



Delighting Loyal Customers with “Small Batch from Scratch” Gelato

The Scoop on Sofie’s

Sofie Landis first dreamed up the idea for Sofie’s Scoops in 2013 while she was seeking a business degree from Evergreen State University in Washington state. At the time, she and her partner Chris, an experienced chef specializing in a variety of cuisines, had a dream of creating a career that was fulfilling, financially stable, and fun. So, Sofie wrote a business plan for a mobile ice cream shop. Chris spent the next year creating recipes from scratch on a small home gelato machine and eventually created their signature base recipe. Around this time, Sofie started working at a restaurant and told the owners about her business idea. The owners loved Sofie’s business plan and connected her with the 222 Market project, which soon invested in Sofie and Chris’ dream.

Today Sofie’s Scoops has more than 100 recipes under their belt, a bicycle-powered mobile Gelato cart, a permanent storefront in downtown Olympia, WA, and a second location in the works.

“Everybody took a chance on us. We were newbies with no money and no experience owning a business. We just had food industry experience. It was serendipitous timing.”

Scooping with a Mission

Sofie’s Scoops’ mission is to make hand-crafted, authentic, and unique gelato fresh daily. Sofie and Chris source their milk and cream from fewer than 10 miles away and pasteurize their own base. They use seasonal ingredients sourced from nearby farms and never use artificial flavors or colors. Many flavors are nut-allergy friendly and gluten-free.





Gelato on Wheels

The idea to be mobile was written into the business plan from the get-go. Sofie and Chris wanted the ability to take their product on the road, serve a wider group of customers and be a part of community events. The Sofie's Scoops trike can be spotted all around town at outdoor concerts, festivals, private events, and charity golf tournaments.

The Storefront

In 2016, Sofie and Chris joined the 222 Market, a communal indoor open air shopping environment that houses seven other businesses. They make everything on site from scratch, including the pasteurizing and churning, which is an experience on it's own to watch. The storefront is a favorite stop for shoppers, highschoolers on their way to homecoming, and travelers who need a sweet treat as they make their way through town.

