

# Ice Cream Catering

The Pearl Ice Cream Parlor offers La Crosse's award-winning ice cream for your next event!



## Ice Cream Carts

Our most popular catering option utilizes our custom ice cream carts. These retro-style carts can hold ice cream at a freezing temperature for 12+ hours without electricity needs.

They can be used indoors or outdoors and are easily mobile. Ice cream cups are separated inside the cart with labeled baskets for easy self-service ice cream for your guests! The cart's lid opens from the top, with ice cream cups accessed quickly and easily.



## Includes:

- Cart Rental
- Umbrella
- Custom Menu
- Napkin Dispenser
- Wooden Spoons
- Plastic Spoons
- Spoon Holders

# Ice Cream Cups

Our 5.8 fl oz. ice cream cups come pre-filled with our homemade premium ice cream. We fill the cups directly from our small batch ice cream machine in the days prior to your event. This makes for a perfect dessert, in a no-mess, no-scooping, no-hassle way!



They are featured in a custom printed paper cup with recyclable plastic lid.

*Pick 6  
homemade  
ice cream flavors*

## Delivery

Our ice cream carts can be delivered to your venue, office, home, or any location in the region! Delivery pricing is based upon distance from The Pearl (207 Pearl Street, Downtown La Crosse)

---

## Interested in Booking?

Contact us at [catering@pearlicecream.com](mailto:catering@pearlicecream.com) to see if your date is available!

# Catering Pricing

current  
pricing

## Ice Cream Cups

There is a 125 scoop minimum for our ice cream cart catering.\*  
The cart will hold up to 300 scoops. For larger events we can provide backup coolers for additional scoops to restock cart with.

125-199 Scoops - \$3.49 per scoop  
200-499 Scoops - \$3.20 per scoop  
500+ Scoops - \$3.00 per scoop

\*For less than 125 scoops, contact us for other options!

## Delivery

Delivery distance pricing is based upon distance from The Pearl  
(207 Pearl Street, Downtown La Crosse).

0-5 miles (up to 10 mi. roundtrip) - \$99.00  
6-10 miles (up to 20 mi. roundtrip) - \$125.00  
11-20 miles (up to 40 mi. roundtrip) - \$150.00  
21-30 miles (up to 60 mi. roundtrip) - \$175.00  
Events farther than 60 mi. roundtrip: please inquire  
We will travel, we just charge a flat rate per mile!

\* delivery pricing subject to change at any time

## Staff

We can offer a staff member to stand behind the cart, hand out flavors, and answer questions for guests. 1-2 hour avg. for events.

\$30/hr. when available (most events do not request staff)

**Note: 5.5% Sales Tax will be added to final total pricing subject to change at any time without notice.**

# Catering Details!

## Booking process

If we have your date available with an ice cream cart- yay! We are so excited to have the opportunity to treat your guests. For booking, we will email you a deposit invoice and a Google Form to complete with contact information.

The deposit invoice can be paid via Checking Account or Credit Card through email, from our payment processing provider: Square. You will receive an emailed receipt confirmation. For events that are booked closely to event date, no deposit is required. We will invoice you a complete and final invoice for your booking.

The Google Form will be sent to you via email as well. We ask that you complete the first half of the form, so we have contact information from you and general details about your event.

Within the weeks leading up to your event, we will send the Google Form back to you to re-complete, updating any contact information that may have changed since our first communication. The form will now need to be completed in its entirety to ensure we have all of the details we need from you to successfully cater your event! A final invoice will be generated once the form is fully completed.

Drop-off and pick-up times should be arranged with your venue. If your event will run later than 8:45 pm, we recommend a next-day pick-up of the ice cream cart. This may not be available for all dates or venue locations, but is common with our catering. Inquire for next-day pick-up availability. There is no additional charge for a next-day pick up if it is available.

