

CHATTANOOGA ICE CREAM DIVISION

TheCasolutions.com



TEAM MEMBERS

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BACKGROUND

Chattanooga Ice Cream Division is a subsidiary of Chattanooga Food Corporation

Founded in 1936

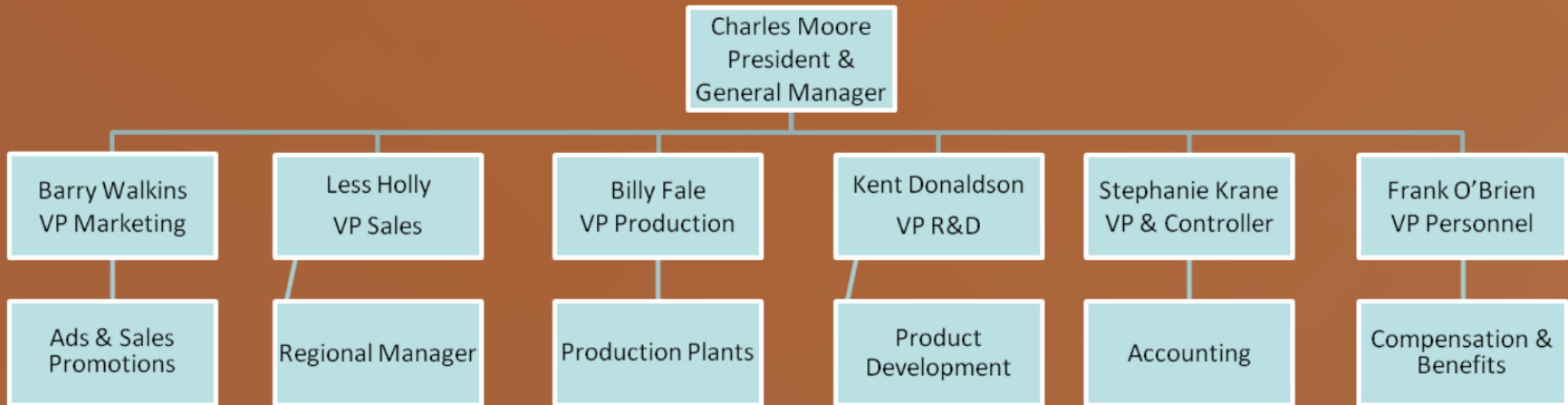
1996 revenues are \$150 million

Produces mid-priced basic ice cream products

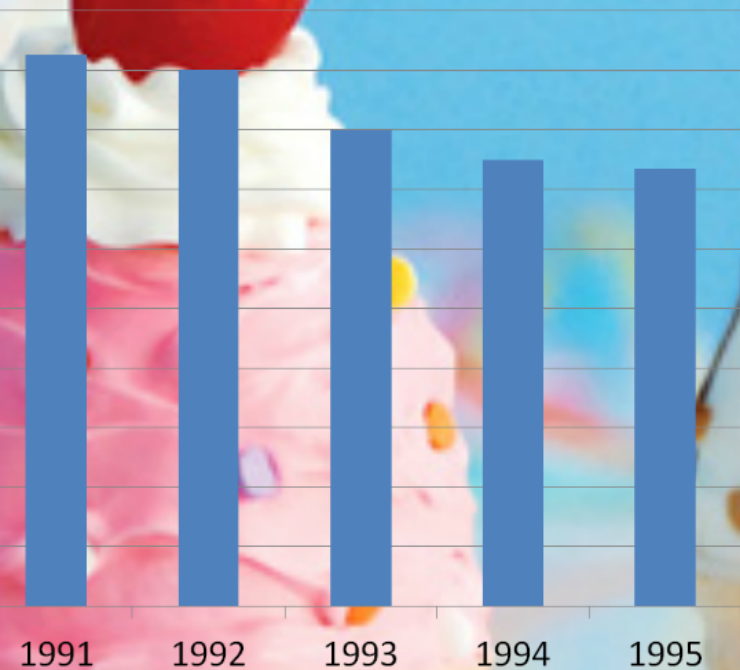
The division has lost their 3rd largest customer at \$6.5 million to Sealtest



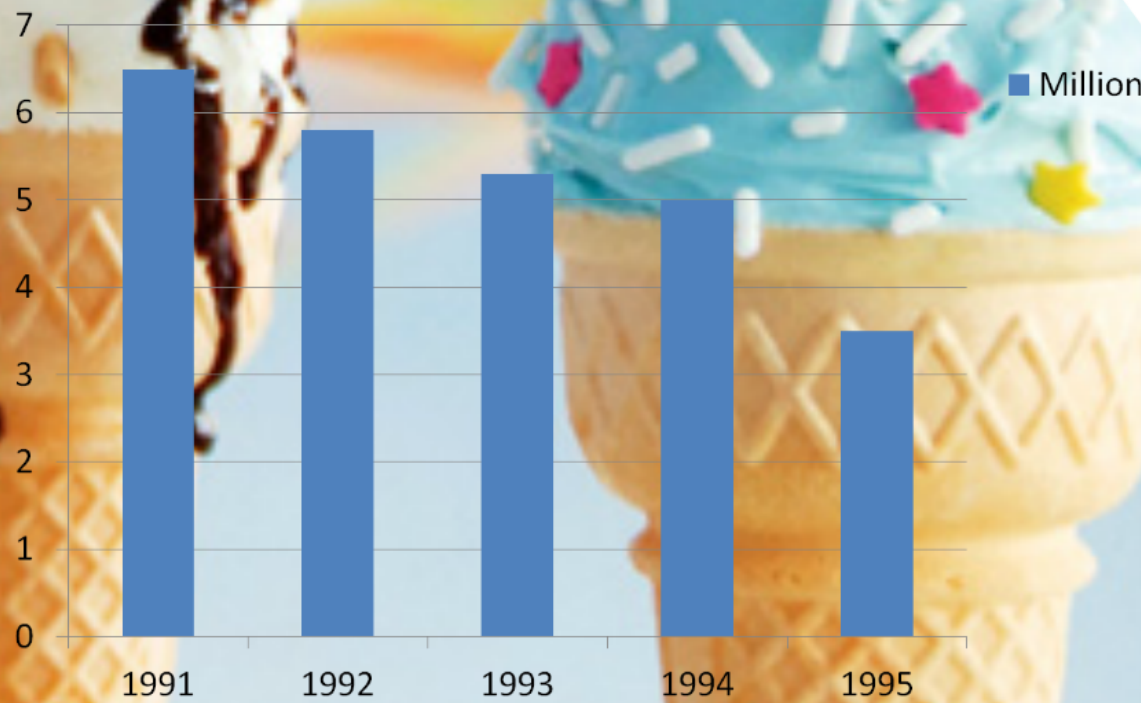
CHATTANOOGA ICE CREAM DIVISION



SALES REVENUE



OPERATING PROFIT



U.S. PER CAPITA PRODUCTION OF ICE CREAM (QUARTS)



Ice Cream	1991	1992	1993	1994
North Atlantic	15.7	15.1	15.6	15.1
South Atlantic	9.7	9.6	9.4	10.1
East North Central	14.7	15.0	16.0	15.3
West North Central	24.7	24.5	23.4	24.4
South Central	11.0	10.7	9.3	9.4
West	12.9	13.1	12.7	13.1
Total United States	13.7	13.6	13.4	13.4