

A man with a shaved head and a light beard, wearing a white chef's jacket with red piping, is smiling and holding two ice cream cones. The cone in his right hand has yellow ice cream, and the one in his left hand has dark grey ice cream. In the background, there is a large graphic of a stylized yellow and black striped arch, resembling a bridge or a stylized letter 'M', with the word 'LÓD' partially visible above it.

INTERVIEW WITH KARIM SOLIMAN,
CO-OWNER OF LÓD MIÓD IN ŁÓDŹ

CONVERSATION IS KEY TO SURVIVAL

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Together with his wife and father-in-law, gelato chef Karim Soliman owns the company Lód Miód in Lodz, Poland for over 4 years. Their family business consists of 30 ice cream parlours across Lodzkie Voivodship, from which the majority are mobile points plus a few stationary ones.

Their franchise shops are most famous for their use of natural ice cream. Since the very beginning; they don't use any ready-made ice cream components. All the varieties they create are built from scratch, without artificial stabilizers, emulsifiers, pastes, dyes or flavours.

Their shops were opening back gradually only for take-out. During this challenging period, they even launched a stationary cafeteria - all with necessary precautions.

WE ARE VERY PLEASED WITH THE DELIVERY RESULTS. ALSO WE USED IT TO TEST CUSTOMER READINESS FOR OUR NEW PRODUCTS.

COMPARING WITH LAST YEAR, AT THIS POINT, WE SHOULD HAVE ALL SHOPS FULLY OPERATIONAL, BUT WE ARE OBSERVING THE SITUATION AND TRYING TO ADAPT TO THE NEEDS OF CUSTOMERS & WHAT IS GOING ON THE MARKET.

Karim has been in the gelato industry for over 10 years. He gained much technical knowledge on ice cream and its needed machinery & equipment for production at PreGel & Primulator.

Since the beginning, they search for new trends even though Lód Miód doesn't deviate from their policy for which they are famous all natural ingredients. You won't find any artificial flavours like bubble gum!

Before they opened up their shop, they had a once a week ice cream box delivery business. This was a laborious undertaking with lots of order and the number increasing from week to week. But by doing this they gained insights from their customers on what products were the most appreciated and were able to adapt and refine their offer.

When the market situation changed with Covid, their preparation for the season and menu offer was well advanced.





Since the Polish government enabled people to go out to parks & forests, Lod Miod decided to open up many of their mobile outlets again. The challenge was to adapt their outlets to make it completely safe for both customers and employees. "We try to reach our customers in every possible way with information that we operate again. We mainly focus on social media".

For customers who have concerns about spending time in queues, an online sales platform is being set up to speed up the entire shopping process and to minimize the risk of contact with others. People will be able to place orders online and receive ready made ice cream packages at their point of choice by making contactless payments.

FIND OUT MORE ON IMPLEMENTING AN ONLINE SHOP IN THIS [FREE HANDBOOK](#).

"The situation will change for all of us as we return to the so-called new normality, which will be another reality. Certain standards and behaviours will stay with us for a long time or even forever. Take-away sales are something that will also stay with us for longer - I think customers will be more cautious and we need to adapt. Packaging, therefore, is also one of the main topics of upcoming changes."

"Flexibility is key for our partners to look favourably at their customers. We all want to survive and conversation is the key. I strongly hope that despite this difficult situation for the whole industry, we will all survive, we will manage and we will be even stronger afterwards!"

"I HOPE THE ICE CREAM INDUSTRY IS IN A SLIGHTLY DIFFERENT, BETTER SITUATION. EVERYONE IS ABLE TO BAKE A CAKE OR EVEN BREAD AT HOME, BUT IT IS NOT SO EASY WITH ICE CREAM AND DUE TO THE FACT THAT THE SCOOP OF ICE CREAM IS NOT A HUGE COST, I THINK THAT CUSTOMERS WILL WANT TO ENJOY THIS LITTLE PLEASURE."



KARIM SOLIMAN

LÓD MIÓD

ŁÓDŹ, POLAND

WEBSITE: [HTTP://WWW.LODMIOD.PL/](http://www.lodmiod.pl/)

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