

128th

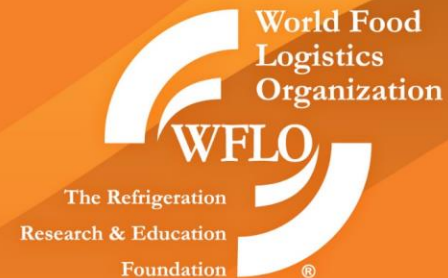
# IARW-WFLO Convention

April 7–10, 2019

Santa Ana Pueblo, New Mexico

## 3PLs In An Increasingly Craft/Local/Clean Label World: The Jeni's Splendid Ice Creams Experience

John Lowe, CEO of Jeni's Splendid Ice Creams



I'm Here  
Because...

# I Tried (And Failed) to Disrupt Your Industry





# I Tried (And Failed) To Join Your Industry



**eat well**  
DISTRIBUTION

**Eat Well Distribution**  
79 monthly viewers

 [eatwelldistribution.com](http://eatwelldistribution.com)

We represent foods made with real, responsibly sourced ingredients by real people. We assist producers through branding, sales & demos and consistently stoc



I'm a customer of six of you.

I want to be a customer  
of more of you.

And There Are A Lot More  
Potential Customers Like Me,  
For You.



Potential Customers Who Cannot ...

Find You,

Get You To Call Them Back,

Get You To Speak A Language They Understand,

Get You To Send Them Information Their Systems  
Can Handle.

Here is my plan:

8 Mins on Our Company's History

2 Mins on My Failed Attempts

4 Mins of History

3 Mins of Useless Facts

2 Mins of Current State of Food

1 Minute on Future of Food

1 Min on Why/How/What To Sell

My Contact Info

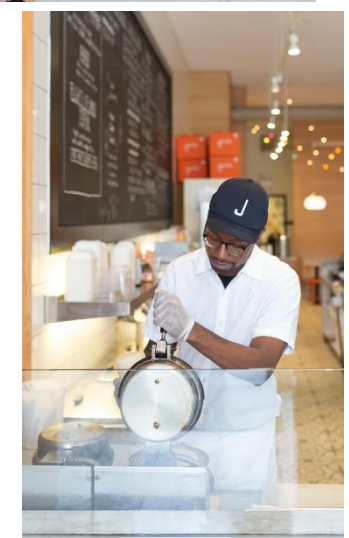
# Our Company History, In Pretty Pictures And Hopefully A Couple of Laughs







**We are devoted to making better ice creams and bringing people together.**







# “NO ONE ELSE MAKES ICE CREAM LIKE JENI BRITTON BAUER.”

– *Food & Wine*

**JAMES BEARD AWARD WINNER**

*Jeni's Splendid Ice Creams at Home*

**ASPEN INSTITUTE'S**

**HENRY CROWN FELLOW**



**FAST COMPANY'S**

**100 MOST CREATIVE PEOPLE IN BUSINESS**



**GOLDMAN SACHS**

**BUILDERS + INNOVATORS SUMMIT**

Most Intriguing Entrepreneur



**SPECIALTY FOOD ASSOCIATION**

**VISIONARY LEADERSHIP AWARD WINNER**





***“We’ve worked hard to get this right, building our ice creams from the ground up to melt in a very specific way—thinly, cleanly—and to reveal scent and flavor as it slowly melts. We geek out over ice cream science, rearranging the molecules to support all four sensory elements of ice cream: flavor, texture, body, and finish.”***

**- Jeni Britton Bauer**







**Sabrina Siddiqui** ✓  
@SabrinaSiddiqui

"My name is Joe Biden and I love ice cream." - @VP taking the stage in Jeni's Splendid Ice Cream in Columbus, OH

♥ 84 1:55 PM - May 18, 2016



legitsadierob • Following

legitsadierob supa magical 🍦

Load more comments

hannahallow @maddiebrown7 37 likes 🍦

justtheman Wait a minute, what about boux 🍦

ansley.chase wishing it would have been @brettledredge :(

fishinforjordan DOES ANYONE ELSE HEAR ME SCREAMING OF JOY?!

deratzlaff @ratzlaff\_11 🍦 🍦 🍦

amanda\_marie\_thomas18 @legitsadierob Well said!!! So inspirational..this is why I look up to you!!!♥

iammaddy008 So cute!!!

darbymadden14 Got my hopes up for @brettledredge 🍦



166,701 likes

6 DAYS AGO

Add a comment...



WARBY PARKER  
Founder

Mandatory quick stop  
@jenisicecreams  
(we strategically positioned a few of our stores near Jeni's)

and @obama endorsing a PIZZA kinda Christmas this year 🍕 #BLE Getting treats delivered in the MA ICE?! The future is SPOOKY and DELICIOUS 🍦

Load more comments

neylapekarek @madelindon The THREE pints 🍦

romipekareksmith Gimme a cup tree slices 🍦

madelindon Oh my godddddddd 🍦 🍦

juanpablopenalozabotero You a beautiful Neyla!! ♥

samarahelou You and @maisie\_v very similar... I think you already before haha ♥ beautiful



2,117 likes

DECEMBER 15, 2016

Add a comment...



tombini



17,257 likes

tombini I'm a vanilla man and I won't apologize.







chrisseyteigen • Follow

chrisseyteigen Jeni's #columbus #homesweethome

Load more comments

mollaird ummmm she was at our jenis!!! @kaarooooonin @michaela\_cronin @markplaird

erik\_gaarder @emtrap

lauren.fern @sarifrann

pinkerbellnyc @kcmccreery omg jenis

kcmccreery @pinkerbellnyc

joannaliu\_ Omg she was in cbus and I had no idea @rachcoch

jt00727 O-H!!

paigegoldfarb @jennahellerr

gabrieleoneill\_ @tali358 woah how did I not know she was from



Liked by ryanmichaelmorgan and 618,940 others

OCTOBER 27, 2017

Add a comment...



**“Jeni has become the Madonna of the ice cream world.**

**She’s known by her first name alone and can draw hundreds to a scoop shop with the promise of a meet-and-greet.”**

— *Cherry Bombe*

**EPICURIUS ‘PRICE POINTS’ VIDEO**

*Ice Cream Expert Guesses Cheap vs Expensive Ice Creams*

This Epicurious video hit the #4 slot on YouTube’s trending chart and has over 1.9 million views.

**NPR’S HOW I BUILT THIS WITH GUY RAZ**

*Live podcast episode*

**VICELAND’S THE ICE CREAM SHOW**

*Premiere episode—“How to Succeed in Ice Cream”*

**BORN X TASTEMADE AWARD**

*Food + Design*

**CREATIVE PEP TALK**

*How to Create Art People Crave with Jeni Britton Bauer*

**CHERRY BOMBE**

*Jeni Britton Bauer: The Queen of Modern Ice Cream*

**GOOP**

*How Dallas Does a Backyard Dinner Party*

**DELISH**


*10 Women-Run Food Businesses You Should Be Supporting*

**COOKING LIGHT**

*You’ve Never Tasted Anything Like This Frosé Sorbet*

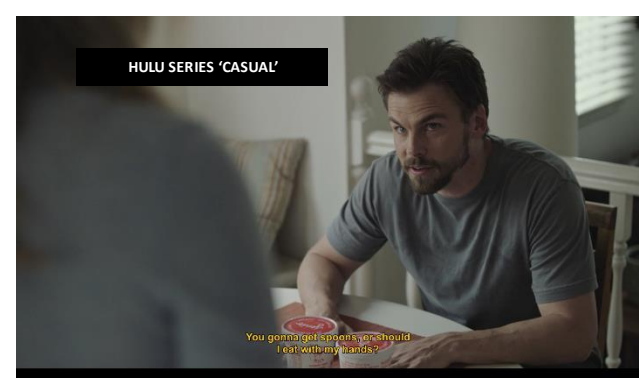


CNN Living » Food



**The Scoop on Jeni Britton Bauer**

Jeni Britton Bauer has been called 'the best ice cream maker in the world.' CNN's Kelly Bowman gets the dish on how she made it to the top! Source: CNN



**How This Ice Cream Brand Built a Brand by Building Community**

Founder of Jeni's Splendid Ice Creams sits down with Entrepreneur Network partner Jen Hacker to talk about how she built her brand.



