

# ISLAND ICE CREAM COMPANY

## Coexistence: Indulgence & Healthy Inclusions

Spring is just around the corner. Over the winter, we have been working on Island Ice Cream's 42nd year product "line up". With the ongoing demand for premium chocolate flavors, Island will be adding a delicious Chocolate Sweet and Salty Caramel pretzel and Chocolate Toasted Coconut by Gifford's. Additionally, watch for the "roll out" of our all new soft serve gelato, with great authentic artisan flavors that work with any soft serve machine.

In the past, I have written about the indulgent and often decadent inclusions that have gone into many of today's popular flavors. As stated in Dairy Fields' February 2014 Edition, the ongoing demand for healthy treats has driven the growth of frozen yogurt. Also, dairy is viewed by the general public as a nutritious food source containing healthy proteins, essential minerals and fatty acids. These health conscious trends are here to stay.

This season, try featuring healthy toppings on a signature specialty ice cream dessert. Fruits are colorful and brimming with flavor, fiber, vitamins, and antioxidants. Fresh blueberries, for example, are grown right here in South Jersey and considered a "super fruit" due to high levels of anthocyanin, which is a powerful antioxidant.

As a "farm to table" fruit, blueberries also fit the ticket for the popular concept of using local food sources. Blueberries over Vanilla Bean or Strawberry ice cream could be a great addition to any menu. Consider a "red, white and blue" special for Memorial Day and July 4th weekends.

Speaking of healthy, nuts are truly a nutritious powerhouse. Walnuts, for example, help destroy free radicals and have been found to lower blood pressure. How about suggesting, hot praline pecans or wet walnuts, over Vanilla Bean or Death by Chocolate for its dark chocolate health benefits. Fruit and nut toppings are likely to increase customer interest, which drives sales.

At this time, I would like to express my deepest gratitude to Rose Veltri for 9 years of dedicated service and commitment as our Director of Operations and Customer Service Representative. Rose will be relocating to North Carolina. Candice Berinson will be taking Rose's position and has been with us since August 2013. Thank you, Rose.

Your Ice Cream Guy,

2014

Newsletter



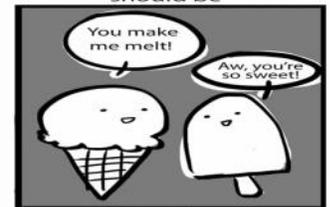
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### Inside this Edition

A Note from Tony	1
New 2014 Bulk and Novelty	1
New Soft Serve Gelato	1
Farewell from Rose	2
Lines of Communication	2
Utilizing your Smart Phone	2
You're Invited to Taste!	2

What ice cream socials should be



## 2014 New Flavors

### Island's Premium Bulk Line:

#### Chocolate ~ Chocolate Almond

Almond pieces and chocolate chips mixed into a delicious chocolate ice cream.

#### White Turtle Sundae

White chocolate flavored ice cream with caramel filled chocolate cups and a blend of caramel turtles and white chocolate pecans.

#### Tiramisu

Mocha ice cream combined with fudge swirls and a hint of cream cheese.

### Island Ice Cream and Gifford's Present

#### Chocolate Salted Caramel Pretzel

Chocolate covered pretzel bits in chocolate ice cream, swirled with a salted caramel ribbon.

#### Chocolate Toasted Coconut

Coconut Chocolate ice cream flurried with toasted coconut shreds.

#### Peanut Butter Pie

Peanut butter ice cream laced with a graham cracker ribbon and loaded with chunks of peanut butter cups.

#### Mint Chip Yogurt

White mint yogurt with chocolate chips.

