



PRESS RELEASE
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Henry's Homemade Ice Cream, Plano, Texas Wins Promotion of the Year Award

The 20th Annual Promotion of the Year Award was presented to Henry Gentry, Jr., Henry's Homemade Ice Cream, Plano, Texas at the National Ice Cream Retailers Association 74th Annual Meeting held at the Crowne Plaza Hotel, in San Antonio, Texas, November 7-10, 2007.

A total of three Association members submitted entries for consideration of the award. The other two members were Anderson's Frozen Custard, Williamsville, N.Y. and Gifford's Ice Cream, Skowhegan, Maine. Summaries of all of the promotions were printed in the November/December 2007 issue of The National Dipper Magazine. .

Henry Gentry, Jr. owns Henry's Homemade Ice Cream in Plano, Texas. He receives between two and three requests every day for free coupons, door prizes, gift certificates or silent auction items. He gladly contributes to all of the clubs, churches and organizations, but it is really time consuming. And this year there was a great demand for custom coupons. So he thought of a way to cut down on his time, so he could stay focused on his business.

His objective was gladly to continue couponing, but transfer the work load from him to the coupon requester. It is the old adage, "Help Me, Help You". He encouraged the coupon requester to design their own coupons, with my guidelines. In essence the coupon requester is now performing all the work and supplying all the materials, paper, printer, ink and the coupon cutting, and saving him time. No more early morning office supply store trips for him!

Here are the guidelines Henry gives to coupon requesters:

1. A purchase has to be involved, like buy one scoop and get one scoop free.
2. Henry had to sign the master copy of the coupon before it was reproduced.
3. The coupon had to include his address, web site, etc.

The advantages are that it saves him time; it gets the coupon requester involved; it promotes creativity; and the coupon is custom made for the event.

Disadvantages, Henry has found none to date. He said that even if someone makes 365 copies of the coupon for themselves, and uses one every day this year, this is not a disadvantage. Remember that they have to make a purchase. Although they think they are receiving a free scoop everyday, they have actually been trained to visit his location with their coupon everyday. The cost of an ice cream cone is about 40 cents. They pay \$3 for two cones instead of one cone. His gross profit went from zero, at no purchase, to \$2.20 with their coupon. He did not lose 40 cents; he actually gained \$2.20. A purchase was created and they did all the work.

Henry said it is hard to measure an actual sales increase, but he can feel an increase in sales. Overall, one point is for sure, he is spending zero time designing coupons and making copies on his computer. He has mini-helpers out there, and he says thanks to the Plano Mothers!

The Promotion of the Year Award is presented annually and sponsored by Lynda Utterback, Publisher of *The National Dipper Magazine*.

The National Ice Cream Retailers Association is a trade organization whose members are in the retail ice cream; soft serve; frozen custard, gelato; frozen yogurt and water ice businesses. The members of NICRA are located all across the United States, Canada and several other countries. They operate hundreds of stores and have estimated annual sales in the millions. They employ thousands of full- and part-time employees. Since 1933, NICRA has helped hundreds of ice cream and frozen dessert entrepreneurs get started and prosper.

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