tevalis x The Ice Cream Farm

When the world's biggest ice cream shop met the UK's leading EPOS partner: Tevalis and Ice Cream Farm case study

Before it became the Ice Cream Farm, Tom and Margaret Fell ran a regular dairy farm in Tattenhall, Cheshire, back in 1980. Seizing an opportunity to make better use of their excess milk, Cheshire Farm Ice Cream was born in 1986.

Since then, significant time and money have been invested to renovate the buildings, install the ice cream parlour and play areas, and ultimately transform the farm into the award-winning family attraction that it is today.

Over 800,000 visitors a year

The world's first ice cream drive-thru

Over 50 flavours of ice cream and sorbets

Guinness world record holder for largest ice cream parlour measuring 1000m2

Winner of the Visitor Attraction of The Year at the Marketing Cheshire Tourism Awards

Winner of Best Family-Friendly Farm Attraction award in 2022

The Ice Cream Farm Tech Stack

On-Premise

Enterprise

Integrations DOJO me&u ROLLER

The Challenges

In the summer of 2024, Ice Cream Farm welcomed thousands of people into their parlour and play areas. These thousands of people wanted ice cream and family fun but had to wait in long queues in front of only 3 antiquated tills to get this.

Long wait times and frustrated families were not part of the legacy that Ice Cream Farm had built its brand on or won its awards with. So, prolonging their tech troubles was not an option.

For management, the challenges were not only inconveniencing their customers but also stunting the long-term prosperity and performance of the farm.

It was clear that this mismatch of tech across their outlets and estate needed upgrading. Ice Cream Farm needed one unified system with central management and clear data visualisation, essential integrations in all eateries, and comprehensive stock management and tracking.

Some of their biggest operational and technical constraints included:

**Legacy
POS System**

Outdated, fragmented system with no central control; couldn't support modern workflows like order routing, reporting, or real-time management.

**Stock Management
Gaps**

No visibility of true stock costs or movements. Management teams had unclear margins, and the total wastage was difficult to track.

**Lack of
Integrations**

Drive-thru, online bookings, and play pass systems ran separately. This caused disjointed and tedious customer experiences and operational issues.

**Guest
Traffic Management**

The team had no way to route orders or adjust to demand in real-time, across their 3 parlour stations and with varying staffing levels.

**Lack of
Data Visibility**

No central reporting or insights into service speed, sales, or stock performance across outlets.

The Tevalis Solution

After initial calls and discussions, a full discovery meeting was scheduled to take place in the Tevalis Experience Centre, where key decision-makers could test our tech for themselves. Prior to this, our system technician, Josh Swain, created a demo version of a prospective Ice Cream Farm and Tevalis EPOS and kiosk set-up. Management was able to not only see the EPOS and kiosks in person but also clearly see what the end product could look like. The team immediately saw the potential and signed this off during their live demo.

Ice Cream Farm quickly moved from our initial discovery phase to project management: Amy Stewart was assigned as Ice Cream Farm's project manager, their ecosystem was designed and customised, and planning began.

Solving their operational challenges wasn't our only goal; we wanted to ensure their tech stack would scale and support their teams long into the future. With all this in mind, their digital strategy was created:

Smart Kiosk and KMS Rollout for Parlour Ops

- Dynamic Order Routing: Kiosk orders are intelligently directed to one of three collection points, based on a configurable overflow logic. This ensures service is spread evenly, keeping queues short and guests happy.

- Manager Control: At the push of a button, managers can reroute all orders to a single station during quiet periods or open all stations when things get busy.

- Custom Visual Feedback: Guests are shown a colour-coded collection screen based on the parlour their order is directed to (e.g. blue for Parlour 1). Collection numbers are also automatically deduplicated.

- Collection Screens: Existing displays were reused and driven by mini-PCS to keep costs low while delivering a clean, digital experience (similar to Argos).