Entrepreneur



EDITOR'S PICKS The Lily

FRIEND OF THE LILY

Jeni of Jeni's Splendid Ice Creams on LeBron James, Joe Biden and weird thumbs

Meet a friend of The Lily



THE WALL STREET JOURNAL



FOOD & DRINK | IN MY KITCHEN

**Cool Kitchen Tips From America's Ice-Cream Queen**

The mind behind Jeni's Splendid Ice Creams dishes on the power of scent, her favorite roast potatoes (from a can) and the ultimate, absolute simplest hot fudge

By *Alexandre Crepanzano*  
04.12.2017 2:52 p.m. ET

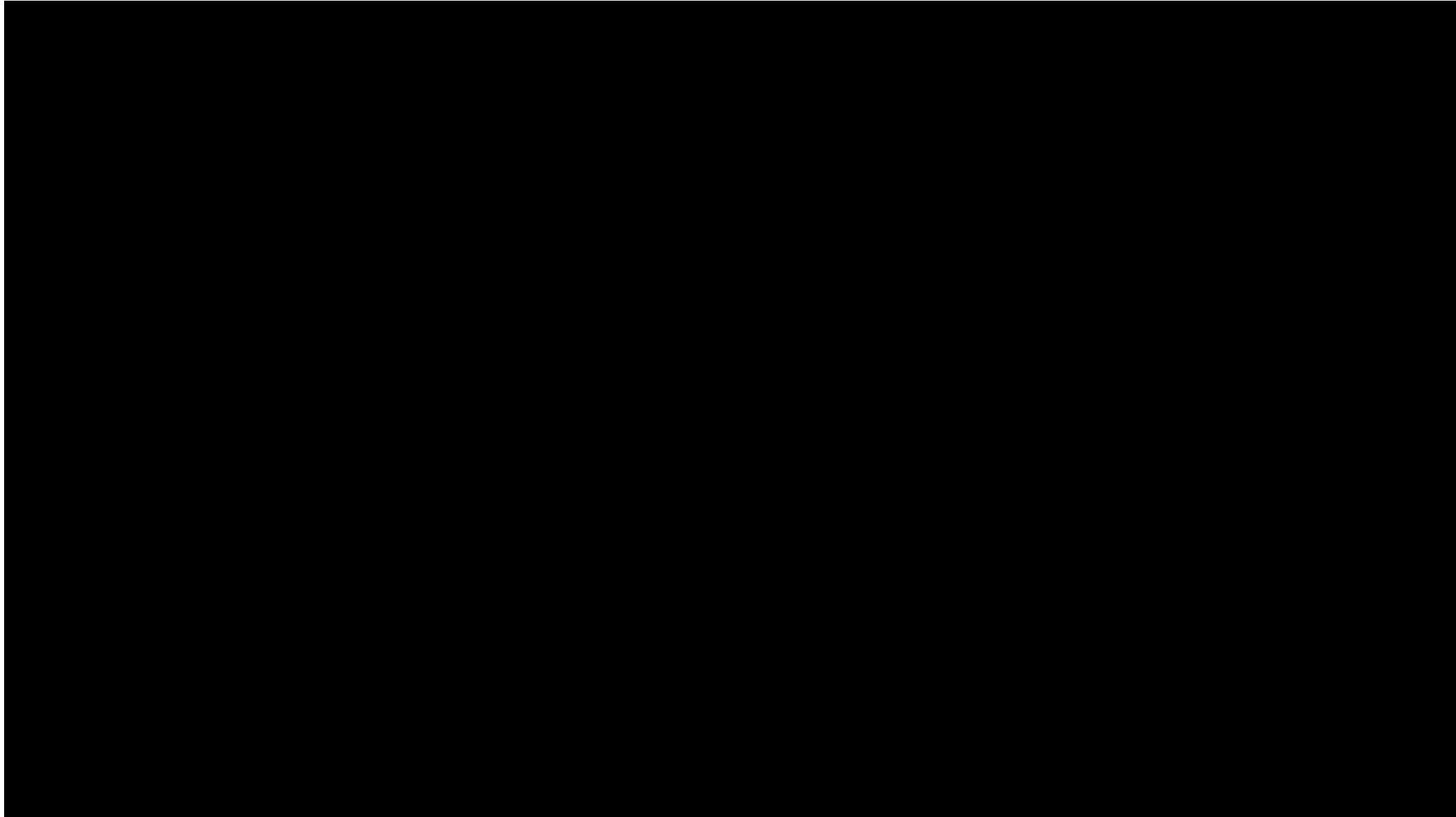
A conversation with Jeni Britton Bauer, founder of Jeni's Splendid Ice Creams, leads to come in many flavors. In a recent chat, she started off extolling the virtues of osmanthus flowers—a key ingredient in her Osmanthus and Blackberry Crackle ice cream—only to ricochet to F. Scott Fitzgerald, fabric patterns (an inspiration



# The Team Around Jeni

## Previous Experience / Board Memberships

|   |   |
|---|---|
|    | <p><b>John Lowe</b><br/>CEO</p>                          |
|    | <p><b>Poe Timmons</b><br/>EVP</p>                        |
|    | <p><b>Ami Mathur</b><br/>CCO</p>                         |
|   | <p><b>Rachelle Lynch</b><br/>CSO</p>                    |
|  | <p><b>Dan Sierzputowski</b><br/>SVP, Retail</p>        |
|  | <p><b>Mary Kamm</b><br/>Safety, Quality &amp; NPI</p>  |



# Certified B Corp Since 2013



## OUR SCORES:

2016: 84

2018: 94 (+12%)

Median: 55 / 200



**Eat Jeni's Splendid Ice Creams and support women running for office**

Game of cones



**Vice President Biden visits Columbus, Jeni's Ice Cream to talk new OT rules**



**Community, Quality, & Creativity: Jeni's Splendid Ice Cream Founder Shares the Scoop on Her B Corp Business**

Hanna Snyder | December 29, 2017 | Entrepreneurs

**12 Food Brands That Celebrate Earth Day All Year Long**

10 B Corps You Should Be Following

Meg Andersen | Oct 31, 2017 | Comments: (0)



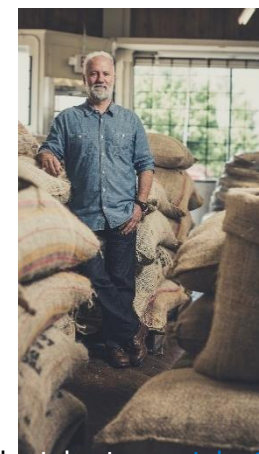
**delish**

**10 Women-Run Food Businesses You Should Be Supporting**



**It takes a community of people to build ice cream from the ground up: growers, makers, producers, suppliers, customers.**

**We call it the fellowship model.**





jenisicecreams • Following

jenisicecreams Frose with friends via @gabriellaapaiva

View all 18 comments

rickiford @needaspoon

tessgrannan @gracegrannan I KNOW

itsalleizabeth HOW CAN I GET A FROSE POSTER???? PLEASE I am obsessed with this flavor, so I want a poster lolololol



jenisicecreams • Following

Foxtrot Market - Lincoln Park

jenisicecreams You can have your ice cream and eat it too. 🍦📦 via @kristieatran

View all 24 comments

mizzval\_ The goat cheese - roasted cherry & pistachio honey are to dieeee for 🥰... I just discovered you guys only a few months ago! This is the best ice cream I have ever had in my 43 years on this earrrrrrth Lord Jesussss!!! 🙏🥰🥰!!! No other brand stacks up..case closed!

jenisicecreams @mizzval\_ So glad you found us!! Thanks for the love.

mizzval\_ @jenisicecreams you're soooooo welcomed!!! 🙏🥰🥰🥰🙏



jenisicecreams • Following

jenisicecreams Our bright orange box is WAY better than wrapping paper. Get it for free with dry ice when you buy 6 pints or more in shops.