## Communication

Most communication about The Pearl's Ice Cream Cart Catering can be done effectively via email. This is our preferred method, so we can reference details about your event when needed. Please feel free to reach out via email at any time to ask questions about your event. If you prefer a phone or in-person meeting, please email to arrange. The team at The Pearl cannot answer any questions related to catering or events if you stop in to the shop or call.

Be sure to review information in this packet, as some of your questions may already be answered in detail here!

Please also communicate with your venue about our catering, so they are aware that we will be catering your event. We will not reach out to a venue unless they initiate it, or unless we are specifically asked to in order to arrange details with them.

# More Info

## leftovers

Ordering for large events is often difficult. The perfect thing about ice cream is that if kept frozen, it has a months-long shelf life. If you order heavy to avoid running out, any scoops that are leftover after your event are yours to keep, send with guests, etc. It is up to you! They will not go to waste.

If you anticipate you could have leftovers, please make arrangements so you have a plan for your leftovers after the event is over. If there is a next day pick-up, ice cream will not stay frozen until the following day. If you do not have freezer space on-site, come prepared with a cooler or two so it will stay frozen for the ride home! Otherwise communicate with your venue about the pick-up time, and make sure that you have a plan for leftovers upon your event's end-time or pick-up of the cart.

## ordering

The Pearl's minimum scoop count for catering is 125 scoops. This will fill the cart about 1/3 -full for your event. We require this minimum because we do offer a discount for our single scoops for ordering a larger quantity. We have additional price breaks per scoop once your order reaches 200 scoops. Our carts can fit 250-300 scoops. If more scoops than this are needed, we can provide coolers or additional deliveries with backup scoops for refilling the cart. If we have more than 1 cart available for your date, we can also set up 2 carts at your event for no additional fee if all of your scoops cannot fit in a single cart.

If your event has a RSVP count, we recommend ordering for the number of RSVP you have. Some guests will get seconds, and some will not get ice cream at all. If your guest list has a lot of children, if there are no additional desserts present, or if you want some leftovers afterwards, you can order a few more than the RSVP-- so far we have yet to have a RSVP-based order run out! We have had events run out of ice cream when less than the expected guest count is ordered for!

Any scoops that you order, you will be invoiced for. We cannot take back unused scoops and refund you for them, unfortunately. Remember-- your leftover scoops are yours to keep!

## choosing flavors

Our carts have 3 baskets inside, with dividers in each. This makes for 6 separate baskets to separate your flavors. Your scoops will be labeled with flavor cards, as well as on the top of the cup.

We recommend choosing similar amounts of each flavor to keep the baskets proportionate.

We also recommend choosing either 3 or 6 flavors to keep the baskets uniform inside the cart.

We make our homemade ice cream in-house daily. This makes us flexible with your event and with choosing flavors/counts, waiting for RSVPs, etc. We ideally would like your final counts and flavors 2 weeks before the event date. If you need to wait until sooner to your event date, please let us know ASAP or when booking.

# More Info

## flavors, cont' d.

Some of our popular homemade flavors include:

1. Mississippi Mud
2. Snappin' Turtle or Salted Caramel
3. Classic Flavor- Pearl Vanilla, Mint Chip or Strawberry
4. White Chocolate Raspberry (weddings)
5. Cookie Flavor- Cappuccino OREO, Cookies & Cream, Cookie Dough
6. Kid's Favorite- Blue Moon or Cotton Candy
7. Seasonal flavor

A complete list of our flavors can be found at [www.pearlicecream.com/menu](http://www.pearlicecream.com/menu)

Also, ask about our seasonal flavors during the timeframe of your event! Please note, all flavors (especially seasonal) may not be available and may need to be substituted due to ingredient or supply issues that could arise. We will always contact you and provide a substitute flavor option.

Please note this if you plan to make your own menus, etc.

## licenses

Most professional venues require a licensed caterer. The Pearl is approved at most venues in the area and can provide verification of city and state licenses if required.

## cart capabilities

Our ice cream carts are very versatile and can be used indoors and outdoors. They do not require electricity and will keep your ice cream frozen for 12+ hours without being plugged in. We include a custom vintage-style umbrella with the cart that looks great indoors and provides shade outdoors!

