look at.

In the following report, I will examine these options and recommend the best brand of ice cream according to these different criteria that will please to a range of our customers. This will also increase customer satisfaction by allowing customers to have more options when consuming.

Methods for Evaluating the options

To support my recommendations, I evaluate the feasibility of each option using several criteria.

- The Price for consumer
- Size of product
- Range of flavors
- Nutritional information

To gather information for these evaluations, I studied the top several different brands of ice cream currently being sold in Kroger locations in the city of Denton, Texas. I evaluated the quality of the display of the product, the average cost per oz., as well as other things. I researched customers' reviews of ice cream being sold in the store and took their options into great consideration when testing the feasibility of each of the tested brands. The customer reviews provided great information about taste, consistency and gave me their perspective of what should be done. With Denton being a college town the products have to be reasonable for students to afford.

Results of the Evaluation

To determine the feasibility of the top brand name ice creams being sold in our Kroger stores in the Denton, Texas area, I evaluated the several criteria of price, size, flavors, and nutritional facts.

Price

Brand	Price	Price per Oz.
Blue Bell	$4.99	$0.12
Blue Bunny	$3.50	$0.16
Breyers	$3.50	$0.13
Dreyers	$3.50	$0.13
Häagen-Dazs	$3.49	$0.40

Blue Bell comes out as the cheapest per Oz., while Haagen-Dazs comes out to be the most expensive.

Size of product

Brand	Largest Size Option
Blue Bell	64oz
Blue Bunny	56oz
Breyers	48oz
Dreyers	48oz
Haagen-Dazs	14oz

Out of all the different brands Blue Bell makes the largest number of ranges of size and is the only brand that still carries the traditional half gallon container. Which makes the Blue Bell also the cheapest per Oz.

Range of flavors

Brand	Flavors	Rotational Flavors
Blue Bell	30	28
Blue Bunny	33	0
Breyers	46	0
Dreyers	27	0
Haagen-Dazs	40	0

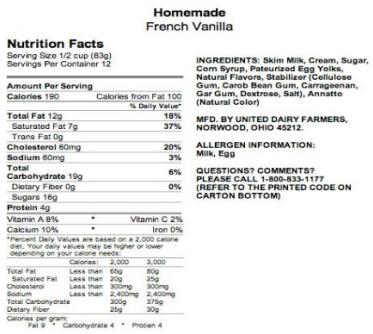
Nutritional Information

Blue Bell Homemade Vanilla

Nutrition Facts			Amount/Serving	%DV*	Amount/Serving	%DV*
Serving Size	1/2 cup	(88g)	**Total Fat** 8g	13%	**Total Carb.** 21g	7%
Servings	16		Sat. Fat 6g	27%	Fiber 0g	0%
Calories	180		Trans Fat 0g		Sugars 21g	
Fat. Cal	80		**Cholest.** 35mg	12%	**Protein** 5g	
			Sodium 75mg	3%		
*Percent Daily Values (DV) are based on a 2,000 calorie diet.			Vitamin A 6%	Vitamin C 2%	Calcium 15%	Iron 0%

Blue Bell Homemade Vanilla Ice Cream contains 180 calories for every half cup consumed and contains 8 grams of total fat per serving.

Blue Bunny Homemade French Vanilla



Homemade
French Vanilla

Nutrition Facts
Serving Size 1/2 cup (83g)
Servings Per Container 12

Amount Per Serving	
Calories 190	Calories from Fat 100
	% Daily Value*
Total Fat 12g	18%
Saturated Fat 7g	37%
Trans Fat 0g	
Cholesterol 60mg	20%
Sodium 60mg	3%
Total Carbohydrate 19g	6%
Dietary Fiber 0g	0%
Sugars 16g	
Protein 4g	
Vitamin A 8% *	Vitamin C 2%
Calcium 10% *	Iron 0%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	3,000
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 * Carbohydrate 4 * Protein 4

INGREDIENTS: Skim Milk, Cream, Sugar, Corn Syrup, Pasteurized Egg Yolks, Natural Flavors, Stabilizer (Cellulose Gum, Carob Bean Gum, Carrageenan, Gar Gum, Dextrose, Salt), Annatto (Natural Color)

MFD. BY UNITED DAIRY FARMERS, NORWOOD, OHIO 45212.

