

# ISLAND ICE CREAM COMPANY

Over the Top...

Newsletter

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Summer is rapidly approaching. Over the past winter, we have been working on Island Ice Cream's 47<sup>th</sup> year product line up. As stated in *Dairy Field Magazine's*, February 2019 edition, boundary-busting inclusions prove that more really is better. Consumers continue to seek out innovative ice cream products that have creamy textures, clean crisp flavors and exciting inclusion combinations. As a result, our new premium bulk ice cream flavor line up is sure to draw customer satisfaction. Sweet & Salty continues to be a top-selling category and HP Hood's "Sweet & Salty Kettle Corn" will lead our line up, along with "Frozen Hot Chocolate" and "Unicorn Power" ice cream.

2019 marks Island Ice Cream's 4<sup>th</sup> year sponsoring our "Litter Free Zone Campaign". This program has been implemented in several beach communities to promote clean beaches. Free signs will be available at our annual ice cream tasting show.

As in the past, you can count on all of us at Island Ice Cream to help make your season a successful one. Wishing you a stress-free, healthy and fun-filled season!

Your ice cream guy,

## Island Ice Cream Show Information and Details...



Please, join us for our  
**"14th Annual Product Tasting"**  
Island Ice Cream Company



Saturday, April 13th & Sunday, April 14th  
From 12:00 noon to 4:00 pm

The event takes place at:

**Bandanas Restaurant**

Buttercup & Atlantic Aves.

Wildwood Crest, NJ 08260

**R.S.V.P. By Friday, April 5th, 2019**

**Call Island at 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 flavors

\*Freebies!

\*Experience new desserts and beverages

\*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!

## OCEAN FRIENDLY CRITERIA



The "Ocean Friendly Restaurant Program" offers possible ways for restaurants to show their commitment to making sustainable choices for our ocean. The following list shows how to become a Surfrider Certified OFR.

### **Interested participants must follow the first five criteria:**

- No expanded polystyrene use (aka Styrofoam).
- Proper recycling practices are followed.
- Only reusable tableware is used for onsite dining and disposable utensils for takeout food are provided only upon request.
- No plastic bags offered for takeout or to-go orders.
- Plastic straws are provided only upon request.

### **Also, you must choose a minimum of two of these criteria:**

- No beverages sold in plastic bottles.
- Discount is offered for customers with reusable cup, mug, bag, etc.
- Vegetarian/vegan food options are offered on a regular basis.
- All seafood must be a 'Best Choice' or 'Good Alternative' as defined by Seafood Watch or certified as sustainable.
- Water conservation efforts, such as low-flow faucets and toilets, are implemented.
- Energy efficiency efforts such as LED lighting and Energy Star appliances, are in place.

**Restaurants who meet all of the criteria are recognized as a Platinum Level Ocean Friendly Restaurant**

## Our Website is ready to go for the 2019 Season!

New Products as well as information on this year's brands, has been updated for your convenience.

Call Island with any questions: 609-522-0438



## The Science of Ice Cream

Summer is a wonderful thing for all of us in the business, but even better than that, it's great for our customers. When the weather heats up, people head outdoors and play in the warm weather, getting their daily dose of Vitamin D! Days are long and hot; perfect conditions for water sports, biking, and enjoying beach days. Best of all, a sweaty brow is a great excuse to gather your friends and go out for a drippy cone of ice cream or another favorite ice cream treat. It's cold. It's sweet. It's creamy. That burst of fruit-filled, salty, nutty, or chocolate-chunky flavor can be incredibly refreshing when the steamy heat of midday starts to weigh you down. Ice cream is possibly summer's most delightful treat.

According to Science News, not all ice cream, is the perfect ice cream. Texture matters as much as flavor. Nothing's worse than an icy scoop, or one that tastes grainy, syrupy, or artificial. So, what's the secret to decadent ice cream that tastes like a dream and feels like a silky cloud melting in your mouth? High-quality ingredients, for one, are essential, plus fine-tuned techniques that combine ingredients in just the right proportions with a perfect amount of air whipped in. There is a lot of science involved. In addition, how ice cream is stored and kept is important as well.

For ice-cream manufacturers, the science of ice cream matters. According to the International Ice Cream Association, people in the United States spend more than \$20 billion on cold, creamy treats each year. To satisfy the population's unceasing demand for the sweet stuff, companies are constantly on the lookout for ways to make better-tasting ice cream that lasts longer, costs less, and is more nutritious than current varieties. Topnotch ingredients, besides cream, are essential: mainly sugar, milk solids, ice crystals, air, and flavorings. Sugar makes the dessert sweet, but it also serves another important purpose. In the freezer, plain cream turns into a solid that's hard as a rock. Sugar lowers the mixture's freezing temperature, making it much softer.

