

ISLAND ICE CREAM COMPANY

Volume 7, Issue

2013 Fall Newsletter

OCTOBER 30, 2013

The Variable Constant



Over the past several years, my fall “wrap up” newsletter has been about the ongoing impact of weather and its affect on business along the Jersey shore. Very similar weather patterns occurred in 2009 and 2013, namely a long, cold, wet and windy spring that carried over into early summer. Fortunately, August and September weather was clear and warm, but we never got those hot balmy heat waves. As a result, the summer of 2013 was not a record breaker, but an average season. With the near miss of Hurricane Irene in 2011 and the full wrath of Sandy in 2012, it is a welcome relief to get through this hurricane season unscathed.

Menu development based on weather conditions is not a new concept, but more important than ever.

****Change your feature specials accordingly.**

This seasons successful product line continued to show the strong demand for sweet and savory combinations and the versatility of caramel, as demonstrated by the popular salted caramel based products. With a cool weather pattern, ice cream with hot toppings are a sure winner. Try Salted Caramel Pretzel ice cream with Hot Fudge topping as a signature special. As the weather turns hot, feature ice based desserts or frozen drinks. Menu specials sensitive to weather conditions will drive sales. Use the winter downtime to put your own creative touches on some specials for next summer.

As always, our staff at Island Ice Cream will continue to work hard to support you and your business with new products and great service. I want to thank you for your business and wish you and your family a very restful winter and a happy holiday season.

Your Ice Cream Guy,

Newsletter

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Frozen Toppings

a Hit!

Cookie Dough Pieces
Brownie Bites
Cheesecake Cubes
Mini Yogurt Chips
and More!!!



SALTED CARAMEL PRETZEL.... THIS SEASON'S HIT FLAVOR!



Why is salted caramel so popular?

Customers are always seeking satisfying desserts and caramel is extremely popular because of its versatility and ease of use. Combine that with the need to balance that sweetness with something else, and it's no wonder salted items became a natural addition to Island's line up this season.

Sweet and salty has always done well as a tasty snack or dessert. One of the top-selling candy bars in the world, Snickers, combines salty peanuts with caramel and chocolate, Island has had a Snickers Bulk flavor in its line up for years and it has been a very successful flavor!

Another reason for the popularity of salted caramel is how diverse the range of dessert items are that can be manufactured with it and bulk ice cream happened to top the list this year, along with the Magnum Gold Bar! The choices were delicious and top sellers this summer! The list of items that can be dipped in chocolate or caramel and sprinkled with salt or sea salt is limited only by the imagination.

Salted Caramel Pretzel— staying power?

Whether or not salted caramel is just a fad remains to be seen. If it is a fad, at least we can all enjoy some delicious and sinful desserts until the next fad rolls along. However, many in the industry hope that this sweet and salty trend is here to stay. In fact, it is more likely than ever that more items will be introduced featuring salted caramel!

As salted caramel's popularity booms, the emergence of sea-salted caramel has opened many doors. In fact, it has the potential to be even more prevalent in ice cream next summer as manufacturers try to differentiate themselves from the other companies using coarse salt. Since sea salt comes in such a variety of colors and flavors, the potential product line with caramel and sea salt combined is huge.

Whether you get to indulge in a bit of salted caramel ice cream or have a bit of salted caramel toffee, chances are you'll run into this wonderful combination of savory and sweet more than ever.

.....a New Team Member!

Island Ice Cream would like you to join us in welcoming a new office staff member,

Candice Berinson

Candice will be working in our customer service department and will be your main contact come Spring. Candice comes to us from Cherry, Hill, NJ and is a 2012 graduate of York College of Pennsylvania, where she earned her Bachelor of Science in Entrepreneurship. She is relocating to Wildwood, NJ and will be in our area full time starting March 2014!

In the past, Candice worked in one of Wildwood's ice cream parlors and most recently, has been involved in retail sales and customer service. She has been in the office at Island since August and is becoming quickly acquainted with our customers. Candice's experience and friendly manner are the perfect mix for the busy world of ice cream sales!

On the Lighter side.....



When I was little my dad had me convinced that the Ice Cream truck only played music when it was sold out. Well played Dad, well played.



SAY, ERNIE, WOULD YOU LIKE SOME ICE CREAM?



THE NEXT ISSUE:

- TONY'S MESSAGE
- NEW PRODUCT INFORMATION
- 2013 INDUSTRY INFORMATION
- SPRING PRODUCT TASTING EVENT
- ON THE LIGHTER SIDE

Professional Associations associated with Ice Cream

Becoming familiar with or joining various associations can boost your business by increasing knowledge, enhancing reputations, making personal connections and understanding political policies. Some examples are the following: American Dairy Council, National Dairy Council, Ice Cream Alliance, National Ice Cream Mix and International Dairy Foods. All of these groups have Websites and publications and are easily accessible. Regarding ice cream, these organizations can assist with understanding regulations and initiatives, spotting emerging trends as well as, marketing ideas and creating new ideas through social media forums. Try 1 or 2 out this winter!

Internet + Social Media = Increased Profits for Ice Cream Sales!

By: Candice

Ice cream is perfect for all ages and it definitely sparks nostalgia for many people. Be it hearing the "shouts" from a vendor on the beach, the classic tune of an ice cream truck coming down the street, or even the smell of that favorite ice cream parlor; ice cream is a very relatable treat. A great way to keep your existing customers and gain new patrons is to create an easy way for people to locate your establishment and contact information. Today, using online sources such as company websites, anyone can boost revenue and sales by spreading awareness to prospective customers. Island has a website which details our product list and other essential business information. Check us out at

islandicecream.net!



There are also free starter sites such as Wordpress, which allows anyone, *even the technologically challenged*, to create a basic website free of charge.

Another great way to expand business and clientele is the use of social media. Social media is basically networking made fast and easy online. Gaining an online presence opens your business to new opportunities as well as a potential for greater profits! An example of this is Facebook. All you need is Internet access, then go to <https://www.facebook.com/pages/create/> and enter your business information to get started.

Island has a Facebook page you can check out as an example, so get online and give us a "like"!

