

Formal Report Outline: Implementing Dairy-Free Options at Ice Cream on Grand,

New Jersey, USA

I. Introduction

- A. History of Ice Cream On Grand
- B. Purpose of this report
- C. Scope of this inquiry
- D. Method of data collection

II. Data Section

- A. The government consensus
 - 1. People living in Englewood, NJ and surrounding towns
 - 2. Demographics
 - a) Ethnicity
 - b) Age
 - c) Religion
- B. Data on the % of people who are lactose intolerance
 - 1. Genetics
 - 2. Observations of who comes into Ice Cream on Grand
- C. Kosher suppliers of dairy-free alternatives
 - 1. Which dairy-free option works best for ice cream
 - 2. Determine the feasibility
- D. In-person/online surveys
 - 1. Studies and comparison of other ice cream shops
 - 2. Understand what the majority wants
 - 3. In-depth results of the surveys

III. Conclusion

- 1. Summary and interpretation of my findings
- 2. Recommendations on dairy-free alternatives