



HELADO CHICANO



Industry Trends

- Some major up draws for ice cream corporations is that they had a growth increase of 3% since 2014, and global sales have increased 4%. Many ice cream companies have looked to expand their sales by looking into flavor explorations and also by targeting teenage consumers

Changing the way food is produced, the ice cream industry is beginning to cut almost an average of 40% of its by-products.

- Also, more and more companies are looking into the organic scene, changing up what ingredients are brought into their products. After a survey was conducted, it seems many people are slowing deciding to stop buying treats because of the health concerns, not the price.

Flavors

- Many of the flavors in the U.S are the commonly known Vanilla, Chocolate and Strawberry. Some new flavors that are brought to market are now making their way into people's homes, like Cotton Candy, Rainbow and more.
- New ways of changing the ice cream market are looking towards sweet and salty flavors. They are in demand for more “premium” ice cream, meaning they want quality over name. Also, some companies are looking towards a cultural change of their ice cream, Latin-American flavors have made an increase in the popularity chain since 2015 of about 23%.

The ice cream market is slowly going through a change that the consumer is having a big role in. The idea of having healthy, new way of making and selling ice cream is starting to make more of an impact than it was originally intended to. It won't be long till the ice cream market soon has a more diverse culture of flavors and ingredients other than the plain Vanilla and Chocolate origins.



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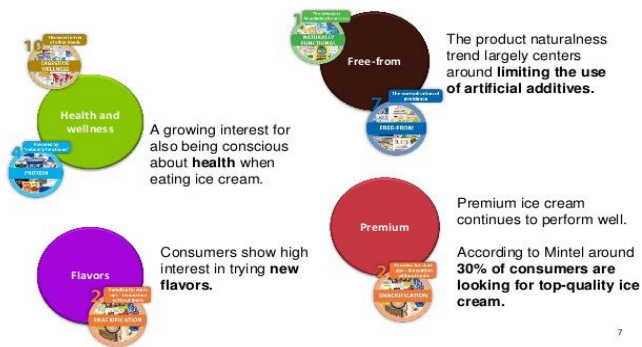
- In the 17th annual San Diego Virtual Enterprise International Exhibition we won Gold for extreme excellence in Novice Salesmanship, and Silber for Novice Exhibition Booth.

Announcements

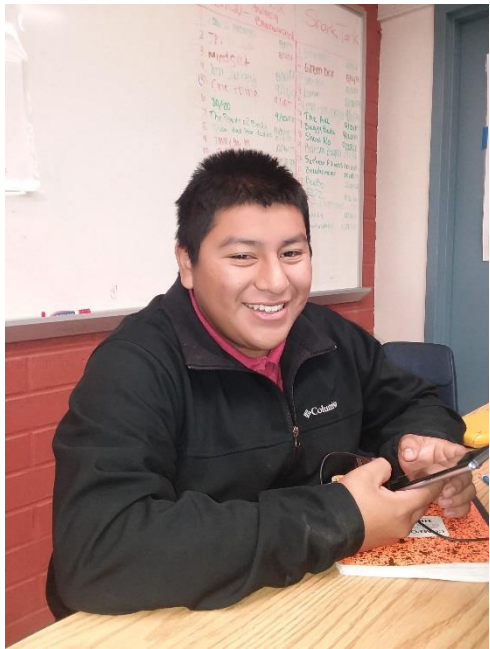
- Director of Marketing, Israel Ignacio, has been accepted to Grand Canyon University, Cal State Stanislaus, and Cal State Chico... More awaiting!



Trend highlights in ice cream – global



Resource: <http://redfoal.info/ice-cream-industry/>





HELADO CHICANO

COMPANY AND MISSION STATEMENT

BY: GABRIELA ARANDA

Helado Chicano is an authentic Latino ice cream and dessert shop located at 4531 Philadelphia St. Chino, CA 91710. Online, and cater to special events. As a company we have 25 employees who all love ice cream and Latin desserts. Our mission is to bring out our passion for Latino desserts and ice cream. We believe that ice cream bring families together and desserts keep us satisfied. Not only you will experience the how to make ice cream from our shop but also pick from our selection of Latino toppings like Mazapan and artisan chocolate.



SI SE PUEDE!

Diana Tovar

ART SPECIALIST



FEMALE LEADERSHIP

BY: ISABEL ZAVALA

Coming to M.H.S starting next semester, our school will have a new principal. This principle rules the school with her positive nature, like in the school system woman teach more kids than males. Our VE class will bring in positivity and guidance to us. Having a female principal is something we're excited for since it means bringing diverse ideas to the table. She is the most helpful principle, upbeat with the students. We give her the upmost respect come to a high school



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TEAMWORK

BY: FRANCISCO VALDEZ

Winning awards is cool and all but none of it could be done without teamwork. Our team works together in unison to create the best customer experience. Teamwork makes this company consistent as a whole, while allowing us to be productive at the same time. For an ice cream shop we want communities to come together. Everyone has put in their part into this business so that it means something to all of us.

"Sometimes you just gotta say

CHALE! *"*To give it all you got, said*

Maria Velazquez

Who is passionate about ice cream.

CHICANO BACKGROUND BY: ISRAEL IGNACIO

It was the 1960's where it all began, the Chicano movement also known as the Chicano civil rights movement or el movimiento. Where people like me, people like you only had one goal to accomplish "Chicanismo," which is the ideology based on important factors that helped shape a social uprising of the liberties of Mexican - American, these important factors consisted of the three different goals: restoral of land, rights for farm workers and education reforms. To this day, we show great amount of respect to the people who sacrifice their lives in order to have a change in the Latino community.

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