Innovate at Iowa State
Frostline Social Circuit: Innovate Soft Serve

Who is Kent Corporation?
Kent Corporation is a diversified family owned corporation with operating subsidiaries involved in corn wet milling, the production of animal feeds and the manufacture of food products. Kent Corporation is owned by the Kent Family and led by Gage A. Kent as Chairman of the Board and CEO. Operating subsidiaries of Kent Corporation include Grain Processing Corporation, Kent Nutrition Group, Kent Pet Group, and Kent Precision Foods Group, all headquartered in Muscatine, Iowa. The entire family of companies has approximately 2,000 employees and does business in the US, Canada, and throughout the world. [www.kentww.com](http://www.kentww.com)

Who is Kent Precision Foods Group?
Kent Precision Foods Group is a dry-blending and packaging food company specializing in providing high quality products for customers in the foodservice (domestic & international), industrial and consumer products businesses. Products produced vary widely and include salad dressing mixes, frozen desserts, home canning mixes, sauce and seasoning blends, gravies, instant food thickening and personal hydration products. Brands include Foothill Farms®, Frostline®, Mrs. Wages®, Orrington Farms®, Southern Gourmet®, Thick It®, Squincher®, and other licensed products. Headquartered in Muscatine, Iowa. [kentprecisionfoods.com](http://kentprecisionfoods.com)

Tell me more!
How could we enhance the taste of soft serve by introducing natural flavorings? Join us in this grand tour of soft serve production along-side industry production experts.

Ice Cream Circuit—gain industry experience in product development and management

- CONTEXT and CAPABILITIES: We are not ice cream! What is the process to produce a lactose free and how does it differ from hard pack ice cream?
- RESEARCH and INSIGHT: Why do customers choose the flavors they choose? What are the trends and how do we make decisions? What is the difference between commercial, retail and food service products?
- REGULATION, SUPPLY CHAIN, PROCUREMENT: How do functional teams work together to get products to market?
- 3 WEEKS PRODUCT DEVELOPMENT: design and test!

How to Innovate Soft Serve: 6-Week Product Circuit
Sponsored by: Kent Precision Foods Group
Iowa State University Student Innovation Center

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