

— APRIL 2024 —

Volume 6

# THE INSIDE SCOOP

Embrace

Educate

Delight



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20

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24

Flavors that unite,  
Cultures that delight!



Fort Hamilton High School: Room 364  
8301 Shore Road, Brooklyn, NY 11209  
<https://meltingpint.wixsite.com/melting-pint>



# — THE INSIDE SCOOP —

## Our Mission

To embrace diversity,  
educate Gen Z, and delight  
consumers through  
unique and inclusive ice  
cream flavors

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## Who are We?

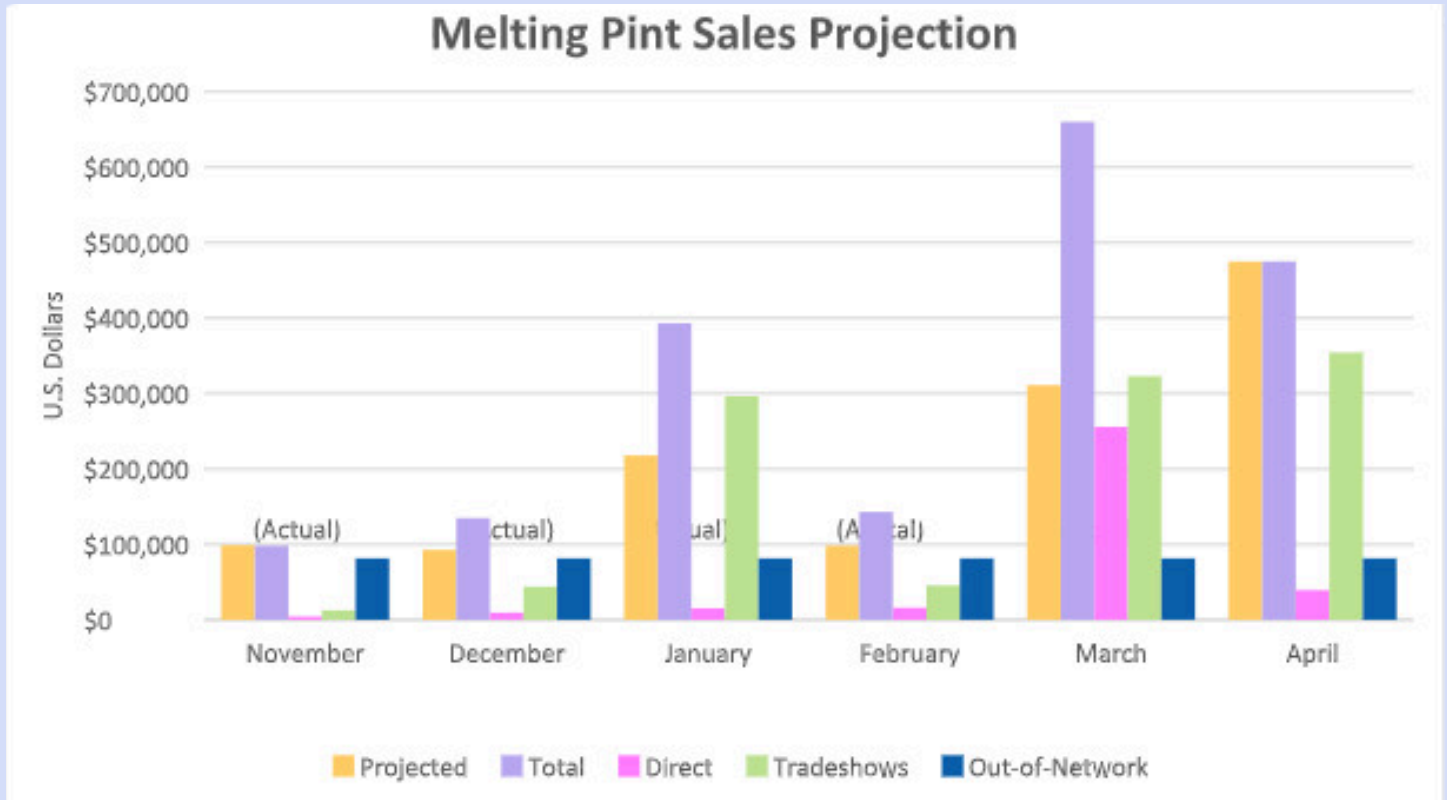
Founded in October of 2023 at Fort Hamilton High School, Melting Pint is a for-profit company providing diverse ice cream with culturally inspired flavors. Melting Pint currently operates and delivers within the Tri-State area with plans to expand nationally. We encourage consumers to celebrate diversity and cultural richness through the universal love of ice cream. We aim to create a world where everyone's unique heritage is acknowledged and embraced, one delicious pint at a time. Our commitment to blending global flavors, local craftsmanship, and exceptional taste will unite people in a delightful journey of cultural exploration.





# — THE INSIDE SCOOP —

## Ice Cream Industry Analysis



### Quick Facts:

- We exceeded our sales projections...and earned approximately \$450,000 at the YBS Trade Show!
- We have sold approximately 85,000 Pints in April!
- Our best seller is Baklava!

