

# ISLAND ICE CREAM CO.

## A Twilight Zone Year

After several years dealing with all the crazy effects of COVID, from the initial global shut down and sterilization protocols from the Department of Health, to the ongoing supply chain issues, I thought we would get back to normal business in 2023. Instead, this summer brought us a series of events that continue to test us all. A June nor'easter, smoke from Canadian wildfires, extended power outages in the Wildwoods to Thunderstorm Ophelia, I feel like Rod Serling from "The Twilight Zone" is teasing us. With all the craziness, customers came to the shore in droves, Island Ice Cream trucks rolled on and ice cream flowed bringing another successful busy season to an end.

This past season our star performing bulk flavors were made by Kemps Ice Cream. To make up for the fire that shut down Gifford's Ice Cream in-house production, Kemps Chocoholic, Peanut Butter Cookies and Cream, Caramel Apple Crisp and more not only filled the gap but generated new customer appeal.

As I complete my 51st year I am proud of our dedicated staff that works hard to bring you the best products and service that you depend on to run your business successfully. I want to thank you for your continued trust and business. As we look forward to the approaching holiday season I wish you all a healthy, happy and peaceful off-season.

Your ice Cream Guy,



If you need any  
end-of-the-year reports, please email  
[office@islandicecream.net](mailto:office@islandicecream.net)



## This issue:

A note from Tony

PAGE 01

Top 20

PAGE 01

Savoring the Sweet  
Farewell of Summer

PAGE 02

## Top 20



- Vanilla Bean
- Chocolate
- Mint Chocolate Chip
- Cookies & Cream
- Chocolate Chip Cookie Dough
- Salted Caramel Pretzel
- Strawberry
- Vanilla Peanut Butter Ripple
- Chocolate Peanut Butter Ripple
- Cotton Candy Confetti
- Moose Tracks
- Coffee
- Espresso Caramel Brownie
- S'mores
- NEW** Peanut Butter Cookies&Cream
- Butter Pecan
- Coconut Castaway
- NEW** Chocoholic
- Cake & Ice Cream
- Java Chunk



## Savoring the Sweet Farewell of Summer: A Reflection for Ice Cream Business Operators

As the sun begins to set on the vibrant days of summer, ice cream businesses prepare to bid farewell to a season of frozen delights and sunny smiles. The end of summer is not just a transition in weather; it's a transition in our business strategies, our menus, and our approach to customer engagement. Let's reflect on this seasonal shift and celebrate the achievements of a delightful summer at our ice cream businesses.

### 1. Embracing the Season's Successes

The summer season is undoubtedly the peak time for ice cream businesses. From refreshing sorbets to classic cones and extravagant sundaes, our customers have savored every ounce of joy in our frozen treats. It's a time where our creativity and hard work shine, and our dedication to serving high-quality ice cream truly pays off.

We celebrate the successes, both big and small: the smiling faces of satisfied customers, the innovative flavors that captured hearts, and the community events where we proudly showcased our delicious creations. These victories are a testament to our team's passion and dedication, and they motivate us to continue pushing boundaries.

### 2. Preparing for the Transition

As the leaves start to change and the days grow shorter, we must adapt to the evolving preferences and expectations of our customers. The end of summer is a pivotal moment to reassess our offerings, analyze seasonal trends, and prepare for the upcoming months.

It's an opportunity to engage our team in brainstorming sessions, inviting new ideas and perspectives for fall and winter flavors and promotions. How can we infuse the warmth of autumn into our ice cream? What creative concoctions can we craft for Halloween or Thanksgiving? These questions ignite our creativity and inspire us to reinvent our menu.

### 3. Expressing Gratitude to Our Community

As the season transitions, it's vital to express our gratitude to the community that has supported us throughout the summer. From loyal customers to local businesses that partnered with us, our success is a collaborative effort.

Consider hosting an end-of-summer appreciation event, offering discounts or special treats to loyal patrons. This gesture reinforces the sense of community and encourages customer loyalty, setting the stage for a successful transition into the next season.

### 4. Engaging in Sustainable Practices for the Future

Let's take this seasonal shift as an opportunity to reaffirm our commitment to sustainability. As the busy summer days quiet down, we can refocus our efforts on reducing waste, sourcing ingredients responsibly, and adopting eco-friendly initiatives. A sustainable approach ensures that our beloved ice cream business thrives while minimizing our impact on the environment.

In conclusion, the end of summer is not a farewell but a gentle transition into a new and exciting phase. With our learnings from the summer season and a renewed sense of enthusiasm, let's eagerly welcome the changing leaves and the cooler days, confident that our ice cream business will continue to bring joy and sweetness to all seasons. Cheers to a successful summer and an even brighter future!