No Vice Ice

Licking The Planet Into Shape

DECEMBER 2022

Production & Business Development Report – 2022

PREPARED AND PRESENTED BY

KATIE DAVIES
PRODUCTION & BUSINESS DEVELOPMENT MANAGER

NO VICE ICE CIC - 12953580

A review of the 2022 season

OVERVIEW OF 2022

2022 has been a bumper crop second season for the No Vice Ice team. Our Lolly Machine was switched on in April and has been producing a batch of lollies almost weekly throughout the 30 week season. From a Production perspective we have re-established supply chain partnerships built on in our first season, and surpassed quantities sourced and produced in season one. From a Business Development perspective we have made some positive changes to our existing range of products whilst maintaining our initial stockist and securing new ones. We have also spent time creating new local connections that have led to new flavours being developed and tested ahead of our next season.

This season's stats...

4,989 lollies produced 2701 Apple 2151 Strawberry 137 Raspberry	3,431 lollies sold	110 were used for samples/donated to local causes
110kg of surplus fruit* redirected to the production of our lollies this season **strawberries and raspberries*	206L juice made from surplus apples used	7 people trained and paid to produce our delicious lollies
30 new "Ice" flavour recipes tested 6 new "Slice" recipes tested	291.5 hours of production used	5 staff trained to Lev. 2 in Food Safety & Hygiene 4 trained to Lev. 3 in Food Safety & Hygiene

In addition, to date we have some stocks of lollies still on hand to the value of £835.50, as well as enough Strawberry Crush ingredients to make over 1,300 x 55ml lollies at the start of next season.

Ongoing Shelf-Life testing at 6 months has shown improvements to product quality v 2021 season due to the new packaging being used. It is expected that we should therefore be able to sell this stock at the start of the 2023 season.

We navigated through 1 supply chain quality incident this season that led to us having to scrap 1082 lollies. Following this incident an additional step has been added to the HACCP plans in case we purchase ingredients in the same format in the future and we worked with our supplier to resolve the issue quickly. The incident showed us that our traceability system is robust, as all affected lollies were accounted for, but an improvement has been made to reduce the quantity of waste stock should an incident occur again in the future.

New for 2022

Packaging

A review on the wrappers used in our first season was conducted and agreement to switch from the original OPP plastic wrappers to Natureflex cellulose compostable wrappers made with the overarching deciding factor being that it was the right eco message for our brand to be portraying. By switching to a film with a heat seal closure rather than the peel-and-stick original packs we have monitored an improvement in product quality during our shelf-life testing – specifically in the visual appearance of the lollies as the hermetically sealed packs offer less opportunity for freezer burn/crystal formation. The move to a heat sealed wrapper also made the packing process more efficient as it was less fiddly to seal.

New Flavours

We got creative in the kitchen at the start and end of the season to try to lock in 2 new flavours for trial and roll out for next year. A lot of development has been done with a number of options almost ready to rollout.

2 Recipes were tested with the community and got the lick of approval from the NVI Directors as well as testers from the OX4 Food Crew. With costs looking viable for next season and enough ingredients left to make up a small test batch we had the label artwork created for next season and made enough “Raspberry Zing” lollies to sell a box into Flo’s for feedback before the end of the season. Feedback from customers was that they “loved the slight sourness of the raspberries among the sweet flavour”. We look forward to rolling the Raspberry Zing and our Blackcurrant & Apple flavours out to customers in 2023!

continued...

No Vice Slice – test & learn

As part of our growth plans we ultimately want to turn the No Vice Brand into a year-round business - using the seasons flavours to drive our product offering. We therefore used the Autumn as an opportunity to trial some baked goods under the "No Vice Slice" brand with our second intake of trainees..

Together we tested out baking of Spiced Pumpkin Soft Oat Breakfast Bars. Due to designing it as a Gluten Free bake, it took a few attempts to get a recipe that remained moist 3 days after baking and also after defrosting. We finally got it right and have sold over 300 bars to Flo's Café redirecting ~3.5kg of surplus pumpkins.