Everyone Loves Gelato

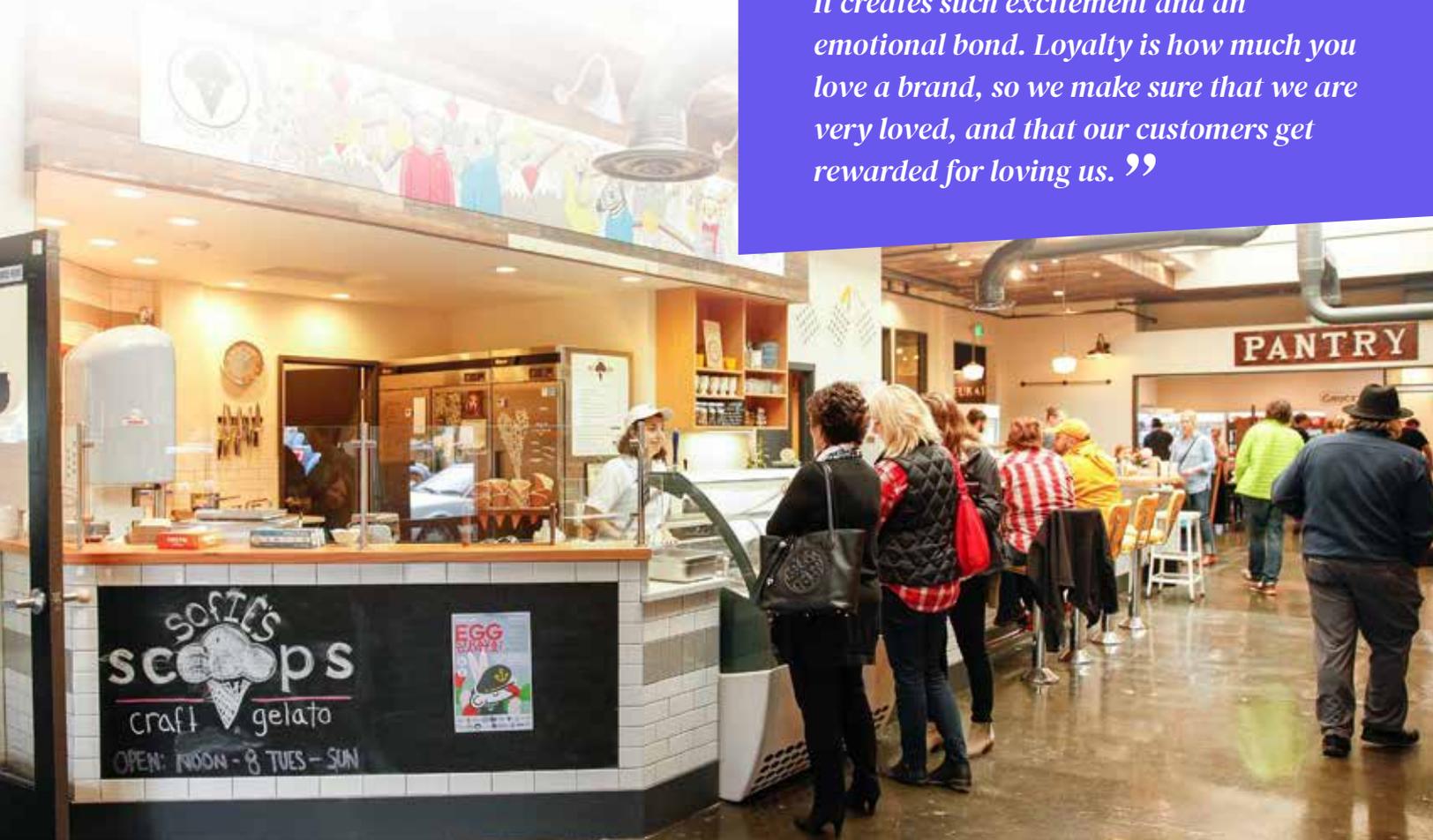
Sofie's customers range from age "zero to 100," says Sofie. They come from diverse communities and all economic backgrounds. About half of Sofie's customers live in town and in the surrounding areas. The other half find Sofie's when they are traveling through town and search online for a nearby frozen dairy delight.

Customer Loyalty Keeps them Going

Even in her college days, prior to being a business owner, Sofie knew the importance of customer loyalty. "Loyalty was built into my business plan from the beginning," she says. "Loyalty is part of the formula for this type of product."

As a gelateria, Sofie's Scoops depends on repeat sales from loyal customers, especially during the winter months when business is slower. To this end, Sofie implemented a loyalty program that rewards her customers with a free gelato after 10 purchases. She and her staff love rewarding customers, stamping their loyalty cards with glee and turning the moment into an experience that goes beyond a simple transaction.

"Rewarding our customers is very fun. It creates such excitement and an emotional bond. Loyalty is how much you love a brand, so we make sure that we are very loved, and that our customers get rewarded for loving us."





A SnowShoe Customer

Sofie's Scoops uses SnowShoe's Spark Technology as part of Olympia's Go Downtown initiative, a gamified loyalty program to encourage repeat shopping in the retail district. As one of hundreds of businesses signed up for the program, Sofie's installed the Spark Tap at their register for customers to tap with their phones and collect points for visiting downtown stores.

Loyal Customers Spend More – and buy more often

Sofie's Scoops and dozens of other retailers in her neighborhood understand the importance of customer loyalty. Having a loyal customer base provides stability and saves on marketing costs. In fact, acquiring new customers can cost businesses anywhere from 5 to 25 times more than retaining an existing customer (Harvard Business Review).

Highly-engaged customers buy 90% more often and spend 60% more per transaction.

(Rosetta Consulting)

This higher frequency of larger purchases can lead to a big increase in profits - a 5% uptick in customer loyalty can boost profits as much as 95%.

(Bain & Company)

Ready to Try Spark Loyalty? *Email Ron Sims to sign up for a free demo.*
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