

Name: _____

Appendix 1: Frozen Custard Creation Scenarios

Directions: Cut the following scenarios apart and give one to each team. Teams must use this scenario when designing their flavor for the challenge.

Scenario 1: Seasonal Sensations

Your team must create a frozen custard flavor inspired by a specific season (e.g., winter, summer). This flavor should include seasonal ingredients and will be rotated through the flavor of the day menu during that season.

Scenario 2: Regional Favorite

Design a flavor that represents your state or region, incorporating local ingredients or cultural elements that are easily recognizable to and beloved by local Culver's guests.

Scenario 3: Movie Night Madness

Create a flavor inspired by a night at the movies using ingredients that remind Culver's guests of sitting in a dark theater enjoying their favorite film.

Scenario 4: International Flavors

Develop a frozen custard inspired by another country's cuisine or traditional dessert. Think about the kinds of ingredients, flavors and mix-ins used in that country and try to keep it as authentic as possible to that culture.

Scenario 5: Healthy Indulgence

Many Culver's guests are becoming more and more health conscious. Create a new flavor that feels and tastes indulgent while also using natural or low-calorie ingredients they will love.

Scenario 6: Allergen-Friendly

Culver's is looking to be more inclusive of all health needs. Your challenge is to create a delicious flavor that avoids common allergens such as nuts, gluten, etc.

Scenario 7: Celebrity Collab

Imagine a celebrity has partnered with Culver's. Design a new flavor based on their personality or favorite foods.

Scenario 8: Breakfast Delight

Develop a new custard flavor that fits right alongside classic breakfast items and flavors and would be appealing to eat in the morning.

Scenario 9: Surprise Inside

Culver's wants to launch a line of custard flavors with hidden surprises, such as layers or mix-ins that reveal themselves as guests eat.

Scenario 10: Kids' Choice

Culver's wants to create a flavor designed specifically for kids (although adults may enjoy it as well). Think about fun, colorful and playful ingredients that will make any guest feel like a kid again.