Lolly Labs

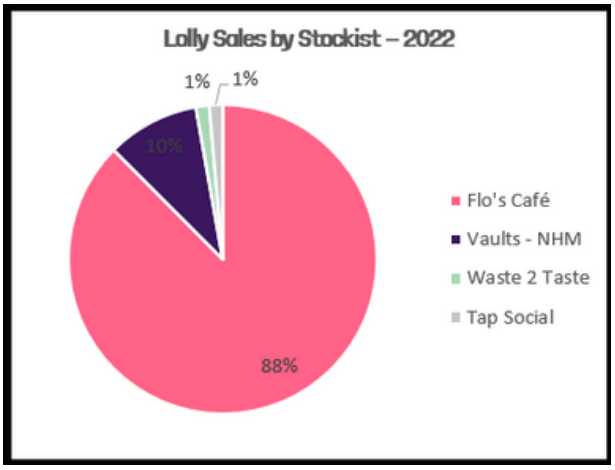
This year our production team & directors have ran 3 interactive Lolly Lab sessions reaching over 40 people (multiple local families). These sessions have provided a safe, inclusive space for young children and their families to connect and discuss living with hidden health conditions whilst learning about how to make ice lollies to recipes designed with hidden health conditions in mind.

In September we ran an Open-to-All Lolly Lab as part of the "Great Big Green Week" and welcomed a further 40 people into Lolly HQ to learn about our supply chain, our production process and hear about the work we have been doing with our trainee programme.

Stockists and Supply Chain review

Stockists

We have maintained supplying Flo's this season and they remain our main stockist. We had great feedback from the café team when trialling out new flavours and also managed to fight off Jude's Ice Cream to be the "Top selling item" in the first 2 weeks of July. We also sold more units v direct competitor Jude's ice cream in both August and September which shows us that customers do really value our product offering.



Suppliers

We built on the links established last season with Rectory Farm and The Oxford Farmhouse to ensure that surplus fruit was rescued and processed quickly, and we had enough juice to meet our anticipated growth this season.

A BIG thank you to both suppliers for their top-quality local ingredients – we look forward to continuing to grow with you next season as we expand into new stockists and new flavours!

Collaborating with new partners

Collaboration is going to be key in scaling our business up next season and we used this season as an opportunity to start networking and linking with other like-minded local organisations.

We had good fun getting to know Farmability better – they offer farm-based programmes for co-farmers, who are people over the age of 18 with learning disabilities and often also with autistic spectrum disorder. We turned some of their Blackcurrants into a Blackcurrant and Apple lolly that we tasted tested with them and hope to roll out next season.

If you are interested in collaborating, then do get in contact!

Tree – to – Lolly

Understanding our supply chain

One of our key values is using food surplus wherever possible in our recipes. This has its challenges as it is a rapid procurement process - we have to respond quickly when surplus is available. In order to strengthen our resilience in this area and hear about a wider potential supplier base we have built up greater connections with Good Food Oxfordshire, OX4 Food Crew and our existing suppliers this season.

Gleaning Trips

Katie and Victoria joined Good Food Oxfordshire and Oxford Mutual Aid for a gleaning trip to the Earth's Trust. They had an orchard of beautiful apples that needed picking before they all dropped to the ground and went to waste. We collectively redirected 150kg of excellent quality apples from waste to both food parcels (for OMA) and 115kg was delivered to The Oxford Farmhouse for them to press and create apple juice – likely to be sold back to us next season!

Later in the season, Katie also joined the same team to glean ~200kg pumpkins most of which went to OMA for distribution in their food parcels but also 4kgs to our production kitchen for turning into pumpkin puree for our No Vice Slice pumpkin bakes.

