

Mr Whippy Application

Wharewaka Point

1. Introduction

Mr Whippy Taupo formally submits their application for licence approval for Wharewaka Point, Taupo. Requested period is for a licence to operate year round.

The concept will consist of the following:

- a) Mr Whippy ice cream

When our new Van is completed (within next 3 months) we will expanding into the following:

- a) Healthy food - gourmet sandwiches, toasted sandwiches and a variety of other healthy options (no fried food).
- b) Barista style coffee (special coffee has been created under the Mr Whippy brand)

The Mr Whippy operational concept is the delivery of is combined package from a Mercedes Sprinter Van. The vehicle is powered by a Yamaha Silent generator and is also configured for electrical connection to mains power.

Mr Whippy operates under a Food Control Plan supplied by the Ministry of Primary Industries. It also has comprehensive Standard Operating Procedures which details the required Health and Safety processes.

2. Background

Mr Whippy has been in New Zealand since 1964 and has a 97% brand recognition. Its signature tune "Greensleeves" has been and still is instantly recognisable sound around the streets of New Zealand and brings back childhood memories of hot summer days and delicious cool soft serve ice cream.

The owners acknowledge the the Mr Whippy brand in Taupo has been somewhat neglected over the past few years due to the previous owners business commitments but the new owners are set to raise the bar of the Mr Whippy brand. We are upgrading our vehicles to improve our image but still staying with the nostalgic charm of Mr Whippy and of course staying with the Mr Whippy tune.

Mr Whippy is a partnership between Alison and Richard Cunningham and consists of the concept of Mr Whippy ice cream, barista coffee, healthy food.

3. Owners

Mr Whippy is owned and operated by Alison and Richard Cunningham in the Taupo Region. The region spans from Ruapehu, Taumaranui, Tokoroa and also covers Rotorua to

Hamilton. Alison and Richard have been residents of Taupo for over 20 years. They have been previous owners of a successful retail business in the centre Taupo CBD for 10 years.

Mr Whippy Taupo has been running for six months over the winter period but has already assisted many organisations and groups with their fundraising over this short period. Just to name a few:

Taupo Motor Cross
Rotary Taupo
Wairakei School
SPCA Taupo
Taupo nui a tia College Clay Target Team
Girl Guides
Taupo AFC Club
Putaruru College Clay Target Team
Hamilton Boys High Clay Target Team
Taupo Winterfest
Anamata Cafe

With a spot at Wharewaka Point Mr Whippy would create work in the Taupo area as well as the intention that all owner/operators will work in the business Mr Whippy will also employ suitably qualified part time staff to manage anticipated workloads.

4. Intended hours of operations:

Intended hours of operation for this site are weather dependant, the following timelines Monday to Sunday are a guide:

- a) School Holidays, Public Holidays and weekends
10.00 am -7.00 pm (daylight savings)
10.00 am - 4.00 pm (non daylight savings)
- b) Normal School hours
11.00 am - 7.00 pm (daylight savings)
11.00am - 4.00 pm (non daylight savings)

5. Reason for Wharewaka Point

Wharewaka Point provides a great paved walking and riding track which hugs Lake Taupo edge from 2 Mile Bay to Wharewaka Point. Along the way there is ideal picnic, bbq and swimming spots. Wharewaka Point has a wonderful playground for parents to bring their children during the day. Part of the culture of a gentle walk or taking the children to the playground and stopping for an ice cream, coffee or lunch but this is lacking at Wharewaka Point. Mr Whippy and its concept of both ice cream, coffee and a light snack covers all the requirements. Also, due to the amount of development in this region a food provider is a requirement for the local community.