



SANDY'S WRATH

It is with a grief filled heart that I write this year's fall newsletter. Many of us have been spared "Sandy's" full wrath, while others have been less fortunate. Island Ice Cream's warehouse sustained minimal damage. Our office took on 8" of water while the remainder of our facility, as well as our truck fleet, were spared. At times like this it is hard to find a silver lining. For those of us who have sustained damage, we must focus on family and friends and know there will be a point that this will all be over.

As we begin clean up and damage assessment, there are several things you should do regarding all refrigeration equipment.

- First, you should submit an Insurance Claim, and report all equipment that may have been damaged. If you have any Island equipment, include that as part of your claim. Call our office for a "Book Value", if needed, and let us know how you fared through this catastrophic event.
- Secondly, here are some steps that you should follow regarding any possible water damage. Thoroughly rinse the freezer compressor and condenser with fresh water. Let dry totally and completely. Next, try to start unit. If it does not work, then have a refrigeration technician check and replace the thermostat, fan motor, relay and the start and or run capacitor.

As we complete our clean up and get a chance to look back, I am sure many of us have mixed feelings about this season. The sales trend throughout the Northeast was very similar to what the southern Jersey shore experienced. The season started out with a vengeance and by mid July, it seemed like this would be a record year. Then the 4 peak weeks of summer went flat. The weather was good, but the crowds of tourists just did not arrive in record numbers. Fortunately, the last 2 weeks of August were strong and overall sales carried us to a successful ending.

Tracking consumer trends and implementing these ideas are fundamental tools at Island Ice Cream. As winter sets in, our staff at Island Ice cream will continue to research current trends that have staying power and we will adjust our product line accordingly.

As in the past, if you have and questions or concerns, call our office. I feel fortunate to have been blessed with the opportunity to serve you and assist in your success. I want to thank you and wish you a pleasant, healthy and restful winter. See you in the Spring!

Your Ice Cream Guy, **Tony**

On the lighter side: Just a few thoughtsfrom Rose

As I've been thinking about my vote for this upcoming election, I started to wonder what the candidates thought about my livelihood and yours, Ice Cream. I stumbled upon some interesting facts and humorous ideas related to the 2012 Presidential Election.

While Americans have only 2 candidates to choose from for the most important seat in the world, other events that are revered here in the US have other ideas on how to choose the best.

Let's take the Miss America Pageant. These contestants are forced to give immediate answers to spot on questions with no time for equivocating. These women must look America in the eye and tell it like it is, with absolutely no belittling of their opponents.

How about the famous TV shows, like "Survivor", where the winner must be the one to finish last and be the sole survivor, relying on their wits or "Fear Factor". Maybe our candidates should eat a bug, considering what they make us swallow.

And finally, one of the most important places where we have more than one choice is in the Ice Cream Shops. What if we only had two choices of ice cream? I don't think either political candidate would like that thought, considering how ice cream has "dripped" into politics this season.

This election year we have witnessed both candidates, the incumbent, Democratic President, Barack Obama and the Republican former Governor of Massachusetts, Mitt Romney, competing for votes and using ice cream stands and shops for their forums. Almost every meeting on the road, in both political camps, has made numerous stops for ice cream. The idea is to attach each candidate to a "down home" persona and using the "all American" ice cream treat is their latest tactic. Both candidates are striving to show that they are "just like us" by enjoying the frozen dessert that 90% of Americans love to eat!

While President Obama enjoys mint chocolate chip and fudge sundaes made with various ice cream flavors, Mitt Romney's favorites include coffee ice cream, vanilla, rocky road and butter pecan! I wonder how they would like only having two flavors to choose from....hmmm.

Anyway, whether you are a Democrat, Republican, Libertarian, Independent, etc., I encourage you to Vote. Remember, you decide, it's your right, it's your money and our future depends on it.



Famous Piping Hot and Fresh State Fair Mini Donuts. Ask our staff about how to introduce this great product to your line up for the 2013 Season!



Frozen Yogurt : Trend or Fad?

Since 2009, hip, brightly-colored frozen yogurt shops with vivid lighting, various types of plastic chairs, and dated soundtracks have been cropping up all over the South Jersey area. This sweet craze seems to have originated in Los Angeles, where popular Frozen Yogurt chains got their start.

So why has frozen yogurt made such a strong comeback? There may be a correlation between fro-yo fandom and the overarching trend of “healthiness.” After all, frozen yogurt got its start in the 1980s, a decade characterized by a nationwide health craze that spawned celebrity exercise videos and celebrity-endorsed weight loss products. Island Ice Cream has been involved with this trend from the beginning, featuring 3-gallon frozen yogurt flavors as well as a line of soft frozen yogurt.

Today, natural food stores like Whole Foods are experiencing booming success, despite the fact that “organic” and “natural” items often carry heftier price tags. According to research, an increased interest in probiotics, the healthful bacteria found in yogurt and some other foods, may be a factor in the popularity of this alternative to regular ice cream.

Frozen yogurt is also lower in fat than traditional ice cream, and often served with “healthy” toppings like fruit, granola, and nuts. These are in addition to options such as chocolate chips, brownie bites, sugary cereals, and a variety of candies and syrups. The healthiness of the treat is, therefore, up to the consumer, but it is possible to build a customized frozen yogurt cup with relatively limited caloric content.

Honey Hill Farms also offers some great information on delicious Yogurt combinations as well as “eye catching” Point of Sale. To learn more about this company and their products go to:

<http://www.thehoneyhillfarms.com/>

This past summer, Island Ice Cream introduced a line of soft frozen yogurt from Honey Hill Farms. The flavors included were Tahitian Vanilla, Dark Chocolate, Cupcake, Sea Salt Carmel, Peanut Butter and Cheesecake, as well as many other varieties. Honey Hill Farms promotes “good-tasting wellness.” Nutrition is an important part of developing a great product and this is embraced along with outstanding flavor and texture at Honey Hill Farms. There are several categories of frozen yogurt: Low Fat, Non-Fat, No Sugar Added Non-Fat, and Non-Fat Non-Dairy (Sorbets). Certification of Live Active Cultures is very important in promoting the health benefits of frozen yogurt, and this frozen yogurt contains viable counts of live active cultures. Four cultures (one is a probiotic) are not only certified at the time of manufacturing, but also in the finished product.

Island also carries a line of frozen toppings to accompany this product, such as cookie dough pieces, brownie bites, mini yogurt chips and cheesecake cubes. Yum! We hope to expand on this for the 2013 Season!

If you are interested in following this trend, visit our website for the latest news on new products including a great line of hard or soft frozen yogurt!



THE NEXT ISSUE:

- TONY'S MESSAGE
- NEW PRODUCT INFORMATION
- 2013 INDUSTRY INFORMATION
- SPRING PRODUCT TASTING EVENT