

ISLAND ICE CREAM COMPANY



Beyond all expectations

As my 49th year comes to close, I find it both frustrating and satisfying at the same time. Having spent the majority of my time this past season navigating problems with supply chain shortages, I am proud of the solutions Island Ice Cream created. Our trucks rolled all summer full of product. While some items were unavailable, we stayed ahead of most shortage issues and made sure our customers freezers were full of quality ice cream products.

Going forward, it is expected that a shortfall of products of all types will continue to create supply issues in 2022. As an Island Ice Cream customer, you can rest assured that my staff and I will continue our tradition of serving the Southern New Jersey Shore with quality products and outstanding service that your business depends upon.

In closing, I want to thank you for your continued business. Have a healthy and peace-filled holiday season.

Your Ice Cream Guy,

Newsletter

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If you need any reports for 2021 usage, please email us at:



office@islandicecream.net



2022 PREVIEW

HP HOOD **Cookie Battle** –
with Oreo and & Cookie Dough pieces

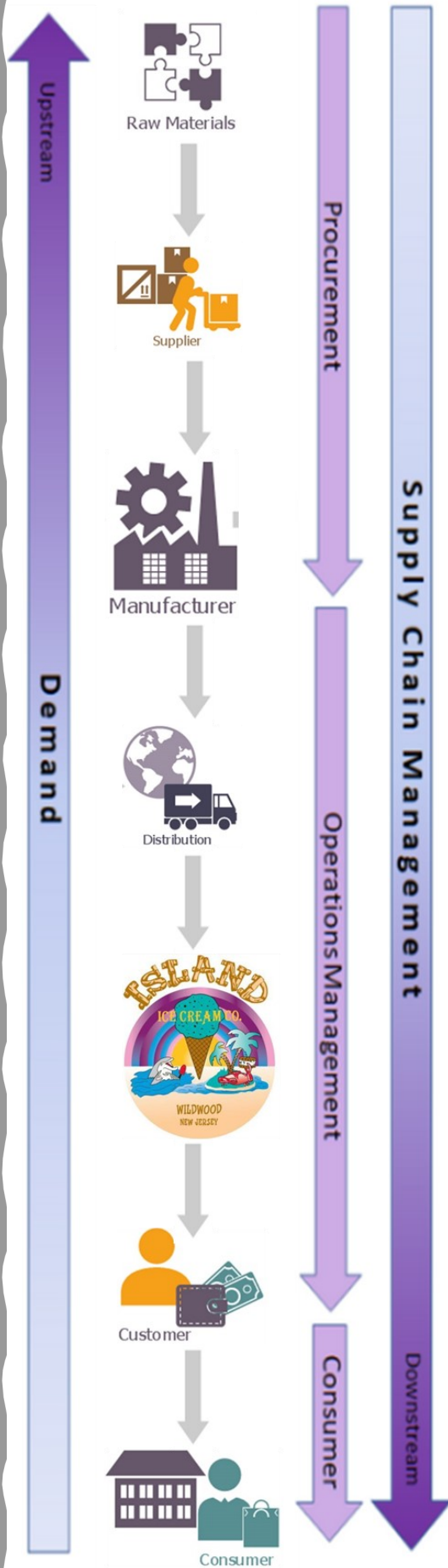


Did you know?
Ice cream with
inclusions accounts for
26% of all \$ sales

TOP 20

1. Vanilla Bean
2. Chocolate
3. Mint Chocolate Chip
4. Chocolate Chip Cookie Dough
5. Cookies & Cream
6. Strawberry
7. Salted Caramel Pretzel
8. Vanilla Peanut Butter Ripple
9. Chocolate Peanut Butter Ripple
10. Cotton Candy Confetti
11. Coffee
12. Death by Chocolate
13. Campfire S'mores
14. Butter Pecan
15. Peanut Butter Pie
16. Moose tracks
17. Cake & Ice Cream
18. Java Chunk
19. Jolted Cow—Espresso Caramel Brownie
20. Banana

Understanding the Supply Chain Crisis



This summer was one of the hardest for our company regarding inventory. While all our supplied items are made in the USA, from Maine to Florida, from Massachusetts to California, they depend on raw materials that are either imported or grown nationally. There were, and actually still are, many logistical problems with the movement of goods and services around the country.

Why the disruptions? If there was a single cause, we could reasonably fix the problem, but we are at a point now where fixing it isn't a simple matter. Panic buying for some items depleted inventories, cyber-attacks disrupted food and fuel supplies and transit issues through the Suez Canal backed up deliveries. Topped with natural disasters, incredibly high truck driver shortages, exponentially increased labor, freight and container costs, and covid related labor shortages, the result is a pressured manufacturing and distribution chains. Unfortunately, no corrections are large enough or swift enough to alter the current course of rising costs throughout the economy.

At Island Ice Cream we are in direct contact with our manufacturers, keeping us updated on what to expect so we can continue to provide alternatives as needed. For example, this summer we experienced the "Sponge Bob drama", and although Sponge Bob was unavailable, we were able to replace it with other character face pops. Even if we had to substitute an item for the short term, your customers always had plenty of products to choose from.

Here at Island, we are working hard to provide you with the best experience and choice of products. Ice cream is comfort food, but the road from raw milk to the sundae is a long one.