ALLERGEN INFORMATION: Milk, Egg

QUESTIONS? COMMENTS? PLEASE CALL 1-800-833-1177 (REFER TO THE PRINTED CODE ON CARTON BOTTOM)

Blue Bunny Homemade French Vanilla Ice Cream contains 190 calories for every half cup consumed and has 12 grams of total fat per serving.

Breyers French Vanilla

Nutrition Facts

Serving Size: 1/2 cup

Amount Per Serving	
Calories 140	Calories from Fat 70
	% Daily Value*
Total Fat 8 g	**12%**
Saturated Fat 4.5 g	**22%**
Trans Fat 0 g	
Cholesterol 45 mg	**15%**
Sodium 40 mg	**2%**
Potassium	
Total Carbohydrate 15 g	**5%**
Dietary Fiber 0 g	**0%**
Sugars 15 g	
Sugar Alcohols 0 g	
Protein 3 g	
Vitamin A	
Vitamin C 0 mg	0%
Calcium 100 mg	10%
Iron 0 mg	0%

Breyers French Vanilla Ice Cream contains 140 calories for every half cup consumed and has 8 grams of total fat per serving.

Dreyers Double Vanilla

Nutrition Facts

Serving Size: 1/2 Cup

Amount Per Serving	
Calories 140	Calories from Fat 60
	% Daily Value*
Total Fat 7 g	**11%**
Saturated Fat 4.5 g	**22%**
Trans Fat 0 g	
Cholesterol 35 mg	**12%**
Sodium 40 mg	**2%**
Potassium	
Total Carbohydrate 16 g	**5%**
Dietary Fiber 0 g	**0%**
Sugars 15 g	
Sugar Alcohols	
Protein 3 g	
Vitamin A	
Vitamin C	
Calcium 80 mg	8%
Iron	

Dreyers Double Vanilla Ice Cream contains 140 calories for every half cup consumed and has 7 grams of total fat per serving.

Haagen-Dazs French Vanilla

Nutrition Facts

Serving Size: 1/2 Cup (106g)

Amount Per Serving	
Calories 310	Calories from Fat 180
	% Daily Value*
Total Fat 20 g	**31%**
Saturated Fat 12 g	**60%**
Trans Fat 0.5 g	
Cholesterol 105 mg	**35%**
Sodium 75 mg	**3%**
Potassium	
Total Carbohydrate 26 g	**9%**
Dietary Fiber	
Sugars 22 g	
Sugar Alcohols	
Protein 5 g	
Vitamin A 500 IU	10%
Vitamin C 0 mg	0%
Calcium 100 mg	10%
Iron 0.72 mg	4%

Haagen-Dazs French Vanilla contains 310 calories for every half cup consumed and 20 grams of total fat per serving.

Consumer Reviews

Blue bell:

Our most popular ice cream and with good reason. It’s rich, homemade tasting vanilla ice cream with a special hand-cranked flavor that’s the best in the country. Contains only 160 calories per serving or a little over 600 calories for the entire pint. The base is more substantial than low-fat ice cream, but has a fluffier feel than the heavier, high-butterfat options mentioned in the previous paragraph. Despite the lack of super-premium consistency, the effectiveness of the flavors is undeniable.

Blue bunny:

Blue Bunny had a yummy flavor and specs of vanilla bean in every spoonful. The ingredients list is pretty straight forward with various forms of milk (i.e. cream, skim milk, dry milk) which gives it the smooth and creamy texture.

Breyers:

Decent prices, rich flavor, excellent nutrition facts,

Dreyers:

"Delicious, but a bit thick," this "very creamy" ice cream was noted for having a "gourmet-like flavor." Some tasters, however, complained of a "metallic" aftertaste.

Haagen-Dazs:

Solid vanilla ice cream that actually tastes like vanilla. On top of it all, this Haagen Daz vanilla bean ice cream melts in your mouth the way ice cream should.

Recommendation

Based on our evaluation of the several criteria we based our information on we have found Blue Bell Ice Cream to be the best overall ice cream to offer to our customers.