

Wowie Cowie! COWS CREAMERY and stores offer many employment opportunities

by Heidi Riley

COWS began in 1983 with its first store in Cavendish. Since then, it has grown to six stores on PEI, as well as outlets on the Confederation Ferry and in Halifax, Niagara-on-the-Lake, Banff, and Whistler. All the ice cream is made right here on PEI.

A few years ago, COWS expanded operations to include a chocolate factory at Avonlea Village in Cavendish and four PEI stores selling hand-made **Anne of Green Gables Chocolates**.

Now, with the construction of the new **COWS CREAMERY** at the North River Causeway, the company is growing again. “We have outgrown our present space at the Industrial Park,” says **Ann Worth**, Director of Operations for COWS. “We are really looking forward to bringing together all our PEI operations under one roof in May.”

The new building will house the head office, the production facility, and an ice cream and retail store. It will also offer something different - a chance for the public to see how products are made.

Visitors will be able to watch and sample ice cream as it is being made and see the famous COWS designs screen printed onto its own line of clothing.

Visitors will also be able to see and sample COWS Cheddar and Avonlea Clothbound Cheddar, which will be aged and stored on site.

Customer expectations have changed

“People are looking to learn something when they visit an attraction these days,” says Ann. “They want to learn about the ingredients that go into a product and they appreciate staff that can pass on that product knowledge.”

Staff at COWS PEI locations

About **30** staff work year-round in **management, administration, production, sales and marketing, and operations**. Every year, about **60** seasonal staff are hired as **store managers, assistant managers, supervisors, ice cream scoopers, retail staff, and production workers**. “This year, we will be hiring **20** additional seasonal staff at the new COWS CREAMERY,” says Ann.

“COWS products offer a unique customer experience, and we look for staff who are excited to make that experience the best it can be,” says Ann. “Most of the jobs at COWS deal with the public. Therefore, customer service is really important.

“We don’t necessarily look for people with previous experience, because skills can be taught. What we do look for is attitude. We want people who have the interest and the energy to share their enthusiasm for the products we sell. We want them to be willing to listen to the customer and be problem solvers and good communicators. A natural love of helping people is the base, and we can build on the rest.”



Ann Worth, Director of Operations for COWS, in front of the COWS CREAMERY under construction at the North River Causeway. The new building is scheduled to open in May.

Applying for a job

Hiring for summer employment at COWS and Anne of Green Gables Chocolates begins in February and March. People interested in applying for jobs at off-Island COWS locations may apply as well. Job applications are done on-line from the website at **www.cows.ca** Jobs will also be posted at **www.workinpei.com**

“In addition to the regular résumé information, applicants will be asked some open-ended questions that will describe their attributes, how they deal with certain situations, and their customer service skills,” says Ann. “These questions will help us get an idea of how they will perform on the job. If the basics are met, potential candidates

move on to the next step, which includes phone interviews and face-to-face meetings.”

Preparing for an interview

“Before the interview, visit our website and one of our stores to get an idea of our products. If you can show some product knowledge during the interview, it tells us that you care and that you have a genuine interest in the company. Try to appear confident and make eye contact with the interviewer. Let us know that you are willing to be flexible, that you work well with others, and that you can cope with a fast paced environment, all while keeping a smile on your face.”

COWS highlights

- 25 years of providing employment opportunities to Islanders.
- Voted best ice cream in Canada by Reader’s Digest in 2006.
- Ranked number one of the world’s top 10 places for ice cream by Tauck World Discovery in 2008.
- COWS Avonlea Cloth Bound Cheddar won an award from American Cheese Society in 2008.



This is an architect’s drawing of the new COWS CREAMERY.