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**ICE CREAM BAR**  
· Alcoholic Ice Cream & Sorbet ·

## INTERNSHIP OPPORTUNITY

**WHY APPLY?** If we have to explain, you probably aren't the right candidate.

**WHO IS?** We're looking for someone as unique (and mind-blowing) as our product.

If any or all of the following apply to you, you should consider applying:

- a. You know every happy hour deal within a 50 mile radius – in fact, your favorite bar now consults with you on their “drink of the month” specials
- b. You once organized a campus-wide power hour, and have the T-shirt to prove it
- c. You schedule your time with friends at least 1 week in advance as you maintain a full schedule (color-coded by activity type)

**PROVE IT:** Creative responses are encouraged.

1. In which opportunity are you interested?
2. Are you 21?
3. What is your drink of choice?
4. What are your plans if something with The Ice Cream Bar™ doesn't work out?
5. Write your own question. (and answer it).

Please send your answers to the above (and anything else we can't live without knowing) to:

**[scoop@theicecreambar.com](mailto:scoop@theicecreambar.com)**

Visit [www.theicecreambar.com](http://www.theicecreambar.com) for more information and sign up for our newsletter to be in

The Scoop: <http://eepurl.com/WIY5b>

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**Company Overview:** Like a lot of great ideas, The Ice Cream Bar started as an accident. While celebrating a friend's birthday one warm spring evening, someone spilled a beer near an ice cream maker.

Maybe it was serendipity. Maybe it was the humidity. But we all thought there might be something to this alcohol-meets-ice cream thing. After a little experimenting, we came up with a flavor we liked. Other people enjoyed it too. Like our friends, neighbors, local chefs, store owners and thousands of festival goers.

Since then we've launched nearly a dozen amazing flavors of ice cream and sorbet made with liquor or craft beer. With alcohol you really can taste in every bite.

Our mission is to continue making products that push culinary (and legal) limits. We want to thrill your taste buds. Whether a hot summer day, a chill night at the bar or dessert after a superb meal, there's nothing quite like a pint among friends. Especially ours.

### **Job Description**

**Position:** Sales Intern

**Fields:** Sales, Marketing, Promotions & Event Management, Account Management

### **Responsibilities (include but not limited to):**

- Be a passionate, brand ambassador – become an expert in all things ICB, share our story, grow excitement and awareness in the community
- Maintain account relationships and serve as a liaison between the ICB team and key accounts
- Pursue new sales opportunities for The Ice Cream Bar products in licensed establishments
- Execute and maintain merchandising and point-of-sale (POS) programs in-store
- Develop and deliver communication materials such as POS materials or content for newsletters
- Attend and/or execute promotional events – including beer/music/arts festivals, tastings, in-store promotions, and other engagements

**Location:** Atlanta area preferred, some local travel required

**Schedule:** Flexible – will be based on our event schedule. ~20 hrs/wk, some Saturdays and Sundays.

**Start:** As soon as possible, 1 semester minimum

**Note:** This is an unpaid internship. Ask about course credit opportunities. Visit [theicecreambar.com](http://theicecreambar.com) for more info.