Apple Pressing – The Oxford Farmhouse

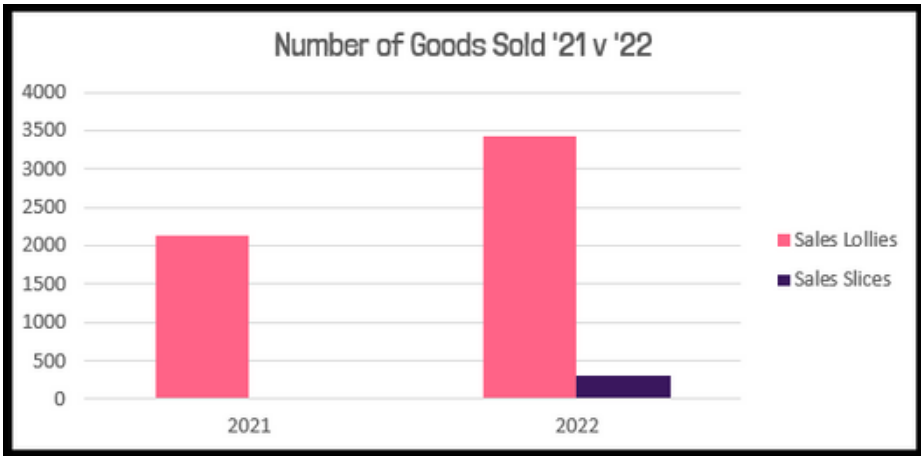
In October we took 8 people from the No Vice Ice team to The Oxford Farmhouse to join them for one of their morning Apple Pressing sessions. We got to see the whole process and helped to process ~160kg of apples into juice. It was our first "Team building" activity and it was great to have Directors, Trainees and family members chopping, scratting and pressing together.

With a yield of around 50% of apple - juice we know that we have pressed 80 litres of the juice that we will receive from The Oxford Farmhouse next season.

Growth and aspirations

Growth 2021 v 2022

In spite of the supply chain quality incident wiping out 2.5 weeks of high sales potential (the 2 hottest weeks of the year), we still managed to grow our sales by 38% - most of this coming from new stockists but also some organic growth through Flo's Café.



What can you expect to see in 2023...?

We look forward to rolling out our new fruity flavours and also redesigning our lollies to a slightly smaller size in line with stockist and customer feedback – reduction in small sticky fingers expected!

Growth plans for next year will likely see us reach our capacity at Flo's Production Kitchen so we will be on the lookout for a new home for Lolly HQ and our super-fast lolly freezing machine. In order to help make our process more efficient we also hope to buy a flow wrapping machine which will automate our lolly packing process and improve our product quality even further.

Funding dependant, we hope you will see a lot more of us around Oxford next season as we invest in a portable freezer bike. This will provide us with a more reliable and eco-friendly delivery method and also give us an opportunity to test out a new sales channel – direct selling at events across Oxford.

We are also VERY proud of our trainee programme and our trainees this year. The impact report we have compiled (found on our website) shows just how valuable this opportunity is and confirmed to us that there is a gap of targeted support for people managing their hidden health conditions. We are therefore actively looking for funding opportunities to expand this programme further next season.

If you have had any light-bulb moments whilst reading any of the above and think you can help connect us with people/organisations that can help us realise our ambitions then drop us a mail: *hello@noviceice.com*

And finally... THANK YOU!

The first 2 years would not have been possible without the support of many people/funders/organisations so a big round of applause to you all:

- Customers and lolly lovers of Oxford – you are great!
- Our director team, staff and trainees
- Flo's – The Place in the Park (special thanks to Makena, Annie and Pippa)
- The National Lottery
- Oxford City Council
- The Funding Network (Oxford Gives)
- OSEP and OXLEP's Escalate programmes
- CAG Oxfordshire
- Good Food Oxfordshire
- Oxford Farmhouse
- Rectory Farm
- Our Stockists - Flo's Cafe, Eat the Future @ OU Museum of Natural History, Waste 2 Taste & Tap Social
- Farmability