



# Ice Cream Update

Summer 2008

Welcome to the Summer 08 issue of the Tetra Pak Processing Ice Cream Update. We have received quite a lot of feedback from the last issue; the key point from your comments has been that in the past small parlours and ice cream makers have had to go hunting for information, for suppliers, and for what is available, or wait until the ICA Show each year.

Following on from your comments and requests, this issue will cover:

- Service Kits for Freezers and Fruit Feeders
- The University of Reading Ice Cream Course
- Technical Sales and Service: Meet the Staff
- Mike Slattery Retires

## The 55th Reading Ice Cream Course

Account Manager James Clarke reports on the Reading ice Cream Course

**As well as supplying plant, equipment, spares, parts and servicing, our team likes to get involved with the Ice Cream industry in general. My first involvement of the year was with the world renowned Reading Ice Cream Course, which I am sure you have either been on or know of due to their long running success.**



Hilary, Susan, Ruth, Andrew, Francis, Benedict, Raihan

The 55th Reading Ice Cream Course was held in this year (but only just), on the 2nd to the 4th of January to be precise, making it a very brisk and early start to the New Year. The course consisted, as usual, of a mixture of in-depth lectures covering all aspects of ice cream production, recipes, additions etc and practical sessions in the university's extensive ice cream pilot plant, taking advantage of the excellent facilities.

My presentation was a case study of a dairy that has moved over the past years from producing only milk to only ice cream production, with all the highs and lows they experienced along the way. This is not an uncommon scenario with small rural ice cream parlours.

When did the course start? The origins of the course stem from the realisation by

the Ice Cream Alliance that there was a great need for better technical knowledge in the industry. The first course was run in 1958 and they continued on virtually an annual basis thereafter. (Many of the more senior members will remember the late James Rothwell.) It is also great to see the second generation of some family firms attending the course. Maybe the third generation will be coming soon too.

This year's course was again attended by a diverse mix of delegates from different backgrounds and with different needs, thereby generating lots of debate and an exchange of knowledge and ideas. Delegates included representatives from Hall Place Farms, Bangladesh University, Marine Ices, Jude's Ice Cream, and Tesco.

Next year's course is at the later, and the more civilised dates of 6/8 January, with an optional in-depth pilot plant day. Details from Andrew Wilbey at Reading University. ([r.a.wilbey@reading.ac.uk](mailto:r.a.wilbey@reading.ac.uk))

## Service Kits and Upgrades

Without sounding too melodramatic, and depressing, the next year or so is going to be tough. Food, energy and - for you - raw materials prices may still be going up while 'luxury' purchases such as ice cream may not be a priority for many.

With this in mind, Tetra Hoyer has altered its focus to concentrate on core machines and to improve the servicing and spares available for older units. The Tetra Pak standard is to maintain equipment for a minimum of ten years from installation; I am proud to say we are currently maintaining some "Hoyer" freezers from 1948, so they are now 60 years old! Though this is exceptional, we are expanding our range of spares and producing more in "service kit"

form for your own engineers to fit themselves. Kits contain all the parts you need for a recommended service, at up to 25% discount on the individual items.

On a recent upgrades tour around the UK we were able to offer customers advice and solutions to save on downtime, raw material usage, overrun control, improved quality control, and increased production speed. So how did we do this?

- Spares kits with savings of over 20% on individual prices
- Advice on chocolate enrobing improved quality & reduced rejections
- Air upgrades that prevent overrun variations of  $\pm 8\%$

- Feed heads that prevent air pockets leading to complaints
- Dynamic distributors to stop over and under fill of tubs
- Automated fruit feeder that saves up to 8% in additions
- Pump replacement program that saves up to 40% over new
- Service visits that improved freezer output by 15%

The kits we are making available initially are for newer freezers and fruit feeders. We will then keep working back through the catalogue.

Contact TS & S or an account manager with details of your equipment for prices and availability.

# It's all change in Technical Sales and Service

As many of you in Ireland will already know, Mike Slattery, head of Technical Sales & Service in Ireland, is retiring this summer after 33 years with the company. Though we would love him to stay, his retirement plans are calling out to him.

- Mike started in 1975 with Alfa Laval in Limerick, as Spare Parts Supervisor.
- During a major re-organization of the company in 1985, Mike relocated to Alfa Laval Dublin, which is where he still is.

