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## ProInfluence Startup Spotlight™: Episode #11

Startup Spotlight™ features innovative, consumer-based startup companies and their passionate founders.

### Coolhaus

#### Natasha Case, CEO & Co-Founder



#### How do you describe Coolhaus to people you meet for the first time?

At Coolhaus, we love all types of food and we like to push the boundaries of traditional dessert by creating unique, sweet-meets-savory ice cream flavors you can't find anywhere else. We are also excited to be a certified Women Owned business.

#### Who are the key Coolhaus founders and their backgrounds?

Natasha Case, current CEO and co-founder and Freya Esteller, co-founder (not



currently with Coolhaus, but Natasha's wife). We started baking cookies, making ice cream, and combining them into "cool houses" in 2008. With mutual backgrounds in the design and real estate fields, we began naming our ice cream sandwiches after architects and architectural movements that inspired us – and eventually decided to take our passion (dubbed "Farchitecture," or Food + Architecture) to the streets of Los Angeles. So after a few days on Craigslist (and



some time convincing our families we weren't crazy), we found and bought a beat-up old postal van, trekked out to the world-famous Coachella Valley Music Festival in April 2009 to make our debut, and, well...the rest is history.

#### How do you differentiate Coolhaus in a very competitive ice cream market? What is Coolhaus best known for?

Our adventurous palates have led us to create pint flavors that consistently shake up the freezer aisle. Equally important to our dedication to innovation is our commitment to quality. All Coolhaus ice cream is made at a 20% overrun making it one of the creamiest, most delicious ice creams on the market. Each treat is handcrafted with hormone free, real California milk, cage free eggs, fairtrade chocolate and the freshest, most unique ingredients available, meaning some flavors and ingredients are seasonal to promote peak flavor and responsible sourcing. Coolhaus is also a certified woman-owned business.





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### How does Coolhaus come up with such unique, great tasting flavors like Campfire S'Mores, Milkshake & Fries, Street Cart Churro Dough, etc.?

We often sit down for a meal or snack and think, "Wow - wouldn't this make a good ice cream flavor?" (True story: pickled ginger radish and wasabi at a sushi dinner became an ice cream sandwich with ginger cookies and chocolate wasabi ice cream.)



### Who is your target market today and how do you best reach them?



Our target audience is the millennial shopper, female/male 70/30 split, ages 25-45, adventurous, diverse, authentic to who they are. We just reached them with a targeted marketing campaign, #AsAwesomeAsYouAre which was a brand video with a call to action to visit our site to enter to win a trip to LA, and lived on Facebook & IG through targeted ads and drove a 126% increase in website traffic, increase of 250% social engagement and garnered 17% social growth for us vs. prior year!

### Where can consumers buy Coolhaus today? Are there any particular retailers you are currently working on for distribution?

Consumers can purchase us nationally in over 6,000 grocery stores including Publix, Wegmans, Safeway, Whole Foods, Hy-Vee, and The Fresh Market. Currently working on distribution in Kroger and Sprouts.



### How do sales look over the last 12 months? How are they trending?

Sales look great and we are projecting \$14M in revenue this year



### Are you currently raising capital?

Yes, we are about to close a financial round - very exciting.



### When people want to learn more about Coolhaus, where should they go?

[www.cool.haus](http://www.cool.haus)

### Where else on social media can we find Coolhaus?



[Coolhaus - LinkedIn](#)



[Coolhaus - Twitter](#)



[Coolhaus - Instagram](#)



[Coolhaus - Facebook](#)

### To hear Natasha's insights on Coolhaus, listen to the 15-minute podcast



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