View all 5 comments

thewolfeherself Love the pants

suze322 Love jeni & shanny babe!

rivagomez @itswillieeeee 🥰🥰🥰🥰🥰

elenasantosgonzalez32106 @noahschnapp i feel like this is something you'd buy and i'm here for it

Liked by sadiebearzan and 392 others

DECEMBER 20, 2018

Add a comment...

SHOPS

WHOLESALE

ECOMMERCE





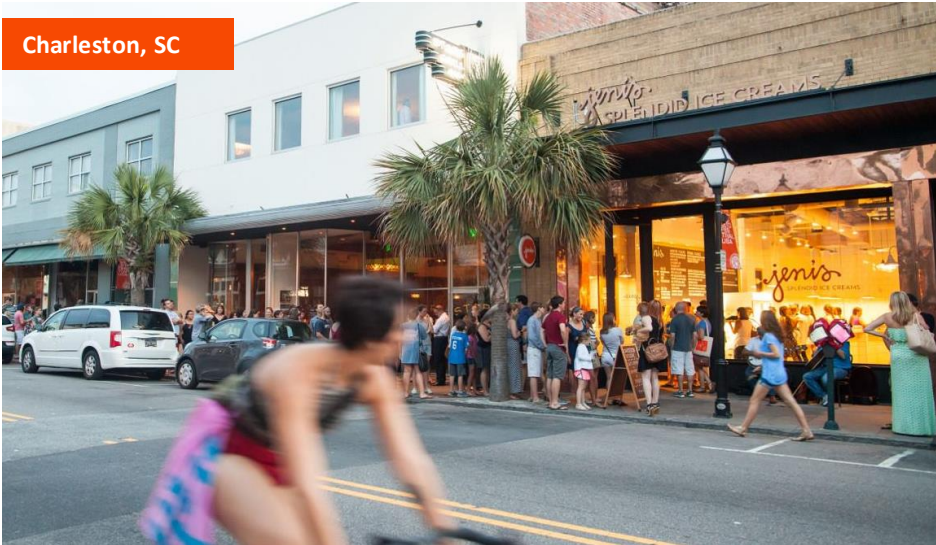
Washington, D.C.



Venice, CA



Atlanta, GA



Charleston, SC



Chicago, IL



St. Louis, MO



Chicago, IL



# “Jeni’s Ice Creams now open in South End. Brace for citywide freak out.”

— Charlotte Agenda

## **ATLANTA, GA**

Avalon  
Decatur Square  
Krog Street Market  
Westside Provisions

## **CHARLESTON, SC**

King Street

## **CHARLOTTE, NC**

South End

## **NASHVILLE, TN**

12 South  
Brentwood  
East Nashville  
Factory at Franklin  
Hillsboro Village  
Nashville Farmer’s  
Market

## **WASHINGTON, D.C.**

14th Street

## **ST. LOUIS, MO**

Central West End

## **CHICAGO, IL**

Armitage  
North Wells  
The Park at Wrigley  
Southport  
Wicker Park

## **CLEVELAND, OH**

Chagrin Falls

## **COLUMBUS, OH**

Bexley  
Clintonville  
Columbus Commons  
Dublin  
Easton Towne Center  
German Village  
Grandview Heights  
North Market  
Powell  
Short North

## **LOS ANGELES, CA**

Calabasas  
Larchmont  
Los Feliz  
Venice







## WHOLESALE PARTNERS



Amazon Fresh  
Bristol Farms  
Brooklyn Fare  
Caviar & Bananas  
Central Market  
Cosentino's  
Dean & DeLuca  
Delta Air Lines  
Dorothy Lane Market  
Fairway Markets  
Foxtrot Chicago

Fresh Thyme  
Gelson's Markets  
Goddess & Grocer Chicago  
Heinen's  
Jungle Jim's  
Kowalski's Markets  
LSG Sky Chef  
Lucky's Markets  
Marczyk Fine Foods  
Mariano's Fresh Markets  
Meijer

Metcalfe's Markets  
Plum Markets  
Royal Blue Grocery  
Savor's Market  
Standard Market  
Straub's  
Sunset Foods  
The Fresh Market  
Treasure Island  
Union Market  
Weiland's Market





## TWO FUN FACTS

**NATIONALLY:  
ABOVE \$5.99**

- **FASTEST GROWING**  
super premium brand
- **#1 TURNING**  
super premium SKU

Source: SPINS Satori, Fz Ice Cream Dairy Pints, >5% ACV,  
>\$5.99 Base ARP, 52 weeks ending 12/2/18, Total US Food





# MORE FUN FACTS

## ICE CREAM, MORE BROADLY:

### ABOVE \$3.99:

- **#1 TURNING** premium brand at a major retailer in ATL
- **#1 TURNING** premium SKU at a major retailer in ATL

### OVERALL – Regardless of Price

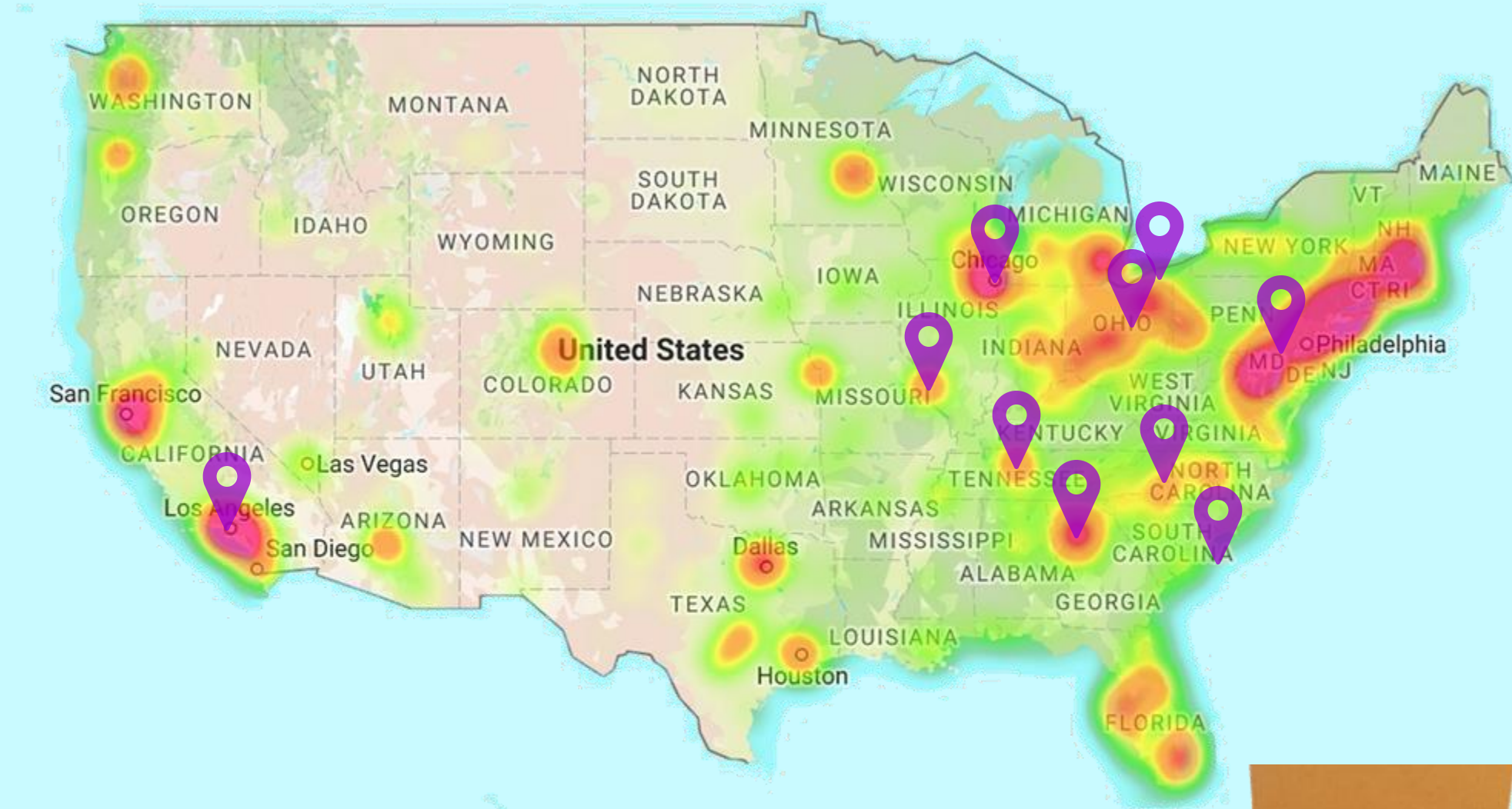
- **#2 TURNING** pint SKU – regardless of price - at a major retailer in ATL

