

innovation case studies

[Food & Drink Innovation]

#3. Phil & Darrelle Bower - Razzle Dazzle Ices

This case study illustrates the use of innovation to create a brand new start-up business in the food and drink sector.

Phil & Darrelle had experienced quite a journey to reach the point of launching their own business. Government cuts, public sector redundancy, the economic downturn, job dissatisfaction, family illness and even an 18 month period of restoring a ruin in Spain all played their part.

Innovation came out on top and enabled Phil & Darrelle to develop a new product and business that has generated a 600% increase in turnover over the last 2 years.

Innovative Idea was born out of personal necessity:

For many years Phil & Darrelle's son William had been suffering with a variety of issues related to his diet. Phil himself had also been experiencing similar issues as well as the added ailment of joint stiffness.

In 2006 Phil had a test by a Kineseologist who suggested that dairy might be a catalyst in causing pain within joints.

William aged 11, came home from the cinema with a carton of ice cream from one of the market leading brands absolutely devastated that he couldn't eat his favourite treat due to his recently discovered intolerance.

In 2011 personal circumstances lead Phil & Darrelle to use their passion for making homemade dairy free desserts as a solution for the family and expand this innovative idea into a business – Razzle Dazzle Ices was launched.

Product Development:

Phil & Darrelle invested in a small scale ice cream maker so the business could start on a solid, manageable and feasible basis. Inviting the local scout group round for a huge testing session gained valuable feedback and their very first order.

Using innovation and creativity, Phil & Darrelle have fought misperceptions from the general public and trading standards regarding what the product could be called.

The business is passionately committed to supporting the independent retailer and believes in good food and natural ingredients.

Darrelle said "Supporting local business is at the forefront of our corporate social responsibilities and the quality and consistency of our ingredients is so very important in meeting the expectations and needs of our customers".

Building the Brand and Customer Engagement:

Razzle Dazzle Ices had been awarded 3rd place in the Somerset Business Awards for the 0-1 employee category within 6 months of trading.

As Phil said "Social Media is about engaging with your customer, not advertising. Twitter has allowed us to develop a social voice and reminds us that people buy from people".

The production of an A5 leaflet with an origami Penguin pattern, you can now watch a 'how to' video online and you are invited to email in pictures of your creation to interact with the Razzle Dazzle community on Facebook.

Recently Razzle Dazzle has had a re-brand. The old branding had served its purpose very well, it had a homemade look which neatly linked in with the homemade product and this strategy worked very well within the local market. The new brand is professional, bold and more in line with competitors and has subtly integrated the old logo.



The Future:

Razzle Dazzle Ices is a growing and evolving enterprise.

They are now a micro-producer with currently 43 stockists and a distributor based in Bridgwater and have a very exciting year ahead.

Phil & Darrelle have been approached by 'Ms CupCake' who is based in London and would like to feature Razzle Dazzle Ices in her next book!