

# ISLAND ICE CREAM COMPANY

## 2015 Wrap Up



*It seems like only yesterday that we were all preparing for the arrival of spring and our staff at Island Ice Cream Company was gearing up for the beginning of our 43rd year serving the Jersey Shore.*

*This past season's warm, dry weather brought an increase of tourists, who had strong appetites for quality ice cream products. As a result, sales spiraled to record levels and with stable dairy prices, this season will be one to remember.*

*Our focus this winter will be on new bulk flavors, with unique flavor profiles, that will draw excitement from your customers and meet the challenges of ever-changing consumer demands. Watch for more inclusions and well balanced flavors featuring Hood's new "Salted Caramel Espresso Yogurt" and "Maple French Toast Ice Cream", as well as many others! As fall brings crisp, cool air and winter approaches, I would like to wish you and your family a healthy holiday season.*

*Your Ice Cream Guy,*

### Newsletter

October 2015 Volume 9

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## How Much Does America Love Ice Cream? Yahoo Food Has the Scoop!

As stated in a 2015 Yahoo Food article, Yahoo Food celebrated America's favorite dessert with a series of profiles, recipes and photo galleries all dedicated to the creamy, delicious dessert. Every day at Yahoo Food, they hear about another ice cream parlor opening its doors, or another ice cream brand hitting the shelves of supermarkets around the country. They track "Instagrammers", who regularly post the prettiest swirls of soft serve on their feeds, and ice cream fans, who happily tweet as they stand in line at the hottest new scoop shop. Ben & Jerry's Company makes national headlines when they discontinue a flavor. Recalls also make the news, as so many Americans have a pint, or a quart or two in their freezers at home for themselves and their families and want to be sure it's safe to enjoy.

It's clear that America loves ice cream. Last year, we ate \$8 billion worth of the dreamy, creamy, frozen stuff. But how much do we love it? Do we love it more than cake? It is America's favorite dessert? They decided to find out. The Yahoo Insights team conducted a survey with more than 1,000 people around the country to learn a few things about their ice cream consumption. What did they discover? Well, the ice cream obsession is stronger than we thought! America's favorite flavor might surprise you too. Here are the results! So sorry Cake & Candy, ice cream is America's favorite dessert. When asked to choose a favorite dessert, ice cream is the obvious winner and is twice as popular as its closest competitor, cake. Ice cream: 41% / Cake: 20% / Cookies: 11% / Pie: 11% / Fruit: 9% / Candy: 7%

While ice cream is everyone's favorite, 13 to 17 year olds are particular fans. That age group is significantly more likely to say that ice cream is their preferred dessert relative to other age groups. This poll reveals that 56% of the 13-17 Centennial Age group state that ice cream is their favorite. The 18-34 Millennial age group have 38% stating that ice cream is their favorite and in the 35+ age group, 39% say that ice cream is their favorite dessert.

#### AS FAR AS TASTE GOES:

America still likes the basics. Chocolate is ranked No. 1, followed by Cookies & Cream, and Vanilla.



- Chocolate: 16%
- Cookies & Cream: 13%
- Vanilla: 12%
- Cookie Dough: 11%
- Mint Chocolate Chip: 11%
- Strawberry: 9%
- Butter Pecan: 8%
- Rocky Road: 6%
- Coffee: 6%
- Other: 7%



The country's favorite ice cream brand is one that's been around since 1866: Breyers.

#### SCOOPS VERSUS SUNDAES & SOFT SERVE

Americans still love the ol' scoop, but soft serve is still a popular mainstay as well as sundaes.



- Plain Scoop: 40%
- Soft Serve: 22%
- Ice Cream Sundae: 21%



served with another dessert, like ice cream with pie or cake: 9%  
Ice cream cake: 8%

#### WOULD YOU LIKE THAT IN A CUP OR A CONE?

It's the age-old question: Cup or cone? When visiting an ice cream shop, most Americans prefer to get their ice cream in a cup.