Source: SPINS Satori, Fz Ice Cream Dairy Pints, >5% ACV, 52 weeks ending 12/2/18, Total US Food





**NATIONWIDE, OUR FANS ARE PAYING \$12/PINT + SHIPPING.**







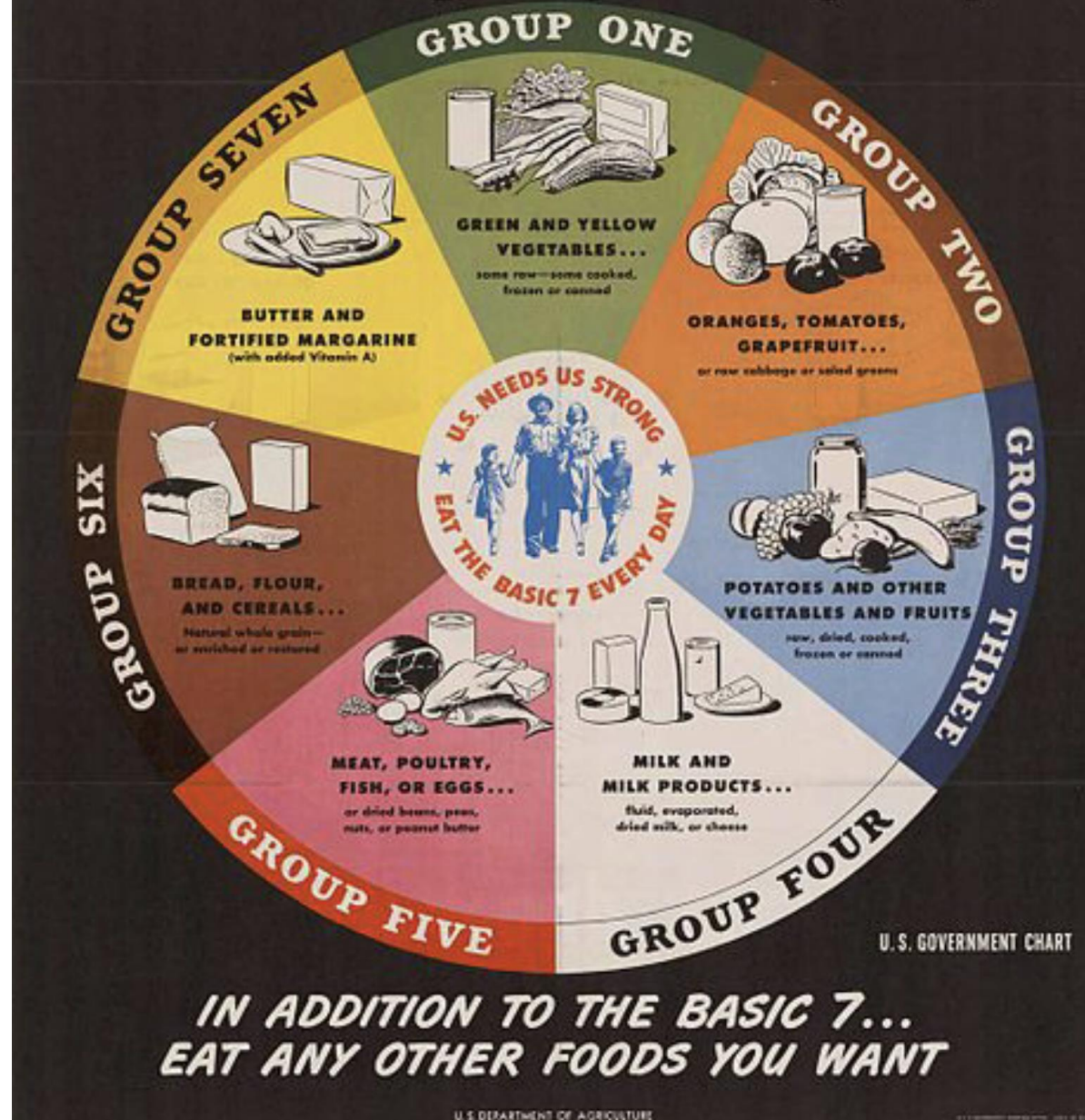


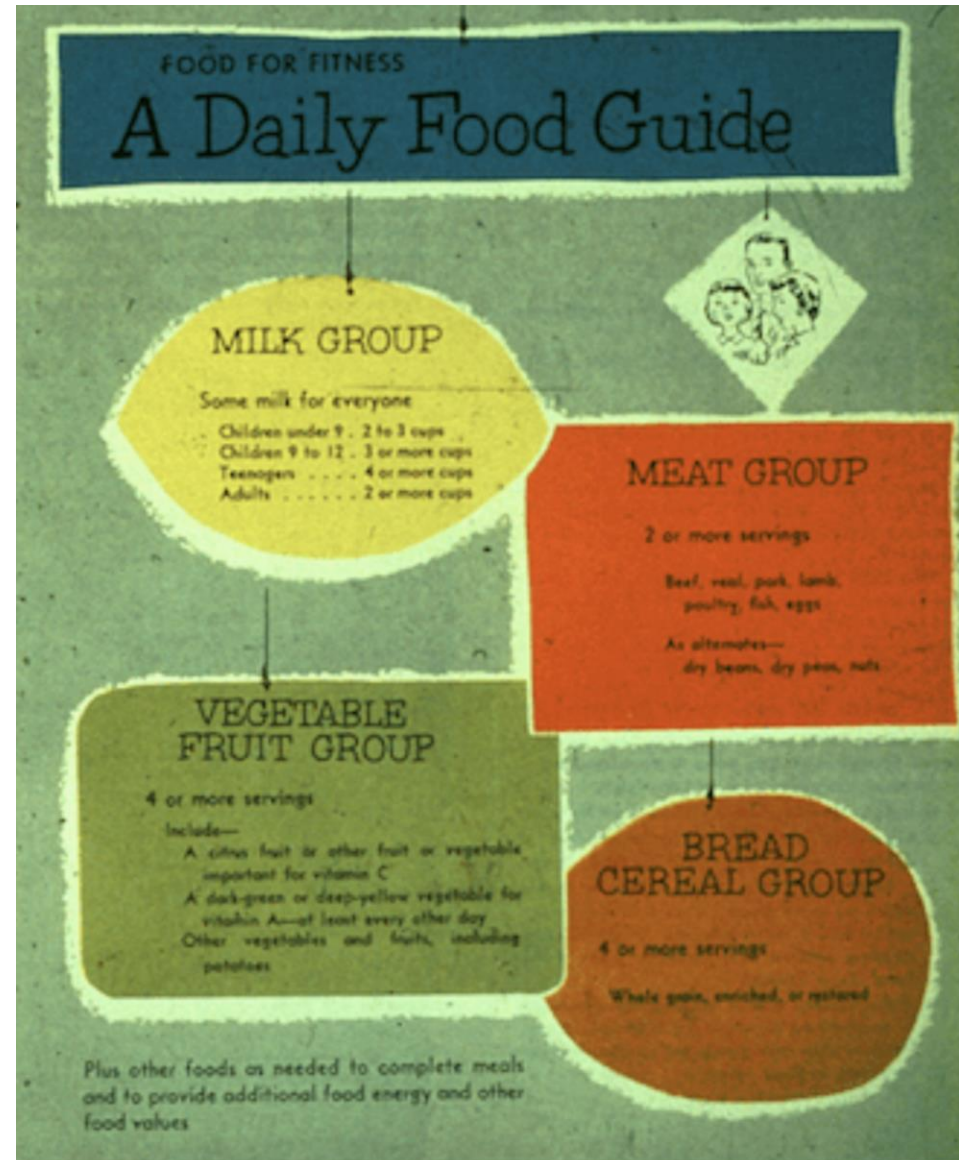


Okay, Enough of the Pretty Pictures.  
Now the History.