Learn more about Kiosks

TevX mPOS and Operational Overhaul

- Mobile Point-Of-Sale: A complete rollout of Tevalis' TevX mPOS platform replaced legacy tills, supporting fast service, intuitive workflows, and real-time visibility across all F&B outlets.

- Keeping Costs Low: Aures terminals were retained and upgraded to reduce hardware costs.

- Front-Of-House Harmony: Staff now benefit from faster order processing, simple upselling, and less manual input, especially during peak periods.

Learn more about mPOS
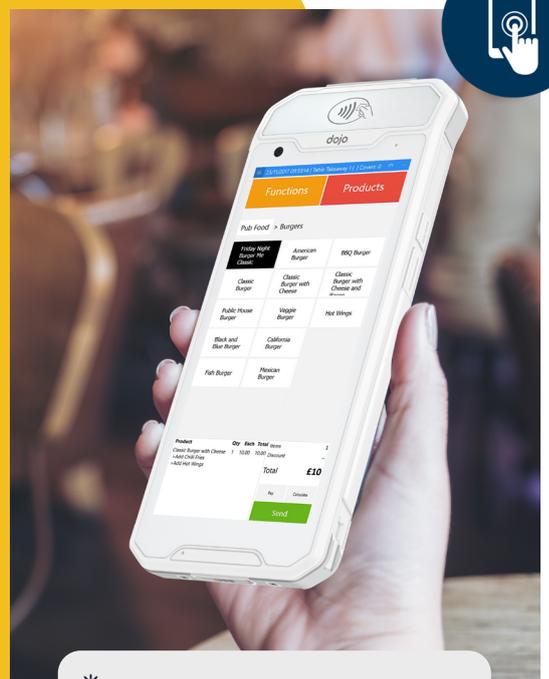
Drive-Thru Reimagined with QR Ordering

- Essential Integration: Tevalis seamlessly integrated with Ice Cream Farm's existing Order and Pay system at their revolutionary ice cream drive-thru.

- Simplified Order Journey: Guests simply scan a QR code from their car or bike, place their order via mobile, and receive their ice cream at designated delivery points.

- Consistent Estate-Wide Reporting: All orders feed into the same central Tevalis KMS and stock systems, ensuring accurate reporting and streamlined operations, whether the guest is walking, cycling, or driving in.

Learn more about QR Ordering

Fully Integrated Stock Management

- Stock On-The-Go: Tevalis deployed TevStock to bring clarity to margins, recipe costs, and inventory depletion.

- Improved Waste Reduction: The system tracks every ingredient and product from purchase to sale, giving managers better cost control and minimising waste.

- Prioritising Guest Safety: Nutritional and allergen tracking is also built in, ensuring compliance and guest transparency.

Learn more about Stock
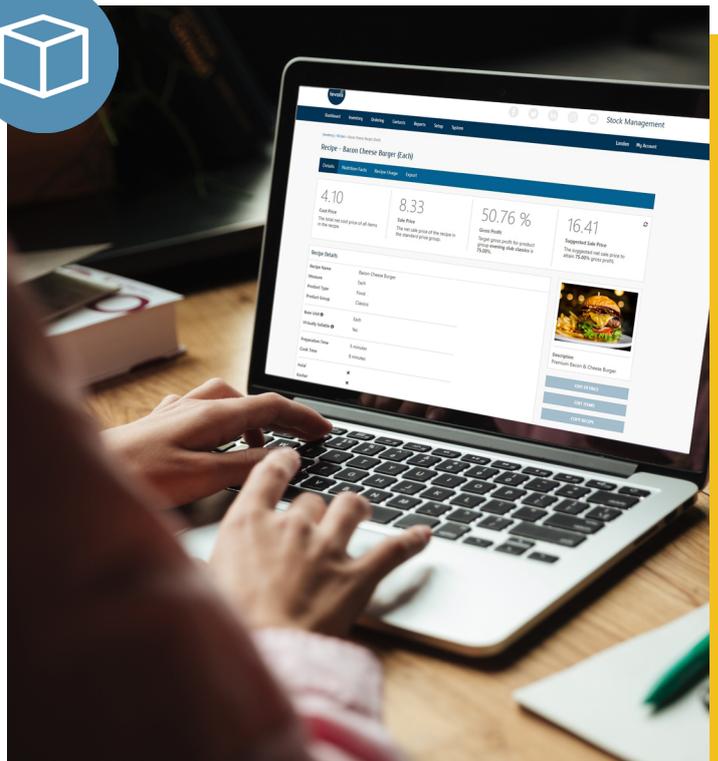
> **We wanted kiosk orders to be sent to the next available collection point so that my orders can be spread out across 3 different serving areas. With a complete Tevalis tech stack in place, these goals have been achieved.**

