

# Ryan Instruments

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**MARKET:** Premium ice creams and frozen novelties.

**CUSTOMER:** Haagen-Dazs, Teaneck, N.J., is one of the country's leading producers of premium ice cream

**PROBLEM:** Ice cream quality deteriorates if the product experiences temperature fluctuations during shipping and storage. This is particularly true in the competitive premium ice cream market, which is driven by consumers' demand for high quality. Haagen-Dazs doesn't use natural or artificial stabilizers in its ice creams, so temperature fluctuations would cause the product to become chewy and grainy.

**APPLICATION:** Haagen-Dazs uses Ryan time/temperature monitors (TTMs) on all long-distance, 24-hour shipments from its ice cream plants in New Jersey, Illinois and California. Haagen-Dazs has been using Ryan TTMs for the last two years, and relies on them to monitor between 5,000-7,000 shipments per year. Each shipment must be maintained at -20° Fahrenheit.

**BENEFIT:** Haagen-Dazs "uses them (TTMs) to substantiate claims against contract carriers if they don't keep the ice cream at -20° F," says Pat Hoffman, Corporate Distribution Manager at Haagen-Dazs. Although that rarely happens, she says, the carriers usually acknowledge responsibility and pay the claims.

**CONCLUSION:** The TTMs help to guarantee the ice cream's quality in a very competitive market. "By using the recorders, we know if a shipment doesn't meet our quality standards," Hoffman says, "It prevents an inferior product from going to market."