

# ISLAND ICE CREAM COMPANY

*Good Service and Innovation Drives Customer Satisfaction*

**Newsletter**

**March 2018**

**Volume 14**

As summer rapidly approaches, it's time to think "Ice Cream!" For the past 46 years Island Ice Cream has provided our customers with the highest quality products, and 2018 is no exception. Over the winter, our staff focused on determining what consumers want as we compiled our product line up. This vision includes quality ingredients, consistency and value, paired with the latest trends, to provide the best products for your customers. In line with these goals, this year Island will be expanding the Kemps line of bulk ice cream, which includes several new flavors. Another innovative offering that will draw customer interest is the highly acclaimed frozen Brooklyn New York cheesecake filled almond cone.

In addition to great products, we all must remember that excellent service is the key to success. Now is the time to create programs that will encourage your staff to serve your customers with smiles and professional "know how". Scooper manuals and recipes are available upon request to assist you.

For the third summer, Island Ice Cream enthusiastically continues our sponsorship of the "Litter Free Campaign". This program has been implemented in many of our beach municipalities to promote clean beaches. Free signs will be available at our annual ice cream tasting.

As always, we appreciate your continued loyalty and friendship, and look forward to sharing a busy and prosperous summer with you. Wishing you all a fun, healthy and inspired season.

Your Ice Cream Guy,

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## Ocean Friendly Restaurants Tackle Plastic Pollution

Plastic pollution is suffocating our ocean and the many animals that call it home. Researchers estimate there are now over 5.25 trillion pieces of plastic in the ocean with the number growing everyday. This pollution is impacting our marine ecosystems, wildlife such as seabirds, dolphins, fish and turtles, and plastic fragments are even displacing plankton at the base of the food chain.

So what's the best way to combat this global epidemic facing our oceans? It's simple: we need to stop the problem at its source! This is the message of the Surfrider Foundation's Ocean Friendly Restaurants (OFR) program. One restaurant, one customer at a time, increases awareness, drives change in behavior and ultimately creates a scalable impact to reduce our plastic footprint.

The OFR program offers restaurants, including ice cream parlors, an easy way to show their commitment to making sustainable choices for our ocean. Basic requirements include no Styrofoam use, proper recycling practices, only reusable tableware onsite and to-go utensils on request only, and no plastic bags for take out or to-go orders.

Interested in becoming a Surfrider Ocean Friendly Restaurant member? Contact Meaghan Netherby who runs the program for our chapter. She can be reached at (609)224-0789, or through the South Jersey Chapter of the Surfrider Organization by email at [chair@southjersey.surfrider.org](mailto:chair@southjersey.surfrider.org) and/or talk to Debbie and Sarah Visalli at Bandanas, (609) 522-5735, the first OFR certified in South Jersey.





# Island Ice Cream Presents:

April 14th & 15th  
12 to 4 pm

## You're Invited!



Please, join us for our  
**"13th Annual Product Tasting"**  
Island Ice Cream Company



Saturday, April 14th & Sunday, April 15th  
From 12:00 noon to 4:00 pm

### Featuring:

"New" ice cream flavors, novelties and desserts!

As well as our favorites from:  
Kemps, HP Hood, Brygers, Edy's, Gifford's, Philadelphia Water Ice, Good Humor, J & J Snack Foods, Tropic Beverage and much more....

The event takes place at:

**Bandanas Restaurant**

Buttercup & Atlantic Aves.

Wildwood Crest, NJ 08260

**R.S.V.P. By Friday, April 6th, 2018**

609-522-0438

### Show Details:

- \*Information, insight and application of ideas and recipes to make your menu shine and inspire your culinary vision
- \*Taste this year's new ice cream flavors and novelties
- \*Freebies!
- \*Experience new desserts and beverages and compare products
- \*Get involved in the "Litter Free Campaign"
- \*See what the surfrider "Ocean Friendly Restaurant" certification program is all about
- \*Sample & learn about our Mixology Cocktail line of beverages
- \*Familiarize yourself with how to make delicious smoothies and frozen drinks
- \*Meet our staff and friendly customer service team!

### Tips for a Successful Season

1) For the most updated information regarding Island Ice Cream's 2018 Products & Services, visit our website at [islandicecream.net](http://islandicecream.net).

2) Stay connected! Don't forget to update your customer information.

Just call Island at 609-5422-0438 and any service member can assist you.

3) Turn freezers on ahead of time to make sure they are working at optimal temperatures.

4) Stop by Island for Point-of Sale materials to enhance your shop!

5) Refresh your staff on proper procedures to comply with the local Board of Health requirements. Be prepared for an annual visit.

6) Get ready to have fun and welcome our seasonal visitors with great service!

Help Us, Help You...and ✓ your check...



As the season begins and we all get a little distracted, occasionally, Island Ice Cream receives a check that has some missing parts. Above is a sample check. The most important items are numbers 3 & 4. This data, written correctly, assists in preventing fraud, as well. The amount on the written line (4) is what a bank uses as the actual check amount. Making sure that lines 3 & 4 match is essential. Thank you for all you do in assisting Island Ice Cream with your accounting.



**Our Website is ready to go for the 2018 Season!**  
New Products as well as information on this year's brands, has been updated for your convenience..  
Call Island with any questions 609-522-