- When Alfa Laval joined Tetra Pak in 1993, so did Mike.
- As Tetra Pak has expanded in Ireland, the company has moved eight times, and Mike has moved with them, from scenic & ever improving views of Dublin Bay to ultra modern offices at Tuansgate in Tallaght.

- Maybe a little more Guinness, well it is good for you, they say.
- And of course, all the home jobs that have been stacking up over the years, poor Mike.

**Tetra Pak Processing wishes Mike a good and long retirement.**

## Mike has lots of plans for his retirement

- Physio duties for his local Soccer Team
- Pitch & putt with his grandsons

## Technical Sales and Service

With Mike retiring in Ireland we had two choices: try to replace 33 years of experience and knowledge in Ireland, or utilise the large team based in the UK.

### About the Team

The Sales Support Team provides direct customer support for the supply of spare parts and plant components across the UK and Ireland. At present, orders and enquiries can be handled via phone, fax and email, with next day supply to 95% of our customer for orders placed before 3pm, from a catalogue of millions of parts. Orders can be placed 24 hours per part, seven days a week, including bank holidays, with the support team available 8am to 6pm Monday to Friday.

We are currently rolling out "E-Business", which is an internet-based spares ordering and tracking solution in the UK. This will be made available for customers in Ireland in early 2009.

### Site Support is in the form of Tetra Pak Account Managers:

**John McGahey**  
Republic of Ireland and Northern Ireland  
**+353 (0)872 570286**

**John Alexander**  
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**+44 (0)7730 495218**

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**David Hannah**  
Ice Cream UK – South  
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**James Clarke**  
Ice Cream UK North,  
Republic of Ireland and Northern Ireland  
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Account Managers provide customers with regular contact, and are able to offer advice and quotations covering Tetra

PlantCare Service Agreements, plant upgrades and machine repairs.

Support by 30+ Field Service Engineers in UK & Ireland is also provided, ensuring that the various works undertaken is correctly collated and managed.

### Sales Support Team

#### Sales Support Manager

Darren Cleary

#### Spare Parts Supply

Keith Webb, John Blackmore and Claire Parsons

#### Spares Parts Project, E-Business

Daniel Hoij

#### Plant Component Supply

(Valves, Pumps & Instruments)

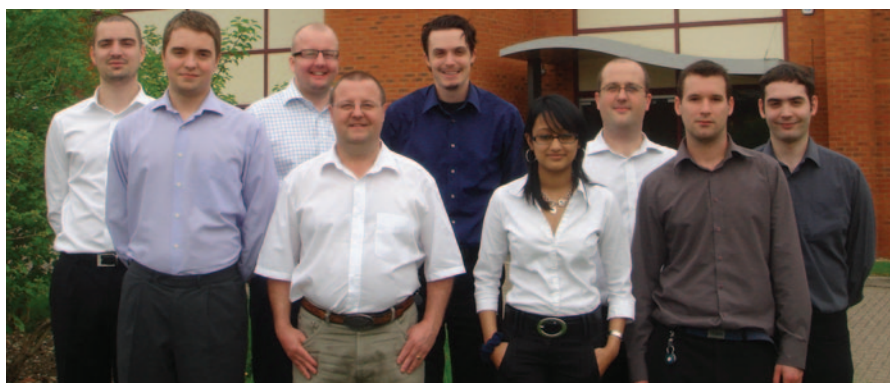
Ryan Shrimpton

#### Service Administration

Hemma Chamilall

#### Tetra PlantCare, Upgrades & Repairs

Gregg Prior, Paul Jordan, Richard Royce



The Sales Support Team, from left to right – Ryan Shrimpton, Daniel Hoij, Gregg Prior, Keith Webb, Richard Royce, Hemma Chamilall, Darren Cleary, John Blackmore, Paul Jordan.

### Next Issue:

Thinking of replacing your old heat exchanger? Ice Cream in Russia: are they overtaking the UK  
The New Tetra Hoyer DeepBlue 300 Are you ready for ICA 08 Exhibition in Harrogate 4-6 November?

For more information on Tetra Hoyer Ice Cream equipment, or anything in the Update please contact:

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