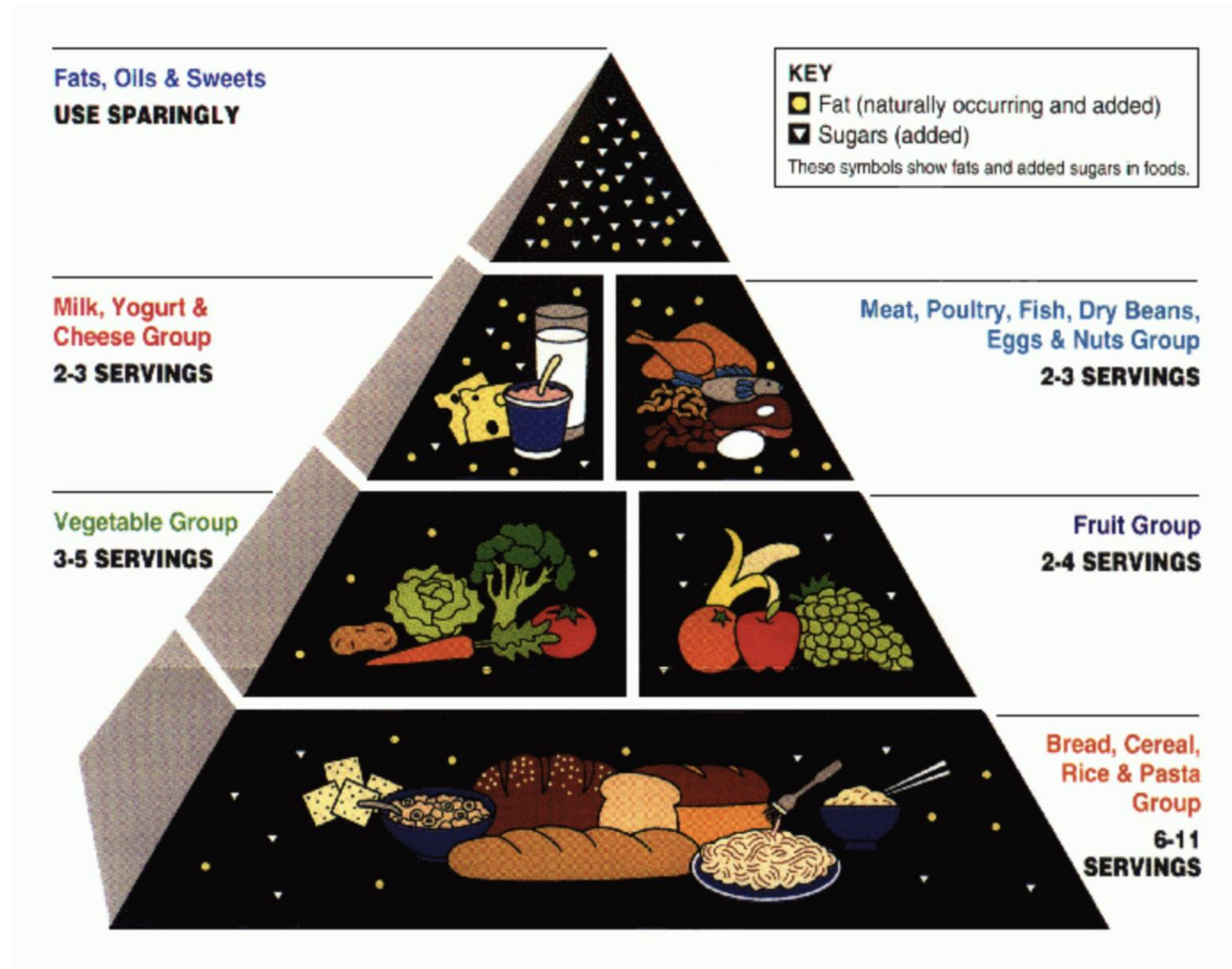


# For Health...eat some food from each group...every day!

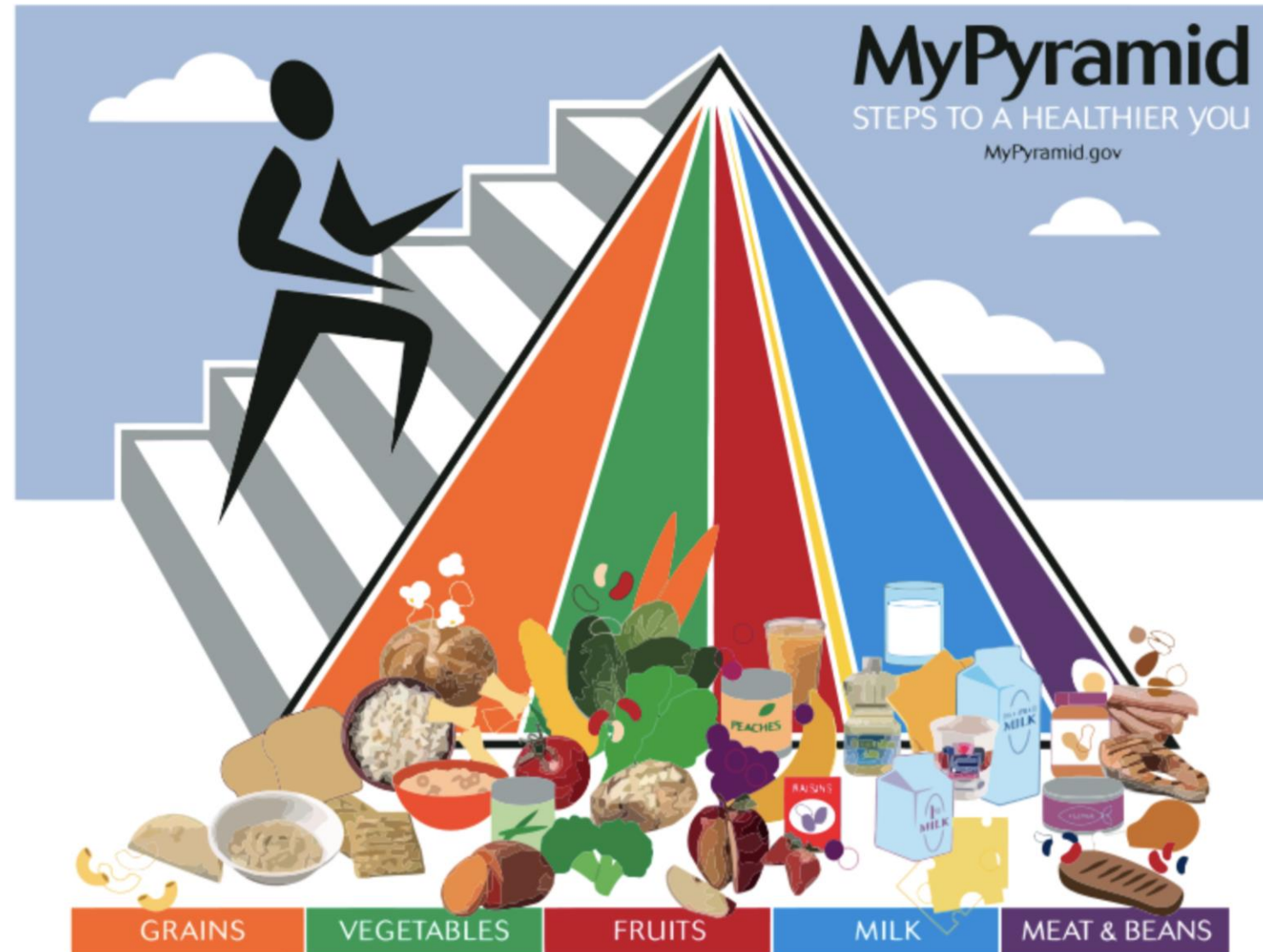


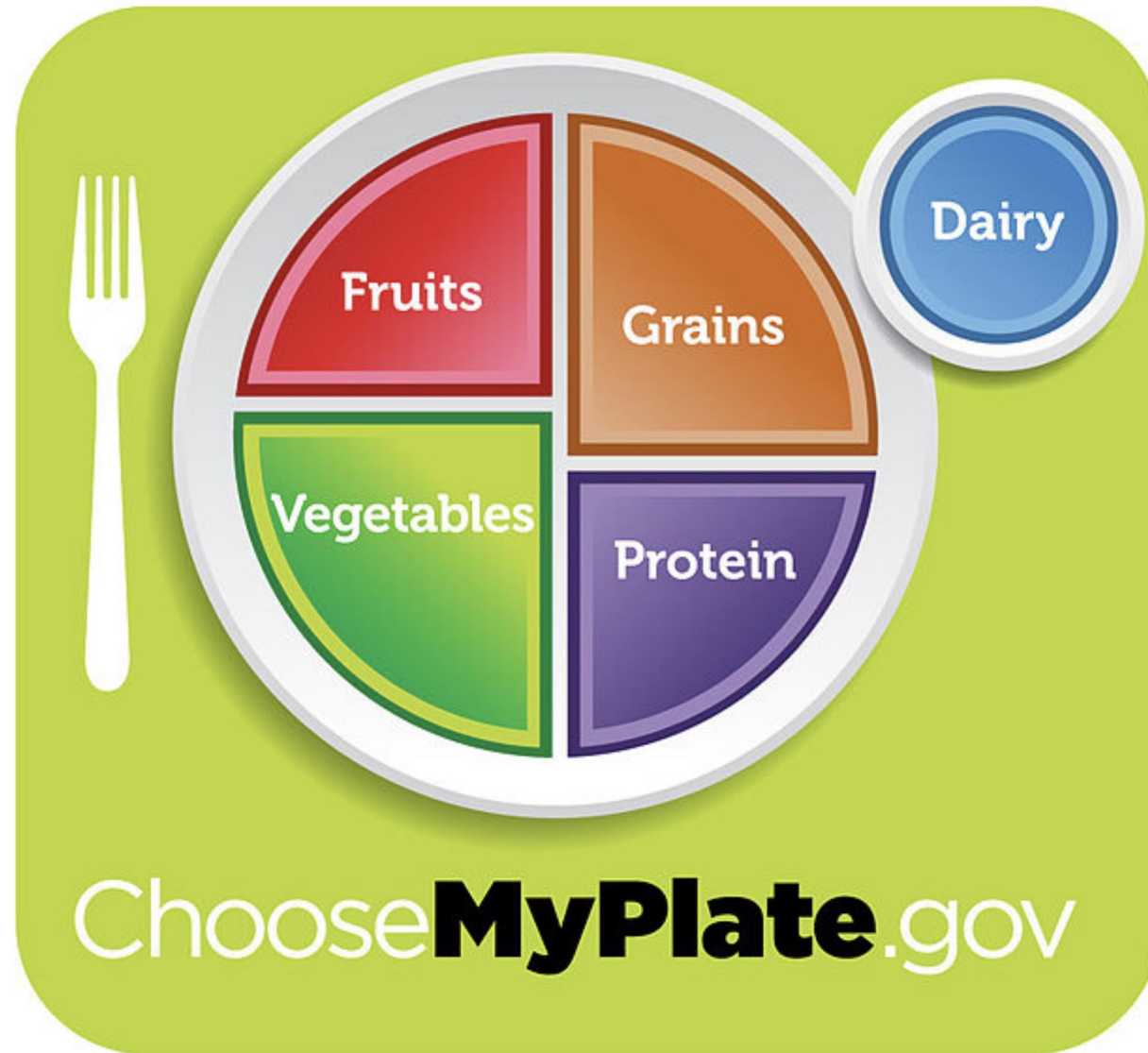