## Soft Serve Gelato by:

*This new product's motto is*

*"Make Love Swirl"*

*and from the taste of this delicious velvety and vibrant treat,  
that may be true!*

*Your customers will fall in love with Ice Cream all over again!  
This frozen Gelato is for the Soft Serve machine and could be a  
new and interesting addition to your menu.*

*It is made with the most natural and fresh ingredients  
and is Gluten free.*

*Flavors include:*

*Tuscan Tiramisu*

*Chocolate Hazelnut*

*Caramel Sea Salt*

### **Good Humor Novelties**



#### Magnum "Infinity" Bar

A rich, dark chocolate ice cream bar with a delicious chocolate swirl and covered with a thick cracking dark chocolate coating.



## A Farewell from Rose.....

As some of you may know, I will be resigning from Island Ice Cream this season. This decision to begin a new career journey was not made lightly. The years at Island Ice Cream have been rewarding, not just in the business sense, but in the relationships that I have encountered as well. My family and I, yes, including Liz, will be relocating to North Carolina and Island doesn't deliver that far, so.... I will be present at Island to get all of you "up and running", along with Tony and our newest team member, Candice.

I would like to thank you for affording me the opportunity to provide your account with the many services that Island Ice Cream offers. Getting to know all of you has been a pleasure and helping you with your business has been very rewarding.

I am always available for contact at my email, [vislandicecream@gmail.com](mailto:vislandicecream@gmail.com), and some of you have my direct cell phone number from that 11pm call that occurred with an "Ice Cream SOS"! I leave Island and you in "good hands", our new customer service team will provide the best in customer care. I value what we have shared together over the past 9 years and I wish all of you the best in your future endeavors!

Sincerely,

Rose

## Utilizing A Smart Phone

Having a smart phone can potentially increase sales and create a more efficient customer "check out" procedure. Purchasing a credit card reader and downloading a free app creates the opportunity to authorize credit card sales from anywhere with Internet access. To those who have previously been cash only businesses, it will help broaden a company's customer base by increasing the customer's purchasing power. For those who already take credit cards, having a simple device like this could help "speed up" long lines on those hot summer days.

There are also other benefits incorporated with this kind of device. For example, a vending truck that may not have space for a credit card machine would have space for this small tool. This could save a customer's need to find an ATM and possibly accommodate customers who are on a cash budget. There are a variety of options for business owners of all scales to choose the best product for their needs. Generally, with most products, there is a small flat-rate fee as well as a fee for each time a card is swiped. This fee depends on the device purchased and whether or not Wi-Fi is used.

The Square, Inc. company is definitely something to consider for the 2014 season! Currently, the most popular products are the Square (pictured) and PayPal. Check out these websites for more details:



Square: <https://squareup.com/>

Paypal Here:  
<https://www.paypal.com/webapps/mpp/credit-card-reader>

## Lines of Communication



It is important to our staff at Island Ice Cream that each customer receives the best individualized attention in customer service.

In order for us to be successful with this task, we need your assistance. Island encourages all of our customers to take a moment and call with an update regarding your customer information, along with any changes from 2013.....before Rose makes her way to NC!

As always, [islandicecream.net](http://islandicecream.net) is available for viewing product offerings and details. Also please look for e-mails regarding upcoming news and events. If you haven't sent us your e-mail address, call Island and join our list. We welcome everyone to "like" us on Facebook at Island Ice Cream Company and we look forward to hearing from each of you soon!

*~ You're Invited ~*

*Island Ice Cream Company*

*Saturday, April 5th & Sunday, April 6th*

*From 12:00 noon to 4:00 pm*

*Please, join us for our*

***"9th Annual Product Tasting"***

*Featuring:*

*"New" flavors, novelties and frozen toppings!*

*As well as our favorites from: HP Hood, Breyers, Edy's, Gifford's, Philadelphia Water Ice,*

*Good Humor, J & J Snack Foods,*

*Tropic Beverage and much more.....*



*The event takes place at:*

*Bandanas Restaurant*

*Buttercup & Atlantic Aves.*

*Wildwood Crest, NJ 08260*

***R.S.V.P. By Monday, March 24th, 2014***

*609-522-0438*