

ISLAND ICE CREAM COMPANY



50 Years - A Milestone Event

As I begin my 50th year at the helm of Island Ice Cream Co, our slogan "Driving miles to bring our customers smiles" rings so true. Throughout the many seasons there have been many challenges, and with a strong unwavering commitment to excellent service, we have always found solutions to keep our customers stocked with quality products. I am proud of our staff and the many years our trucks have driven the so many miles to service southern New Jersey coastal communities.

This season will present many challenges similar to last year. Supply chain problems continue to be a struggle and inflationary issues at all levels will add more stress as we begin another season. As in the past, my staff and I will do whatever is possible to keep your freezers full of quality products and work with all our suppliers for the best pricing and solutions to keep everyone satisfied. Adjusting prices to reflect the current markets will not be easy but must be done. Remember, Ice Cream is and will still be America's #1 value go-to comfort food.

Our offices are now open to assist you with new product offerings, and to address any questions, concerns or information needed on current trends. I'm looking forward to another busy season and wish you all a healthy & successful year.

Your Ice Cream Guy,

Newsletter

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Due to unforeseen increases in fuel costs, we want to bring to your attention that effective **March 14th**, there will be a **\$5.00 Fuel Surcharge** added to all deliveries. The minimum delivery amount will be increasing and vary by area.

Gifford's

BANANA CREAM PIE

Lush banana ice cream with vanilla wafer cookies and sweet whipped cream whirls

BLACK FOREST CHERRY FUDGE

Cherry whirls in rich dark chocolate ice cream with fudgy truffles

BLUE MONSTA

Wild blue vanilla ice cream crisscrossed with peanut butter ripple then studded with little chocolate chip cookie dough pieces and mini-M&M's

Kemps

LOADED PRETZEL

Brown sugar flavored ice cream swirled with a peanut butter swirl, chocolaty coated pretzel pieces and salty pretzel bark pieces

MAGNUM COOKIE DUET

Introducing NEW **Magnum Duet**

- the first ice cream bar to be dipped in two different types of chocolate.

As the chocolatiers of ice cream, Magnum ice cream uses only the highest quality ingredients and every Duet cracking shell is made with Belgium chocolate.

Indulge in the new flavor: Cookie Duet, and enjoy twice the indulgence and chocolate in every bite.



Keeping it Social

After two years since the world shut down, we are finally starting to see widespread easement of restrictions and people feeling safe to reconnect and interact.

We, the purveyors of ice cream, are fortunate, as we facilitate good times for thousands of families each vacation season. Selling ice cream puts us in a unique position to make people **smile**. So, let's talk about a great way to make customers happy while increasing overall sales.

ICE CREAM SOCIALS

We all find ourselves with quiet business hours in our day. For some it's the early afternoon just after opening and for others it's late evening. Regardless of the time there's a way to help get customers coming through the doors: The **Ice Cream Social**. Let's get real, what's more social than ice cream?

I'm not talking about the old school colonial times ice cream social with society elite mingling quietly in a room with politely garnished vanilla ice cream. I'm suggesting a more enticing **SOCIAL EVENT**. Create an event that gets people excited, gets you involved with your customers, and draws crowds. Include activities like karaoke night, live music, face painting and games while selling mounds of extreme flavors of Ice Cream, excessively topped with today's gooey, squishy and crunchy treats.

Use free resources to advertise your event or special offer. Create a Facebook event that will expose your business while promoting your event. Offer "VIP" discount coupons for hotels to give during check in and make them time specific, valid only for the times you are trying to increase business.

Ice Cream Socials during slow business times can greatly increase your seasonal income. Partnering with local hotels and condo associations, and offering small discounts to their incoming guests creates incentive for those businesses to promote you as an added value to their guests. During the ice cream social, take the time to talk with customers, suggest great places for dining and entertainment, offer local insider info on where to find great deals on souvenirs. Take the opportunity to make a family's vacation great while creating community partnership and capitalizing on real grass roots marketing.



Ice Cream Social

Ice Cream is the ultimate resource for bringing people together, so use what you already have to create a buzz in your community, add value to your guests experience and drive non peak sales.

Lastly, remember that... we get to make people smile and make money doing it. What could be better!

Funnel the fun into your pocket

Make your own fair food with these **Funnel Cake Fries**! They're a delicious funnel cake that is shaped like fries. A dipable funnel cake that is hard to resist! Crispy outside with a soft and fluffy inside. These funnel cake fries are very easy to serve, no more need for waiting for the fair. But think **OUTSIDE** the box and make a gourmet creation with them: Sundaes and milkshake toppings.



Directions:

Oven – 1) Preheat oven to 350°F.* 2) Remove frozen product from case and place on tray, then heat for 3-4 minutes.* 3) Sprinkle with confectioner's sugar or any other topping.

Fryer – 1) Preheat fryer to 375°F.* 2) Remove frozen product from case and place in fryer for 35-45 seconds.* 3) Sprinkle with confectioner's sugar or any other topping.

