SUPER SCOOPER
Jeni puts more than a million pints of ice cream in freezers nationwide every year.

CAREER-SPIRATION
‘Ice Cream Queen
Meet the Midwestern mom who’s giving Ben & Jerry’s a run for its money

MOST KIDS SCREAM FOR ICE CREAM, but Jeni Britton Bauer never did. “It didn’t excite me,” she says. That changed when, as an art student at Ohio State University, she dabbled in perfumery as a hobby. Out of curiosity, she mixed spicy cayenne oil into store-bought chocolate ice cream—and struck frozen gold with a rich “hot” chocolate flavor that even she liked. Using other edible essential oils, she started making her own ice cream and created several different flavors she took to parties around town. Six months later, in 1996, she left school, borrowed money from friends and begged for space at the North Market in Columbus to set up Scream Ice Cream. Although she gained local fame for unique flavors like Wildberry Lavender and Bangkok Peanut, this didn’t translate into cash; she scraped by on $600 a month and decided to close her shop four years later. Jeni took a gig at a library to pay for living expenses and spent breaks reading marketing books →
ICE ICE BABY
Jeni’s unveils a new line of flavors each season. Stock up on summer favorites like Sweet Corn with Black Raspberry and Atlantic Beach Pie at jenisc.com.

Today, Jeni has 23 shops across the U.S., ships to 1,700 stores nationally and employs over 600 people, and the company nets $25 million a year. Through it all, she’s stayed loyal to her roots by sourcing ingredients locally. As for the “hot” chocolate that started it all, it’s still one of her best-selling flavors, but it’s now named Queen City Cayenne.

Get the scoop on how Jeni built her empire:

BRAND YOUR NAME
“The best decision I made was to call it Jeni’s. It’s not an ego thing—it means you’re putting your stamp on every detail. You’re not going to do anything to ruin your own name.”

HAVE “MISTAKE AMNESIA”
“There are a lot of things I’ve done wrong. It’s kind of like what they say about childbirth: You don’t remember how awful it is! You have to forget all the bad stuff and keep moving forward.”

BE PROFESSIONAL
“The first time, I was in experimental mode—I had pink hair, dressed funky and acted eccentric. This time, I cut my hair and wore a starched white shirt and an apron. I was ready to be taken seriously.” —Christine Kopaczewski

STRESS LESS ABOUT MONEY
The trick? Establishing habits that trim spending automatically, says financial whiz Jean Chatzky

Pay in cash. You spend more using credit or debit cards than when you hand over actual money, says Chatzky. Carry large bills if you can—you’ll be less likely to break them on unnecessary items.

Unsubscribe from retailers’ e-mails. It’s easy to get sucked into buying stuff you don’t need when you see sale blasts from favorite stores. Try the free Unroll.Me app (iOS) to clean up your inbox in a flash.

Redefine before you buy. Lured by new shoes? Visualize what spending now will mean you can’t do later—take a trip to the zoo with the kids? Chances are you’ll pass up today’s temptation for a happiness hit later.