

Our 2026 offerings goes beyond ice cream  
to food supplies, marketing assets & merch



# THE CHOCOLATE SHOPPE ICE CREAM 2026 SUPPLY CATALOG

# MISSION STATEMENT

*Creating extraordinary  
ice cream as a means  
to build community  
and spread joy.*

## TABLE OF CONTENTS

- Brand Guideline
- Food Supplies
- Merch
- Marketing Assets

Products and quantities subject to change.

# LOGO USAGE & BRAND GUIDELINES

Businesses can use our logo and marketing with an active licensing agreement

## WHEN USING OUR LOGO:

Keep it intact and separate from your own logo. Don't incorporate shapes, words or features from our logo into yours, or it'll harm our ability to protect the Chocolate Shoppe Ice Cream logo. Take care to not stretch, cover up, or alter any pieces of the logo.



**WRONG**

**RIGHT**



Now serving  
super-premium  
ice cream!



The colors should match up with  
Pantone 213 and 3275.

If the colors don't appear right,  
email us and we'll help you correct them.

PANTONE  
213

PANTONE  
3275

## WHEN USING TRADEMARK COPY:

Both the short and long versions of our  
'nutritional spiel' are registered.

When you use either one:

Keep the wording intact Include  
"Chocolate Shoppe Ice Cream Co. ®"  
underneath it



Several of our flavor names are registered.  
Please use ® when using the names in our  
copy and marketing.

Iced Latte-Da ®

Halley's Comet ®

Exhausted Parent ®

Snap-O-Lantern ®

Sticks & Stones ®

This \$@&! Just Got Serious ®

Zanzimint ®

Bang!! Caffeinated Ice Cream ®

Zanzibar ® Chocolate

### NUTRITIONAL INFORMATION:

Don't even ask. This is the **BEST ICE CREAM** made in Wisconsin, and it tastes so good because it has **GOBS** of rich Wisconsin cream, tons of real ingredients for **BOAT-LOADS** of **LUSCIOUS** flavors. That means it's not low-fat, low calorie or low anything, and that's why **EVERYONE LOVES IT.**

**YOU WANT NUTRITION, EAT CARROTS.**

©CHOCOLATE SHOPPE ICE CREAM COMPANY • MADISON, WISCONSIN

# BRAND GUIDELINES CONTINUED

## WHEN USING OUR BRANDED SUPPLIES AND SIGNAGE:

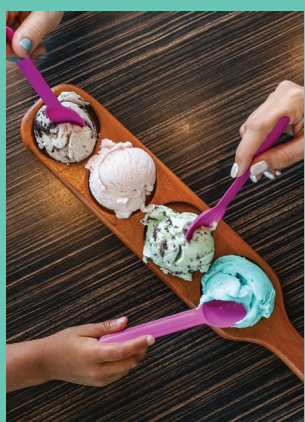


Keep the logo clear and unobscured.

You can serve our ice cream in our branded dishes, in plain dishes with no branding, or dishes with your logo and branding. Please do not put your logo or branding on top of our branded supplies or signage.

## WHEN USING OUR PRODUCT PHOTOS AND DIGITAL ASSETS:

Use in your own marketing, signs, social media and website. Do not redistribute any of our images, including to news outlets and media, without written permission and photo credit to Chocolate Shoppe Ice Cream.





# FOOD SUPPLIES

## BRANDED SUPPLIES

ITEM	CASE QUANTITY
6 oz. Dishes (juniors & singles)	1,000 dishes
12 oz. Dishes (doubles)	1,000 Dishes
16 oz. Malt Cups	1,000 Cups
Pint Cups	500 Cups
Pint Lids	500 Lids
Quart Cups	500 Cups
Quart Lids	500 Lids
Half Gallon Cups	420 Cups
Half Gallon Lids	420 Lids
Napkins	6,000 Napkins
Paper Bags (size?)	500 Bags



# UNBRANDED SUPPLIES

## Paper Supplies

ITEM	CASE QUANTITY
Pink Spoons	1,000 Spoons
Pink Biodegradable Spoons	1,000 Spoons
Pink Taster Spoons	3,000 Spoons
White Soda Spoons	1,000 Spoons
Pink Straws	500 Straws
6 oz. Plastic Dome Lids	1,000 Lids
12 oz. Plastic Dome Lids	1,000 Lids
16 oz. Plastic Dome Lids	1,000 Lids
16 oz. Plastic Flat Lids	1,000 Lids
Banana Boats	500 Boats
Wood Flight Boards	1 Board
10.5" Cake Board (for 8" cakes)	250 Circles
Cake Box 10.5" x 10.5" x 5" (for 8" cakes)	100 Boxes

## Cones (Joy Brand)

ITEM	CASE QUANTITY
Sugar Cone - #310	400 Cones
Sugar Cone - #415 Jacketed	400 Cones
Sugar Cone - Gluten-Free	96 Cones
Wafer Cone - #10	896 Cones
Wafer Cone - #22	854 Cones
Wafer Cone - #22 Jacketed	864 Cones
Wafer Cone - #30	600 Cones
Wafer Cone - #30 Jacketed	600 Cones
Waffle Cone - Regular #6228	228 Cones
Waffle Cone - Large #7192	192 Cones
Waffle Cone - Large #7180 Jacketed	180 Cones
Waffle Bowls	60 Bowls.
Waffle Mix (CSIC Brand)	50 lb. Bag

# TOPPINGS & PERISHABLE SUPPLIES

ITEM	CASE QUANTITY
Almonds (chopped & salted)	5 lbs.
Andes Mints Pieces	15 lbs.
Brownie Pieces	10 lbs.
Butterfinger Pieces	10 lbs.
Caramel Topping	36 lbs. (48 oz. bags)
Chocolate Syrup	36 lbs. (48 oz. bags)
Cookie Dough Pieces	10 lbs.
Cookies n Cream Pieces	10 lbs.
Dark Dipping Chocolate	8-11 lb. pail
Heath Bar Pieces	10 lbs.
Hot Fudge	36 lbs. (48 oz. bags)
M&M Pieces	10 lbs.
Malt Powder	15 lbs.
Maraschino Cherries	4 gal.
Marshmallow Topping	18 lbs. (48 oz. bags)
Mini Gummy Bears	20 lbs.
Peanut Butter Cup Pieces	10 lbs.