A HUGE THANK YOU TO EVERYONE WHO PURCHASED FROM MELTING PINT!!! WE APPRECIATE YOU!!!





# — THE INSIDE SCOOP —

## Our Products



### Struffoli

We have to go all the way back to the time of the ancient Greeks to find out where struffoli originated. They appear to have taken them to the Gulf of Naples during Parthenope's reign. A Neapolitan dish made of deep fried balls of sweet dough. Crunchy on the outside and light inside, Struffoli is mixed with honey and other sweet ingredients and formed into mounds or rings. The traditional way is to mix them in honey with diavulilli, cinnamon, and bits of orange rind.

### Dried Date Ma'amoul

Based on a date ice cream, this treat embodies the Arab traditions of Eid and Ramadan. Pieces of the crumbly shortbread exterior of the authentic dessert are distributed throughout every scoop.



### Mooncake

Enjoy this delight representative of the Mid-Autumn Festival. Based in our homemade red bean ice cream, this connects you to the heart of Chinese traditions.



**BUY HERE**





# — THE INSIDE SCOOP —

## Our Bundles



**Split  
Decision**  
6 Pints  
**\$72**



**A Little of  
Everything**  
12 Pints  
**\$140**



**Classroom  
Bundle**  
30 Pints  
**\$340**



**Ice Cream  
Party**  
400 Pints  
**\$580**



**Retail  
Bundle**  
400 Pints  
**\$2,200**



**Industrial  
Bundle**  
400 Pints  
**\$4,600**

**BUY HERE**



# MARCH Employee of the Month

## Nicholas Petroni: Human Resources Associate

Nick's accomplishments in Melting Pint include being in Ad Futures and being part of the recruitment and screening process! Outside of VE, he is on Fort Hamilton's Varsity Basketball Team. Thank you Nick, for being an essential part of Melting Pint's success!



## APRIL BIRTHDAYS!



Ralph Liu  
4/17



Kenny Liu  
4/17

## Department Updates!

**Accounting** gave the class a presentation about personal tax returns through Turbo Tax. Melting Pint is ready for the real world!

**Human Resources** finished interviews for the 2024-2025 VE class. We officially have 33 students! They are also preparing our staff for the end of the year exit interviews!

**Marketing** is wrapping things up! The Communications Team is working on the yearbook, and the Sales/Market Research Team is working on a marketing presentation for the class!

# Highlights

## Business Plan Team @ Nationals ☺☺

Melting Pint's Business Plan Team went to the Javits Center on April 11th for NATIONALS! With their hard work and dedication...drum roll please...Melting Pint received TOP 20 in the NATION!! We are beyond thrilled to receive this honor. Thank you to everyone that helped with the Business Plan!



## Youth Business Summit TRADE SHOW!!



Melting Pint heads over to the Jacob Javits Center in Manhattan for the biggest trade show of the year! It was a bittersweet day, as it was Melting Pint's last trade show. We received bronze for best booth! We smiled, made many sales, and lasting memories.



# Highlights

## Lynbrook Trade Show



On March 26th, a handful of our employees took a trip to Lynbrook High School! We won gold for Social Media, Sales Material, and Professionalism!!!



## Commercial Results

Melting Pint's commercial received Honorable Mention in the Nation! Thank you again to the cast!



## Paul Presti's Visit

We had a special guest visit...Paul Presti, NYC Regional Director! He watched the business plan team present, and handed our CEO, Maria Karounos, our plaque for getting 3rd place in the NYC Business Plan Competition.





# — THE INSIDE SCOOP —

Help Uni get  
to the Pint!!!



Welcome to  
Fun Facts  
With Uni!

Sundaes were originally called "Sunday soda" or ice cream enjoyed with soda on Sundays. However, there was a controversy that the dessert was too fancy for Sabbath or Sundays. That's why they served the dessert without the soda, then changed the spelling of the name into sundae in order not to offend the church.



# — THE INSIDE SCOOP —

## Which Ice Cream Flavor are you?

**START**



What flavor are you always in the mood for?

Sweet

What is your go-to topping?

Savory

Sprinkles

Graham Crackers

If not ice cream you'd choose...

Do you prefer a cool or warm drink?

Cool

Do you like to explore?

Cookies

Frozen yogurt

Warm

I like to lay low...

Always down for an adventure!

Pool or the beach?

Pool

How do you plan an outfit?

What is your usual mode of transportation?

Beach

I go all out!!!

Keep it simple

Walking

Train



# STRUFFOLI: OUR SEASONAL FLAVOR

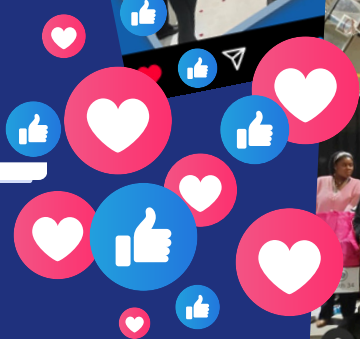


**BUY YOURS TODAY**

## Follow Us!

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# Want to know more?



**Contact Us at:**

**[meltingpint@veinternational.com](mailto:meltingpint@veinternational.com)**

**<https://meltingpint.wixsite.com/melting-pint>**

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[veinternational.org](http://veinternational.org)**