

ISLAND ICE CREAM COMPANY

Making a Difference through Participation...



As fall approaches, I feel most grateful that the Jersey Shore has been spared the wrath of another hurricane. With a heavy heart, I look forward to the opportunity to assist others who are less fortunate. From Harvey's flooding of Huston to Irma's and Maria's massive destruction in the Caribbean. In addition to the wind and water damage of Florida's power grid, we, as Americans, find ourselves embroiled in today's environmental disasters. Hopefully, we can all rise to the occasion and lend a "helping hand" if possible. So I invite all of us to enroll our friends and families to seek out various organizations that have assets on the ground and donate whatever we can; whether it is money, time or supplies. These donations will benefit residents and make a difference. To aid the USVI recovery effort, check out www.stjohnrescue.com or www.thestjohnfoundation.org.

On another note, as consumer trends continue towards an increasing demand for organic products, this winter's R&D will focus on developing an ice cream line to satisfy this demand. We are working with a California based creamery to create an organic fresh cream bulk line with some very interesting flavors. Look for these flavors in our Spring roll out!

In closing, I want to wish you and your family a peaceful, healthy winter and as always, thank you for the opportunity to serve you and your business.

Your Ice Cream Guy,

Tony



2017 Product Hits!



This season Island introduced some new and interesting flavors that were in demand. Our Espresso Caramel Brownie, (Kemps Jolted Cow) was popular with the Ice Cream Parlors, along with Kemps Sea Salt Almond Brittle. Salted Caramel Pretzel and Cotton Candy Confetti remain as some of our top sellers as well.

Late in the season, we brought in Yuengling's Cinnamon Churro. It was an interesting flavor made with Madagascar vanilla, caramel ribbon and tasty Churro pieces. During this off season, Island's R&D team will be researching some other flavors offered by Yuengling! As Island branches out with other product lines, look for some interesting additions to next season's product list! Our Tropics Cocktail line has seen an increase in demand and frozen beverages are growing as well. Creating specialty drinks in this market may be just your ticket to increased clientele, variety and profit!

Call Island if you would like to add some interesting smoothies or cocktails to your menu!



Ice Cream is on the government's agenda due to its impact on our economy. Ice Cream generates \$39 billion dollars in revenue and employs over 188,000 people across the U.S.

A few other facebook pages that might interest you are as follows:

- ◆ U.S. Food and Drug Administration
- ◆ U.S. Department of Agriculture
- ◆ New Jersey Department of Agriculture

Beschen-Callahan Memorial Lifeguard Races



These Lifeguards had a nice treat after their races...ice cream sandwiches from Island hit the spot! The Beschen-Callahan Memorial Lifeguard Race is a lifeguard race that is hosted and sponsored annually by the North Wildwood Beach Patrol. The races were created in 1969 to honor two lifeguards who gave their lives fighting in the Vietnam War, James Beschen and Michael Callahan

2017 Wrap Up

Newsletter

October 2017 ~ Volume 10

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Tips for freezers in winter!

After the season is done and we can all take a breath, keeping our freezers in good shape during winter is important. A few ideas for a successful freezer shut down are as follows:

- ◆ Clean the freezer inside and out and get all last bits of "stickiness" off!
- ◆ Dry the freezer completely
- ◆ Leave the doors open
- ◆ Clean the condenser coil by removing the cover and vacuuming the unit inside.
- ◆ Return cover and repeat upon re-opening.
- ◆ In the Spring, turn on your freezers and make sure the fan motors are running.
- ◆ Run your freezers for 24 hours to make sure they maintain 0 de-

National Night Out History....

In 1981, Matt Peskin, founded and became the executive director of the National Association of Town Watch. He introduced the National Night Out program in 1984. Seven years prior, as a volunteer for his community's watch program, he introduced a newsletter to address concerns and add awareness regarding the police actions and involvement in the community.

The newsletter became a representation of the success that took place within the organization, it's volunteers, and over one thousand neighbors. Opportunity to publish new and creative content became more and more difficult as each month passed. Peskin began to reach out to surrounding townships and communities for assistance and that's where it all began. Peskin realized that hundreds of community watch groups existed without a platform or association to connect them together.

National Association of Town Watch was founded to provide community watch groups the necessary resources and assets to stay informed, interested, involved, and motivated within the community. Neighbors and local law enforcement across the nation supported the association as it steadily grew for the next three years. However, Peskin knew something more was needed.

NATW introduced National Night Out in August of 1984. Through an already established network of law enforcement agencies, neighborhood watch groups, civic groups, state and regional crime prevention associations and volunteers across the nation, this event took shape. The first annual National Night Out involved 2.5 million neighbors across 400 communities in 23 states. However, the event soon grew to a celebration beyond just front porch vigils.

Neighborhoods across the nation began to host block parties, festivals, parades, cookouts and various other community events with safety demonstrations, seminars, youth events, visits from emergency personnel, exhibits and much, much more. Today, thirty eight million neighbors in sixteen thousand communities across the nation take part in National Night Out.

Cape May County's National Night Out is a community-police awareness-raising event held the first Tuesday of every August. This year's event took place on Tuesday, Aug. 1. The event has been held annually since 1984 and is sponsored by the National Association of Town Watch in the United States and Canada. The "Night" is meant to increase awareness about police programs in communities, such as drug prevention, town watch, neighborhood watch and other anti-crime efforts.

All three of our towns in Wildwood had very successful events this year, along with our neighboring communities in Cape May County. Island Ice Cream Company is a proud sponsor of National Night Out!



Even our NASA Astronauts Love Ice Cream!

On August 14, 2017, the United States sent "packed little cups of vanilla, chocolate and birthday cake ice cream for the station's crew of six, as well as ice cream candy bars to space on the Falcon 9 rocket because there was some extra freezer space! The Dragon capsule is also doubling as an ice cream truck this trip! <https://www.usnews.com>



Litter Free Signs Donated by Island.....

This year once again, Island Ice Cream focused on community litter awareness and along with Walter's Signs. Wildwood City placed these signs on lifeguard stands all through their beaches. Each one was customized for that particular street.

****If your town is interested for 2018, call Island!****



In the next issue:

- Welcome 2018 from Tony
- 2018 New Flavors and Products
- On the Lighter Side
- Spring Ice Cream Tasting

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