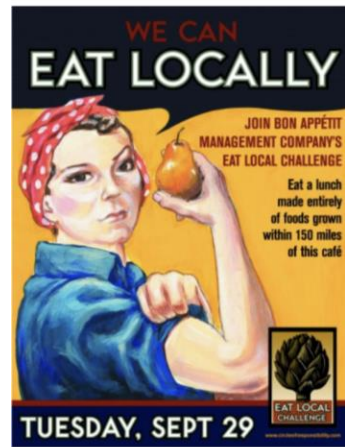




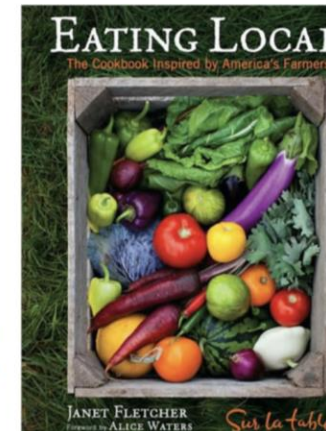
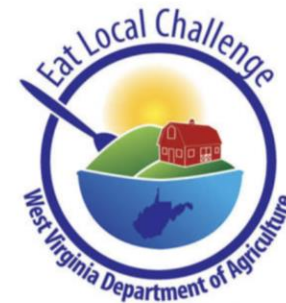
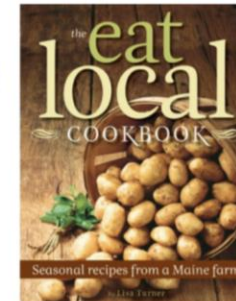




