How to Start Ice Cream Manufacturing Business

Flavoured Ice cream, Production Process, Flavored Ice cream Making, Packaging
Introduction

Ice-cream is one of the fastest growing food categories in India. Notably, the business is seasonal in nature with April to June being the peak season and November to January the lean months. Sales slacken during the monsoons also. India is the most rapid growing ice cream market globally, with ice cream treats fast becoming a part of Indian culture. Indian consumers are turning into regular patrons of ice cream parlours, helping to fuel greater interest in packaged offerings in the country.

Ice cream parlours are a booming business in India, and this popularity is making its way to retail.
In value terms, the organised segment of India’s Rs 3,000-crore ice cream market has been growing at 19.5 per cent a year for the last five years. Many established food and lifestyle trends, such as limited edition, indulgent, natural and premium ingredients have led to the establishing of ice cream ranges under claims of ’premium’.

The ice-cream market has been through an evolution wherein the category has grown in shape and form right from consumer perception to the products and services being offered. Ice-cream, which was considered an indulgent category in the past, has now evolved to a stage where it is largely and happily perceived as a snacking option by consumers.
This change in perception has come about thanks to increasing disposable incomes and greater discretionary spending. Also, the growing reach of the media has allowed operators in this category to expand their range and recall value. The change in the perception of consumers has allowed the category to grow in volume. Ice-cream, as a category, has been growing at a healthy CAGR of ~10-15%.

The overall ice cream market is estimated at over 250 mn litre valued at around Rs. 17 bn.
Nearly a fourth of the market by volume at 50 mn litres is in the organized sector with players like Amul, Hindustan Unilever (HUL), Mother Dairy, Vadilal having a major share. In value terms, the organised sector has an overall market of over Rs. 10 bn. The PHD Chamber of Commerce and Industry has projected that the size of ice cream industry, estimated at Rs. 45 bn in 2013 is likely to jump to Rs. 70 bn by 2018. The domestic ice cream industry would grow at the compounded growth rate (CAGR) of about 25% in future with high profit margins ranging between 15 to 20% to reach the project level since its per capita consumption has gone up at 300 ml against world average of 2.3 litre.
Ice Cream is a favourite food of millions around the world. It is a frozen mixture of a combination of component of milk, sweeteners, stabilizers, emulsifiers and flavours. Ice cream is a palatable, nutritious and relatively inexpensive food. No other food enjoys so much popularity and has as attractive a form and appeal as ice cream. Ice cream is composed of the mixture of food materials, such as milk products, sweetening materials, stabilizers, emulsifiers, flavours or egg products which are referred to as ingredients. Milk fat is of major importance in ice cream.
It contributes rich flavor to the ice cream, is a good carrier for added flavor compounds and promotes desirable tactual qualities. Stabilizers are used to prevent the formation of objectionable large ice crystals in ice cream. Emulsifiers are used to produce ice cream with smoother body and texture, to impart dryness and to improve whipping ability of the mix. Flavour is considered the most important characteristics of ice cream. It has two characteristics; type and intensity.

Classification of ice cream may be based on commercial terms commonly agreed upon or on regulatory composition requirements or flavor labeling standards.
Commercially ice cream is classified as plain ice cream, chocolate, fruit, nut, frozen custard, confection, bisque, puddings, mousse, variegated ice cream, Neapolitan, ice milk, lacto, novelties, frappe etc. The basic step of production in manufacturing ice cream are composing the mix, pasteurization, homogenization, cooling, ageing, flavouring, freezing, packaging, hardening, storage, loading out products and cleaning of equipments.

Ice cream can be mass produced and thus is widely available in developed parts of the world. Ice cream can be purchased in large cartons from supermarkets and grocery stores, in smaller quantities from ice cream shops, convenience stores, and milk bars, and in individual servings from small carts or vans at public events.
Ice cream is expected to continue to expand robustly in India as purchasing power increases and as manufacturers invest in expanding the availability of ice cream in small stores.

Some of the fundamentals of the book are composition of ice cream mixes, the role of the constituents, diet science and classification of ice cream, caloric content of ice cream and related products, milk fat content of ice cream, classification of ice cream and related products, artificially sweetened frozen dairy foods, ingredients of ice cream roles and properties, effect of sweetener on freezing point, influence on ice crystal size and texture,
flavour and colour materials and preparation, ice cream mixer preparation processing and mix calculations, the freezing process, the freezing point of ice cream mixes, ice cream handling, cleaning and sanitation, varieties, novelties and specials etc.

It is a comprehensive book which covers all the aspects of manufacturing of ice cream in various flavours. The book is meant for entrepreneurs, technocrats, professionals, researchers, dairy technologists etc.

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