The cart wheels best on pavement. It can go very short distances on grass. It cannot roll well in gravel and cannot be lifted up stairs. It fits in all standard doorways and elevators. Our cart measures 30" deep, 40" tall and 43" across. It is a mechanical freezer unit, therefore cannot be outside in any inclement weather (rain, snow, hail, electrical storms). Your Google Form will outline our liability agreement with our Catering when the cart is at your event, with an electronic signature required. It is your responsibility to ensure the cart can fit in your venue or event space. Refunds will not be given for deliveries that cannot occur due to this. Please measure your doorways, hallways, etc!

For delivery, we have a specially outfitted trailer that we use to haul the ice cream carts. It is also licensed for that use. For this reason we cannot allow pick-up or personal trailering of the cart by anyone other than The Pearl.

## custom menu

For all ice cream cart events, we design and print a custom menu to be framed and placed on the cart for the duration of your event. It will list the flavors that are provided inside the cart, as well as a Pearl logo. You can customize the top of the menu to your liking! Some ideas include:

*"All you need is Love and Ice Cream" • "Thanks for making our day even Sweeter"*

*"Compliments of \_\_\_\_\_" • "Help Yourself to Homemade Ice Cream!"*

We can also include logos or vector images on the menu-- just let us know your ideas!

# More Info

## Events- No Server

Our most popular option for catered events do not utilize a server. We set up the cart in a way that makes it very easy and efficient for guests to serve themselves the flavor they would like. The menu on the top of the cart lists the flavors and they are listed again in the baskets within the cart. If there is any uncertainty, the scoops are also labeled on our custom printed lid. Nutritional content and ingredient information is not included on each individual cup. They are not labeled for resale.

We always try to be flexible with timing, drop-off and pick-up requirements, and how long the cart can stay at the event. For events that will be ending after 8 or 9 pm and are within a reasonable distance, we can arrange for a next-day pick-up. This allows the cart to stay until the end of the event or reception and for guests to enjoy ice cream until the end of the event. The Pearl's pick-up cut off is 8:45 pm (following dinner-time) if a next-day pick up is not an option.

## Events- Server

The Pearl can provide a server with a cart catered event for a charge of \$30 per hour. We have an average serve time of 1-2 hours (depending on size of event). This is usually how long it takes for everybody at an event to come get ice cream. When the server leaves, the cart leaves as well. If you would like the leftover scoops left at the venue, freezer space must be available. A server cannot always be guaranteed for your specific date, and our self-serve (no server) events are by far the most common with our ice cream cart. Remember, no scooping is required! They simply hand out & can answer any questions. Servers are best for large events or where refilling of a cart is required.

## Long Distance Events

For venues that are farther away, when it would not be feasible to pick up the cart several hours later or the following day, The Pearl will require a 1-2 hour time-frame for the cart to be set up. We will have the driver stay on-site or in the area to pick-up the cart after ice cream is served, versus returning to The Pearl. Please inquire if your venue would be subject to this time-frame limitation. Servers are not usually available for long-distance events. Please inquire if needed.

## Payment Terms

To reserve your date for cart catering, we require a nonrefundable \$125.00 deposit. Most weekends in the Spring through Fall will get reserved for catering events, so the deposit is required to reserve a date. We will accept deposits once our catering packet is updated for the year your event is taking place, in the order requests are received. The deposit will be applied to your final invoice. Due to volatility with pricing, all pricing is subject to change, and after deposits have been paid. If circumstances require a pricing adjustment, you will be notified a minimum of 60 days prior to your event and given the option for a full refund of your deposit if you do not want to move forward. This is the only instance a deposit will be refunded. We make efforts to avoid these changes.

We require invoices to be paid in full 5 days prior to an event. We will email an invoice once we have your "Catering Details" Google form filled out in full. We accept personal or business checks, or payment through our online invoicing. This can be done electronically through Checking account or Credit Card via Square Merchant Processing.