

ISLAND ICE CREAM COMPANY

Ocean Friendly, It's Time has Come...



2018 Wrap Up

"Ocean Friendly" is a term that is now gaining momentum! An individual, business, community, municipality or state can become Ocean Friendly. By adopting principles, changes in attitudes, methods and products used, we can alter the future of our beaches and oceans.

Two years ago, Bandanas Restaurant, in Wildwood Crest, NJ became the 1st Ocean Friendly Certified Restaurant in South Jersey. This is a National Program sponsored by the Surfrider Foundation, an organization dedicated to protecting our oceans and coastal areas. In the summer of 2016, Island Ice Cream began and continues to sponsor a program to help keep our beaches clean with the "Litter Free Zone" campaign.



These signs can be tailored to your specific City's Beach needs and notes, along with your town's logo! Just inquire with Island Ice Cream for details! 609-522-0438

Longport and Ventnor, NJ passed ordinances to eliminate the use of "single use" plastic bags. Most recently, Mayor Pat Rosenello, along with the environmentally conscious administration of North Wildwood, adopted an ordinance to prohibit the release of helium balloons in the city. This season, Mayor Judy Davies-Dunhour of Stone Harbor, NJ and her administration, along with Avalon, NJ, are leading the way to becoming Cape May County's 1st coastal community to ban the commercial use of "single use" plastics.

Committing ourselves to becoming Ocean Friendly is an idea whose time has come! Business owners may be concerned that the extra cost will impact their bottom line; however, the long term benefits of conservation and a good recycling program outweigh that minimal cost. When analyzing the numbers attached to becoming Ocean Friendly, the additional expense need not be viewed as a cost that negatively affects the bottom line, but as an investment in protecting the future bottom line. As business owners who depend on tourism, we will not thrive and grow without clean, pristine beaches and oceans. Additionally, with a good promotional advertising campaign, being Ocean Friendly will draw new business and solidify existing business, as experienced by Bandanas Restaurant.

In closing, as we all take a break this winter from the hectic summer pace, I invite you to embrace the opportunities of being part of a business and community that is Ocean Friendly. For details on the "how to" please contact the Surfrider Foundation online at <https://www.surfrider.org/> or call (949) 492-8170. Also, you can contact Todd at South Jersey Paper Company (1-800-232-6927) for product ideas to eliminate Styrofoam and other non-environmentally friendly items.

I would like to wish you and your family a healthy and happy winter. Thank you for the opportunity to serve and assist you in having a successful business.

Your Ice Cream Guy,



Newsletter

October 2018 ~ Volume 11

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Tips for freezers in winter!

Perhaps the most important part of the end of season clean-up of your store is equipment maintenance. To prepare your ice cream freezers for problem free start up, please follow these steps!

- ◆ 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 degrees before you place your ice cream order
- ◆ Most importantly, have fun and enjoy the off season!

Ice Cream remains a leader in the Dairy World!

According to FoodProcessing.com, dairy is a steady retail category. Even though the consumption of milk is declining a little, this is being offset by increases in cheese and ice cream. That's right; the two most indulgent dairy categories are driving category growth. Ice Cream remains the ever present affordable indulgence!

In truth, indulgence as well as nutrient density, including protein and calcium, are what keeps consumers coming back to dairy, even with aggressive marketing and innovation by plant-based products and dairy alternative companies. The fact is fat is back, making full-fat dairy foods attractive to today's shoppers who want better-for-you deliciousness.

Whole-fat milk is the largest segment by fat level in the U.S. at 37 % of volume, according to data from IRI, a US Market Research Company. It's the only fat level that posted growth in the first quarter of 2018 (+3.0 percent). Whole-fat yogurts were up 9.1%. When it comes to cheese, the vast majority (92 percent) of cheese sold at retail is regular fat, and this shows no sign of changing.

The story is a bit different for ice cream. Indulgence still reigns, but the category disruptor this past year is the range of high-protein, low-sugar, and low-calorie products, along with the new attention being paid to fruit in ice cream. Island Ice Cream has always had a variety of No Sugar Added Ice Cream flavors as well as frozen yogurts and sugar free water ice.

In the fruit lines, Lemon flavored categories have become popular along with Banana flavored items. This season, we brought on some new flavors including Lemon Bar and Lemon Wafer Yogurt, as well as, Banana Peanut Butter Fudge.

When choosing next year's lineup remember to add some new and trendy fruit flavors. Also, save a spot or two for our delicious yogurts. Island R&D will be focused on researching some great new flavors for 2019 as well as some innovative products!

Visit us on the WEB! islandicecream.net

In the next issue:

- Welcome 2019 from Tony
- 2019 New Flavors and Products
- On the Lighter Side



Bio Friendly Options for an Ocean Friendly Environment!

Bio Friendly Option

Non-Environmentally Friendly



Wooden Utensils



Plastic Utensils



Foil Containers



Styrofoam Containers



Paper Bags & Take Out



Plastic "Single Use" Bags



Paper Straws



Plastic Straws

Tropics Mixology flavors, such as Strawberry, Banana and Mango, along with many others, create delicious Fresh Fruit Smoothies! This product is made with real fruit and has a clean label. If you haven't tried this addition to your menu, 2019 might be the year to join in on the demand!

With great pricing and a great profit margin, this product can bring a healthy addition for those customers who might be Gluten Free, too! Consumers are leaning toward the No High Fructose Corn Syrup, no Preservatives and or artificial colors trend, so why not join in and create a fun, smoothie Menu!

Product Attributes:



Frozen



No Artificial Colors



Gluten-Free



No Artificial Flavors



Kosher



No Preservatives



No HFCS