

# ISLAND ICE CREAM COMPANY

## Quality Product Availability & Storage Solutions

As I begin my 49<sup>th</sup> season at the helm of Island Ice Cream Co, it is with gratitude and optimism that I guide us into another successful summer.

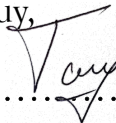
When I look back over the years, it is our company's commitment to excellence in service that has always been the hallmark of our reputation. Our quality product offerings along with our "same day, 7 day service" are the benchmarks that make Island Ice Cream Co the service provider that you, our customer, rely upon to run your business.

Access to product is key to keeping operations running and customers satisfied. Our 7-day service gives our customers peace of mind, as well as many storage and emergency solutions. Whether its power outages that require dry ice or high demand that necessitates access to product, Island is open and ready to assist.

In our last spring newsletter, I spoke of Covid as it was just taking hold and the many unknowns that we all faced. I discussed how Ice Cream is America's #1 comfort food in good times and bad. Last season confirmed that statement, and with the pandemic still affecting our daily lives, we can expect that ice cream will again serve as America's #1 go to snack this summer.

So be ready for another busy season and know, as in the past, Island Ice Cream's crew is here to provide you with great products and storage solutions.

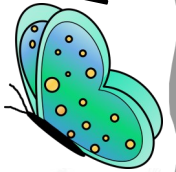
Your Ice Cream Guy,



## Newsletter

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Please contact the office with your opening date, any changes in management, ordering or mailing address.

Best contact is by phone at 609-522-0438 or email

[office@islandicecream.net](mailto:office@islandicecream.net)

Schedule an appointment for picking up point of sale for the new season.

## 2021 NEW FLAVORS

### Cannoli

A favorite Italian pastry is deconstructed then strewn throughout our sweet ricotta ice cream complete with tiny chocolate chips

### Lemon-Lime Summertime

Lemon-lime egg custard ice cream is mixed with crumbled vanilla sandwich cookies then marbled with a pretzel ripple

### Scoop-a-Snack

Light chocolate-y malt ice cream with a pretzel ripple and a rainbow of candy-coated mini chocolate chips



## Increase your revenue and profits — Take Your Frozen Drink Business to the NEXT LEVEL!

We live in a social media influenced world, where presentation is very important and everything has to be "picture perfect".

Check out this recipe for a kicked up banana shake!

### Banana Bonanza

- 4 oz Banana Tropics Frozen Mix,  
1 1/2 oz Captain Morgan's (substitute with milk for non-alcoholic), 7 oz ice.

Drizzle chocolate syrup on inside of the glass.

Top with whipped cream and chocolate syrup, and serve with a **chocolate covered banana**.



# How To Stand Out From Your Competition

In an industry like food service, it can be hard to stand above the competition, to differentiate from the business across the street. But it doesn't have to be! It can be intimidating to have a chain business open within your business's immediate radius, but try to focus on workplace and what helped you succeed all this time.

Below are 10 ideas on how to stand out from the competition. These ideas come from *Blue Kite*, a brand strategy and development agency that works with socially conscious organizations and mission-minded businesses to create strong brands and compelling stories that get noticed.

## **1. Deliver exceptional service**

Plenty of businesses say that service makes them different. However, just saying it is not enough. You have to DELIVER extraordinary service that you can't get anywhere else.

## **2. Address customer pain points**

Think about how you can solve a common problem for your customers and you're sure to stand out.

## **3. Do business differently than your competitors**

If you want to stand out from your competitors, it pays to do business differently than they do. Finding and exploiting holes in their business model is a great way to set your company apart. Daring to be different can pay off! How can your business be different?

## **4. Focus on a niche**

When you try to serve everyone, you serve no one. This is especially true with service-based businesses. Adapting your model or approach for a wide variety is not cost effective for your business and it makes it harder for the people to know if your company is a right fit.

## **5. Create a powerful offer**

Offers are a great way to reduce the hesitation for making a purchase and can lead to more sales.

## **6. Create a memorable culture**

Creating an amazing company culture cannot only help you attract and keep top talent, but it can be a powerful marketing tool as well. What can you do to make your business a place that people want to go to on Tuesday early afternoon?

## **7. Create a cause marketing effort**

Giving back to the community through a cause marketing effort is a fantastic way to make a name for your company, while also doing something good. Essentially, "cause marketing" is the idea of creating a partnership or relationship with a non-profit cause. The idea is that the business lends its time, money and expertise to help promote the non-profit. This support helps the non-profit and the business also benefits by being affiliated with a worthy cause. Is there something you are passionate about? Create a program to support that cause at your business.

## **8. Become a social business**

If you want to take your company giving to the next level, you could take your efforts one step further to become a social business. This kind of approach might mean making a dramatic shift in your business model. You will stand out because you will not be just another place that sells ice cream, but a local business that donates part of their income to support a cause. Use it to advertise!

## **9. Be quirky and weird**

Can you do something that goes against conventional wisdom? Embrace your weirdness as a company. It might be the very reason why people love you!

## **10. Surprise and delight your customers**

Sometimes the smallest things can make the biggest impact. How can you do the unexpected to surprise and delight your customers? If you do this, you'll stand out and create raving fans. A simple funny post it note on their sundae cup, a bonus extra topping for every 30<sup>th</sup> customer, for example, can make someone's day!

There are plenty of additional ways your company can stand out: you can deliver extreme value, give something valuable away for free, create unique partnerships or build powerful communities. This list gives you a great place to start. And hopefully, gives you some inspiration to focus on standing out instead of fitting in.