WELL LOCAL TOGETHER



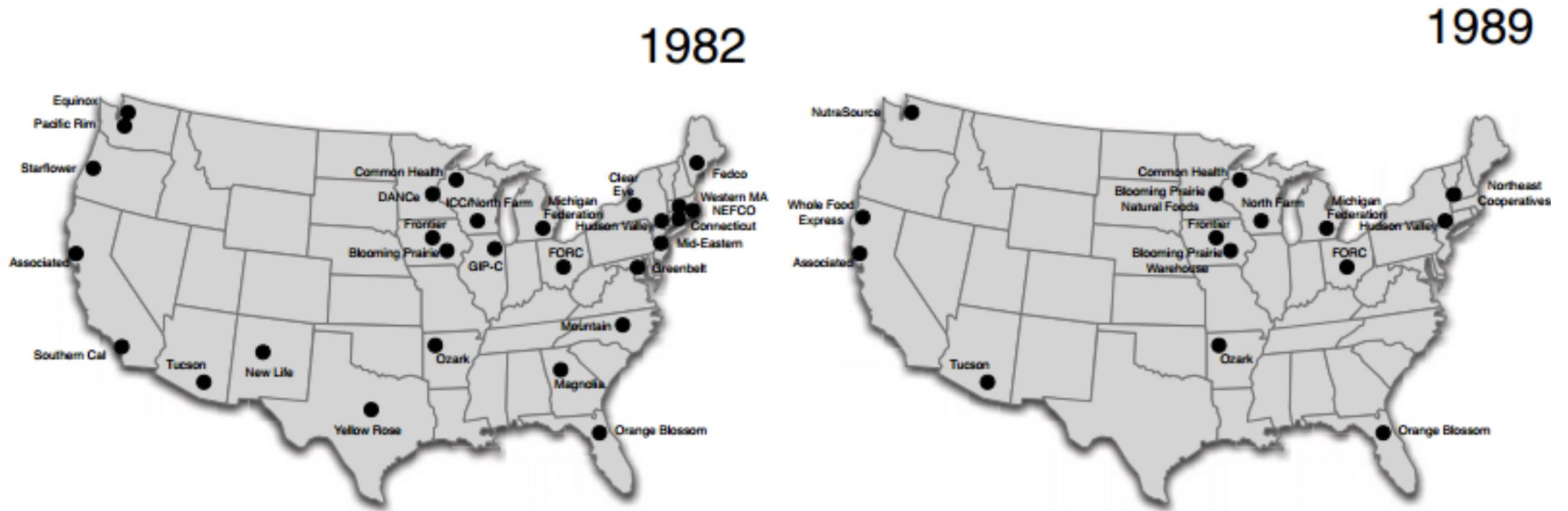
EAT LOCAL FRESH FOOD CSA



Meanwhile...(Useless Facts Ahead)