Key Tech Developments

Instead of your typical till and table setup, customers are greeted by self-service kiosks as soon as they walk into the parlour. They order on the kiosks and receive a receipt stating which collection point they need to go to: either the blue, pink, or yellow counter. This is where the in-house Tevalis development team came in. Our specialist devs created the dynamic order routing. Our team took our standard collection screens and split them into zones, then developed these zones for kiosks with weighted orders.

They also developed a link between the KMS and the kiosks and collection screen flow. The order is placed; the order number is printed on the customer's receipt and then appears on the prep/collect section of the collection screens. A full order with breakdown of items then appears on the relevant coloured 'parlour's KMS'.

Tevalis devs created a seamless order journey across multiple channels with a clear colour-coded visualisation for the end users. Whilst this is currently a bespoke development for Ice Cream Farm's business model, full end-to-end regression testing is taking place to ensure any gaps are filled and the process meets wider market needs. Watch this space!

> "
> Tevalis really listened to what we needed operationally and delivered something that works with our business, not against it. The flexibility to direct traffic and provide guests with an engaging, consistent journey has transformed our parlour service. Plus, the POS and stock management systems have made our operations much more efficient.
>
> *- Gemma Hellmers, Operations Manager, The Ice Cream Farm*
> "

The Results

We've spoken a lot about the challenges, the project, and the solution, but the proof is in the pudding. So, what has a complete technology upgrade achieved for the team at Ice Cream Farm so far?

Smart Kiosk Routing
3 parlours now operate dynamically with balanced queues and minimal wait time.

POS Efficiency
Order times are reduced, customer service is improved, and staff training is easier.

Drive-Thru Integration
Seamless guest journey from order to handover: fully tracked in the new system.

Stock Control
Full margin and wastage visibility and accurate recipe costing across all outlets.

Manager Control via POS
Live screen assignment is now possible on demand.

Guest Experience Uplift
Fun, colourful and frictionless, rom order to scoop.

Tevalis and Ice Cream Farm's Future

Ice Cream Farm has gone from slow service and mismatched systems to one unified tech stack and a seamless customer journey. Plus, their tech is designed to grow and scale as they do, meaning they're set up for success for the years to come.

Our dedicated account manager, Sophie Shaw, is now supporting Ice Cream Farm in their day-to-day operations as well as their long-term goals. Sophie is their main point of contact, but their teams will also be able to utilise our 24/7 support teams if needed.

Exploration into an innovative voucher integration is already underway, as Ice Cream Farm want their visitors to be able to purchase vouchers and scan these on their Tevalis kiosks. Their team is collaborating with our highly knowledgeable partnerships team to find the best integrated solution.

Additionally, Tevalis' development team has started work on the automatic printing on the KMS. Currently, the ticket is printed automatically when an order is bumped off the KMS. However, Ice Cream Farm want tickets to print when an order is received, to then be able to assign tickets to different staff.

Together, the Tevalis and Ice Cream Farm teams have built a unified hospitality system that will improve customer experiences while providing sustained ROI and benefits to the business. The only rocky road in our future is an ice cream cone!

Learn more about POS

tevalis
Client Community