



# CASE STUDY

## The Art of Growth: How Cream Cruiser Scaled to a National Dessert Brand.

**Business Name:** Cream Cruiser

**Owner:** Katherine O'Brien

**Founded:** 2015

**Location:** Baltimore, MD

**Products:** Handcrafted ice cream sandwiches, push pops, freezie pops

**Partnership with Itaberco since:** 2016



## The Challenge

Katherine began Cream Cruiser with a vision of bringing whimsical, handcrafted ice cream to events and celebrations. Her unique creations quickly gained a following, but scaling her business came with challenges:



### Labor-Intensive Production:

Crafting each product by hand took hours.



### Packaging Hurdles:

Ensuring freshness and presentation during transport.



### Limited Capacity:

Turning down events due to time and production limits.



### Complex R&D:

Developing new recipes while managing day-to-day operations.

“THEY TOOK ME UNDER THEIR WING AND TAUGHT ME EVERYTHING I KNOW... THEY SHAPED MY ENTIRE BUSINESS INTO WHAT IT IS TODAY.

Katherine O'Brien  
Cream Cruiser

”



# The Solution

Partnering with Itaberco transformed Cream Cruiser's process:



## Recipe Development Support:

Collaborated to refine and scale recipes without losing artisanal quality.



## Streamlined Production Systems:

Implemented premises and flavor solutions to cut prep time without sacrificing flavor.



## Packaging & Shelf Stability Guidance:

Improved product presentation and longevity for off-site catering.



## Creative Expansion:

Freed time and resources to introduce new offerings ie?

# The Result

Since working with Itaberco, Cream Cruiser has seen measurable growth:

Scaled production from 50 to

**5,000**

ice cream sandwiches.

4 events per month to

**15-20**

Scaled back menu to

**70% profit**

margins

Shelf life increased to

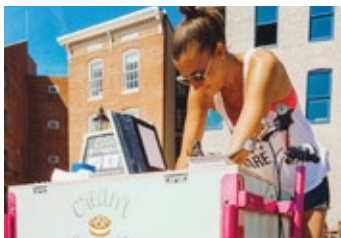
**365 days**

\$30,000 from a local farmers market to almost

**\$500,000**

annually

# Visual Story



**Year 1** - Pink bike & hand-rolled cookies from a local farmers market



**Year 2** - Expanded into push pops and freezie pop, started to get into catering



**Year 3** - Scaled production, increased event capacity, began catering events for thousands of people at a time



**Today** - 65-75 of events annually, thriving menu, ongoing innovation (some for thousands)

**“ I CAN FOCUS ON CREATIVITY AND MY CUSTOMERS, INSTEAD OF WORRYING ABOUT PRODUCTION BOTTLENECKS.**

*Katherine O'Brien*  
*Cream Cruiser*



*Ready to sweeten your success?*

Partner with Itaberco to unlock your creativity, scale your production, and deliver unforgettable flavors.

Scan the QR Code to Watch the Full Video Case Study