**Figure 3. Cartographic Map of Cooperative Distributors, 1982-2008**



2002

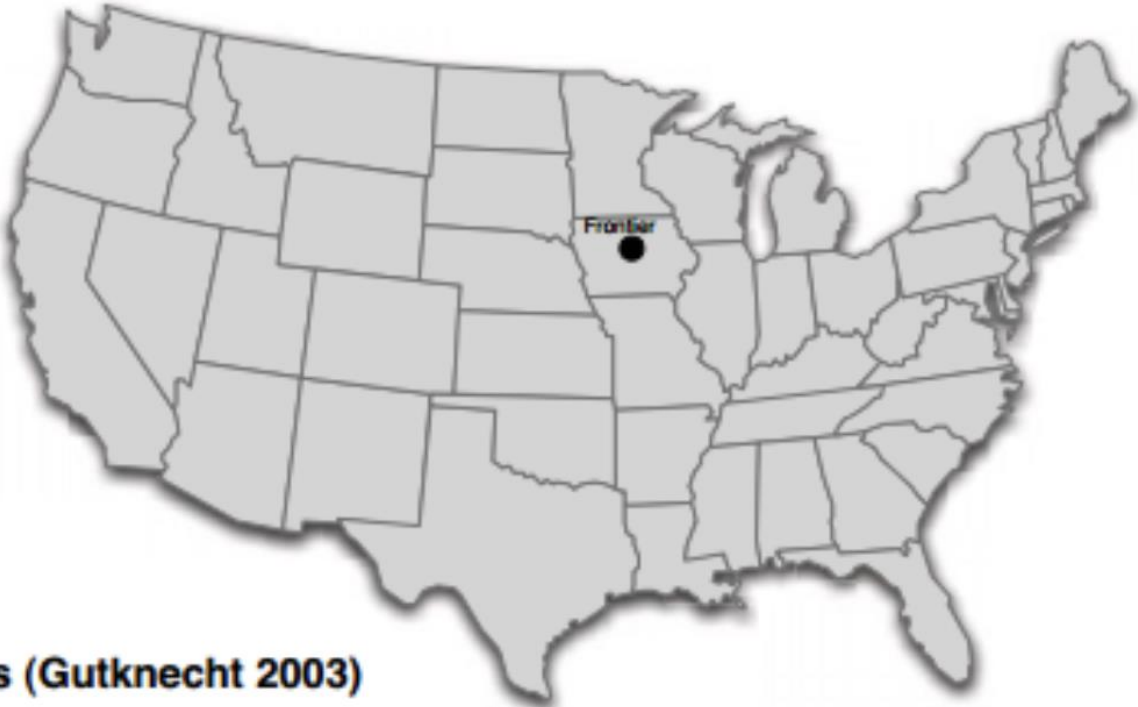


2003



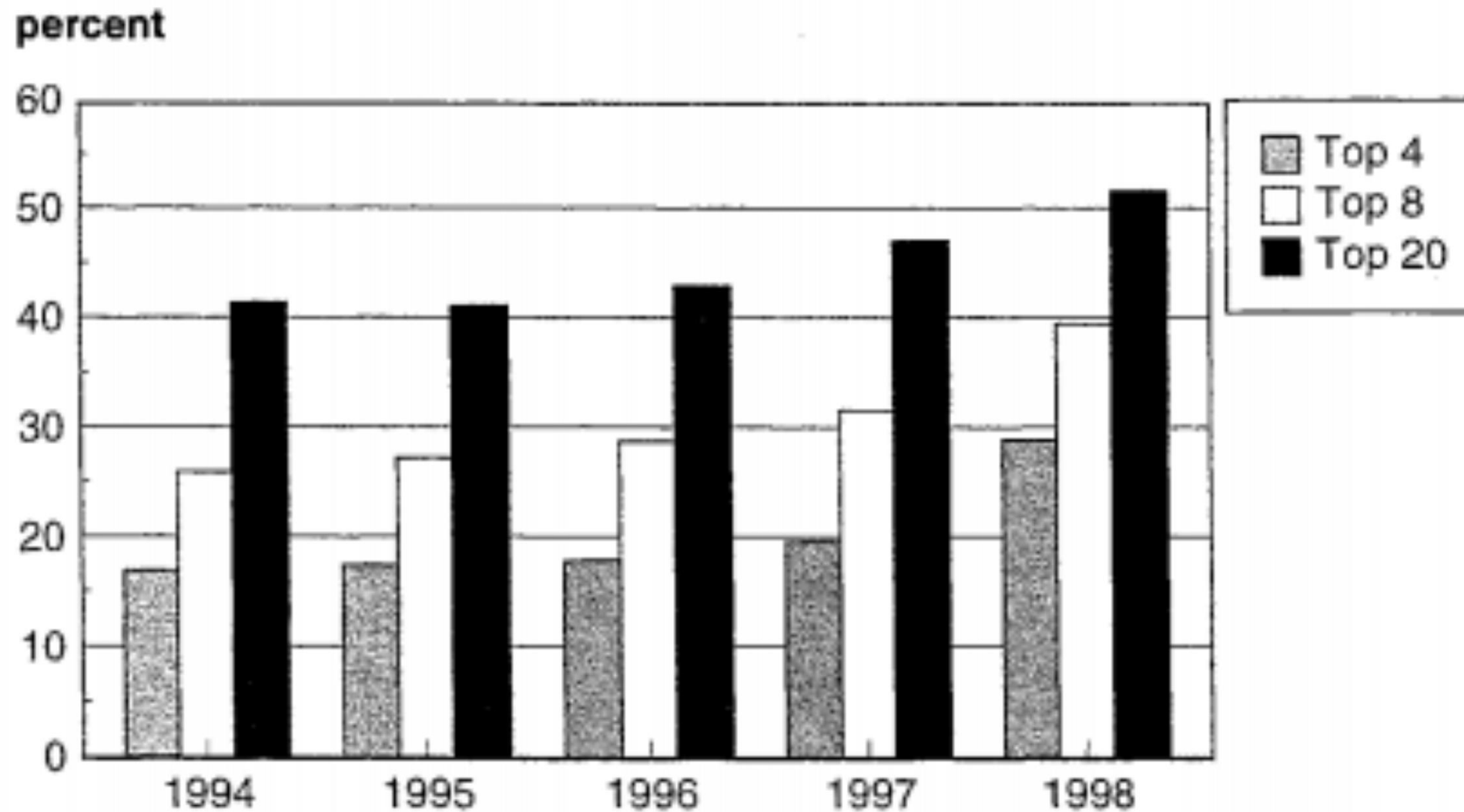


2008



Adapted from Northeast Cooperatives (Gutknecht 2003)

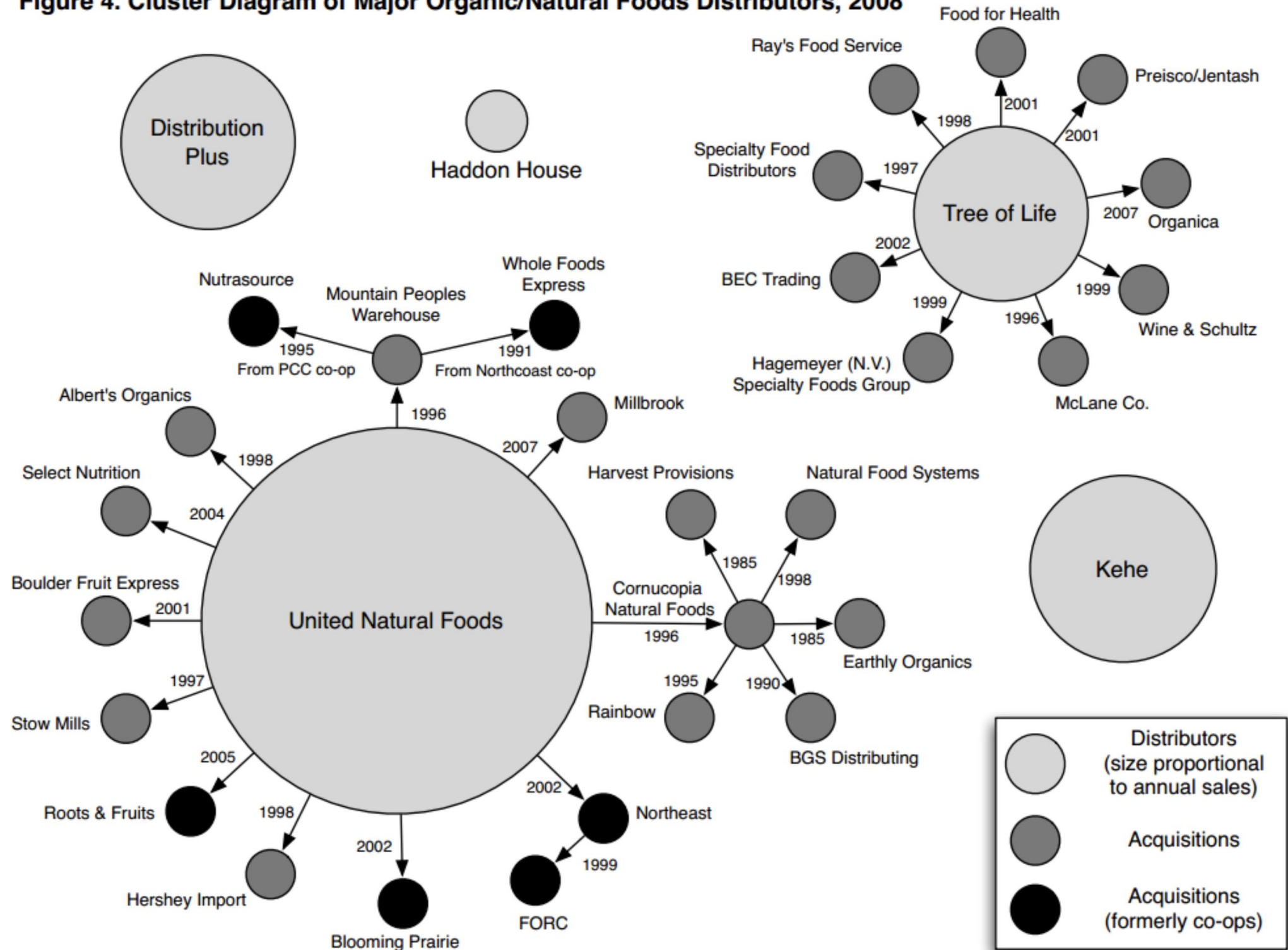
**Figure 1. Top Four, Eight, and 20 Firms' Share of U.S. Grocery Store Sales.**



Phil R. Kaufman, USDA



**Figure 4. Cluster Diagram of Major Organic/Natural Foods Distributors, 2008**



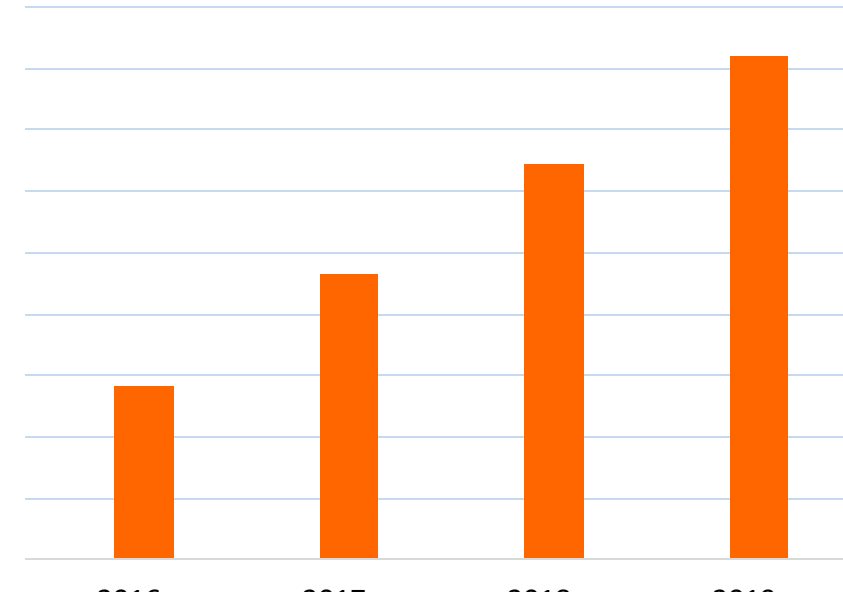




Why Sell To That?  
How To Sell To That?  
What To Sell To That?



# Why Sell To That?



## & Price Isn't The First Question



How To Sell?

Hint: They Don't Golf

## What To Sell?

Sell A Product, Not A Service

Sell Simplicity

Repackage For The Clueless

Rent A Pallet Slot/6 Month

Charge Unlimited Monthly  
Touch Fee

Get Paid for the Hassle



John Lowe  
john@jenis.com