The highest quality ice creams have the fewest ingredients, from vanilla extract to fresh strawberries. The best ice cream varieties also tend to have the least air in them, which makes them denser. A less expensive brand may be half air. Gourmet brands are 15 to 20 percent air. In other words, the better the ice cream, the more of it you actually get in each bite. Air is pumped into ice cream near the end of the manufacturing process, after the basic ingredients have been mixed together and cooled down, but before fillings, chunks, and other flavorings go in. As the concoction freezes in a huge container, large blades spin the cream mixture around and scrape ice crystals off the sides of the container. For high-end brands with lots of butterfat, the process is enough to prevent iciness. Some companies churn their ice cream slowly and for a long time. This process helps fat particles stick together and produces a creamy, somewhat greasy texture. Some brands that may spare on richness, churn their ice cream more quickly, and then might have to add extra ingredients, such as emulsifiers and stabilizers. These assist in the final creation of that particular batch of ice cream to create ice crystals.

Another form of ice crystals that is not beneficial is the kind that fall into ice cream from the sides of the dipping cabinets. These change the texture of ice cream and detract from its creaminess. To decrease ice crystals, it's important to create systems and training for scoopers. Scraping freezers daily and instructing scoopers to carefully remove any ice from ice cream tubs, are two important practices. Also, be consistent with temps! Ice cream that melts and refreezes often has texture problems so be sure to keep your freezers at 0 – 3 degrees fahrenheit.

Island Ice Cream is always researching quality brands that combine the best, innovative ingredients with the richest creams and flavorings, along with good pricing. This year's lineup of new products is a testament to our commitment toward our customers. Enjoy your season!

## Employees: The Image of your Business

As you look to training your employees, we recommend keeping the following ideas in mind:

### Setting clear goals and expectations:

Describe in very precise terms what needs to be done, when it must be done, and how it will be done. Explain how you will measure their performance while completing the training exercise. Handbooks are always preferable for reference.

### Present regular feedback:

All employees like feedback and assurances that they are doing a good job. By giving constant feedback and acknowledgement, not only are you creating a better relationship with your employees, but you are increasing their self-esteem and increasing their willingness to take on more.

### Focus on teamwork:

Encouraging your employees to work together as a team is huge. It will create an atmosphere of clear communication, flexibility, confidence and fun. Their attitudes can be infectious and if they are having fun working with each other, your customers will enjoy the experience of being served by them and your entire operation will run more smoothly.

Finally, make sure that your individual employees learn with each new assignment or training session. Take the time to be hands on and proactive with your trainings and tailor them to individual employees if necessary. Everyone learns and remembers in different ways and you want to make sure everyone walks away from any training with a positive attitude.



A few facts about our local Hero –

**His goal: To make future generations better than us!**

**His nickname: Mr. Wildwood and it is well deserved!**

**Favorite ice cream: Rocky Road**

**Favorite Football team: University of Georgia Bulldogs and the Eagles of course!**

2019 has started off with a Bang in the Wildwoods! Our Community has such an amazing way of coming together to support various fundraisers. From the Polar Plunges for Special Olympics and Fallen Heroes to the many benefits for charities, we support each other. One main reason all of these are such a success is because of our local hometown hero, Mr. John Lynch!

Mr. Lynch won "The Press of Atlantic City's Giving Back Award" this year! His commitment and dedication to organizing events and foundations to support our communities' children are boundless. His service is a selfless act of kindness. John, along with his wife, Vicki help children in many ways. From teaching and inspiring how to be kind through his "ThumbsUp4Kindness" campaign to the more complicated tasks of directly supporting children with basic needs and families coping with life threatening illnesses, John is always there. The "Freezapalooza" event assists these families and is the "kick-off" to all the work Mr. Lynch does during the year for his "Lunch with Lynch" Foundation.

As other events occur throughout the year, John and Vicki are always there to add support to make these even greater successes. With their experience and positive attitudes, John leads the charge in auctions and they both participate on bike rides, leading the troops to raise funds for various charities! If it's a Bingo Hall, John calls the numbers; if it's free time at lunch, he reads to the children at school; if it's just a simple visit, he can cheer you up!

John Lynch is well known in Cape May and around the Philadelphia area too! Getting to know John and Vicki personally has been a great honor for me and for the Island Ice Cream staff. John's initial goal was to inspire kindness; a simple task that has been achieved and grown into whole communities wanting to do more for each other. This award is truly deserved by Mr. John Lynch!

**"Teamwork makes the Dream Work!"**



**Empowerment is Key!**