# TOPPINGS & PERISHABLE SUPPLIES (cont.)

ITEM	CASE QUANTITY
Pecan (halves, salted)	5 lbs.
Pourable Peanut Butter	13.5 lbs (4.5 lb. jugs)
Rainbow Sprinkles	6 lbs.
Snickers Pieces	10 lbs.
Sour Gummy Worms	20 lbs.
Strawberry Topping	14 lbs. 6 oz. (23 oz. bags)
Vanilla Syrup	4 gal.
Whipped Cream	12 Cans
Cookie Dough Rounds - Chocolate Chip	218 Rounds
Cookie Dough Rounds - Sugar	218 Rounds
8" Chocolate Cakes	24 Cakes
8" Marble Cakes	24 Cakes
8" Yellow Cakes	24 Cakes
½ Sheet Chocolate Cakes	5 Cakes
½ Sheet Yellow Cakes	5 Cakes
¼ Sheet Marble Cakes	12 Cakes
Prewhipped Chocolate Icing	15 lbs.
Prewhipped White Icing	15 lbs.



# SMALLWARES

ITEM	CASE QUANTITY
#20 Hamilton Beach Scoop	1 Scoop
2 oz. Zeroll Scoop	1 Scoop
Spade	1 Spade
3 Gallon Plastic Lid	1 Lid
Acrylic 5 Drawer Topping Holder	1 Holder
Acrylic Cone Holder	1 Holder
Acrylic Dipped Sugar Cone Holder	1 Holder
Acrylic Dipped Waffle Cone Holder	1 Holder
Napkin Dispenser	4 Dispensers



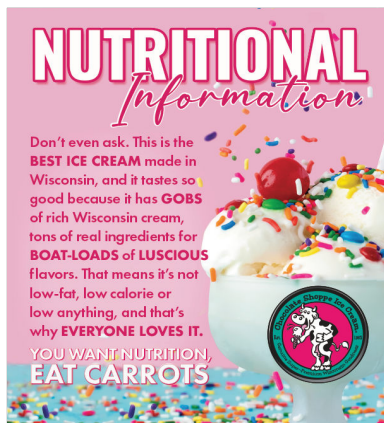
# MARKETING ASSETS

## A-Frame

- Exterior grade PVC
- Double-sided chalkboard & A-Frame insert channels



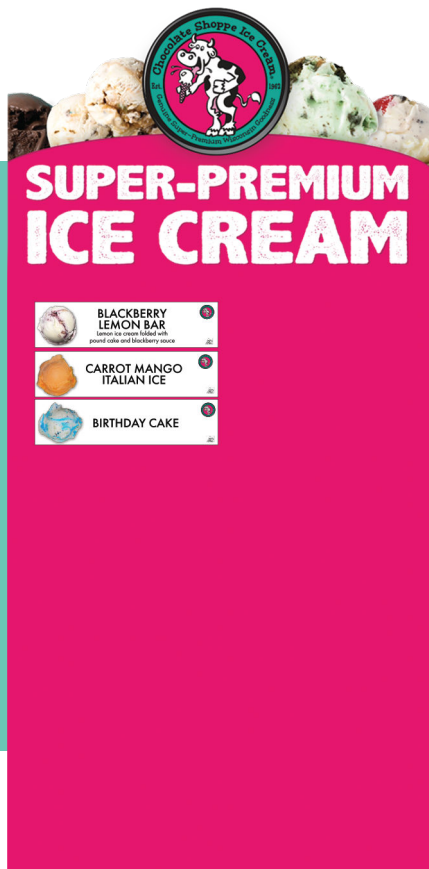
## A-Frame Inserts - 16.625" x 18.75"



CSIC retains ownership of all signs

All perfect for indoor  
or outdoor use

**Metal Cones**  
24" x 48"  
Single-sided



**Magnetic Flavor Tag Board**  
Holds up to 20 flavor tags

**Magnetic Flavor Tags**  
8" x 2"  
(see account manager for full selection)

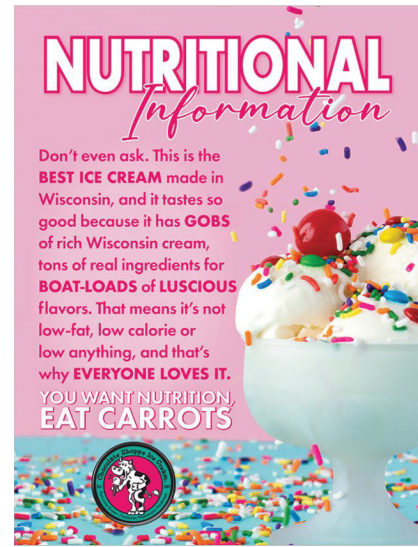
3'  
**Metal Logo**



CSIC retains ownership of all signs



## Posters 18" x 24"



**12" Window Clings**  
 Double-sided

**20" Logo Decal**  
 Perfect for windows, doors or dipping cabinets



**CSIC retains ownership of all signs**

# CONTACT INFO

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 [linkedin.com/chocolateshoppeicecream](https://linkedin.com/chocolateshoppeicecream)