- Cup: 57%
- Cone: 43%

For the "coneheads" out there, the preferred vehicle by far is the waffle cone.

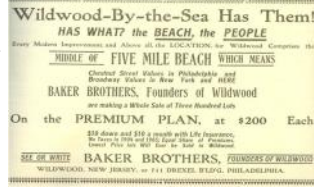


- Waffle cone: 67%
- Sugar cone: 16%
- Cake cone: 8%
- Cookie cone: 6%
- Pretzel cone: 2%





*Have you ever wondered how our wonderful beach communities began? Well, I did, and after some research I was able to find out this interesting information from our local historical museum regarding Wildwood's history.*



"A very good land to fall in with - and a pleasant land to see." These words, written more than 350 years ago, are the first recorded description of the island of Five Mile Beach, upon which Wildwood and her sister communities now stand.

They were set down by Robert Juet, who sailed with the English navigator, Henry Hudson, on a voyage of exploration for the Dutch East India Company in 1609. Seeking a new route to China, Hudson entered what is now Delaware Bay on August 28th, 1609. Confronted by shoals and convinced the stream really wasn't the sought-after northwest passage, he swung his ship, the "Half Moon," about, rounded the point at Cape May, and headed northward in the Atlantic.

No further written record of Five Mile Beach appeared until the land grant from Charles II to James, Duke of York, in 1664. Various deeds passed hands until August 21, 1717, when the West Jersey Society conveyed "all its title and interest in Five Mile Beach to Aaron Leaming, Humphrey Hughes, David Wells and Jonathan Swain.

However, long before Juet cast eyes upon it, Indians -- a branch of the Algonquins called the Lenni Lenapes or Delawares -- frequented Five Mile Beach. They cut two trails through the dense forest. One, a continuation of the mainland King Nummy Trail, entered the north end of the island and stretched southward just west of the present New Jersey Avenue. In the middle of the island, it met another trail that entered where the Rio Grande Bridge later was built.

With the eventual departure of the Indians, and long before the white settlers came to the island, off-shore farmers used the land to graze their horses and cattle, ferrying the animals from the mainland on flatboats. As the herds grew in size, many of the animals strayed away into the forest and became wild, roaming the island at will and posing a problem that continued to vex property owners as late as 1905.

About 1870 a few fishermen became the first white settlers, erecting shacks at the north end of the island and naming their settlement Anglesea. In 1874, the government built a lighthouse at Hereford Inlet.

The first settlers followed Indian trails across the meadows and then reached the island by boat. In 1884, the West Jersey Railroad ran a line from the Cape May Court House area to Anglesea. About the same time, a crude log bridge was built at what is now Rio Grande Avenue. It was destroyed by fire. In 1885 another was built, being replaced in 1902 by a bridge to carry autos.

The story of modern Wildwood and her sister communities began in 1880, the result of a man's concern for his wife's health. Sarah Andrews became ill in Vineland and the doctor advised her husband, Aaron, to take her to Townsend's Inlet to recuperate. There they became friends of the Joseph Taylor family of Philadelphia. Both families returned the following year, determined to acquire seashore homes. John Burke, a real estate salesman from Vineland, brought them to a tract of land in the center of Five Mile Beach.

Impressed, the trio joined with Nelson Robert, Latimer Baker, and Robert Young to form the Holly Beach City Improvement Co., and in 1885 Holly Beach Borough was incorporated.

Philip Pontius Baker had accompanied his brother, Latimer, to Five Mile Beach in 1881 and he, too, was impressed. As Holly Beach developed, Philip and Latimer, together with a third brother, J. Thompson Baker, organized the Wildwood Beach Improvement Co., to develop the Wales-Physick Tract, just north of Holly Beach. Their dream led to incorporation of the Borough of Wildwood in 1895. Seventeen years later, in 1912, Holly Beach and Wildwood consolidated as the City of Wildwood.





In 1905, after Wildwood began to grow, Philip Baker purchased the land south of Holly Beach and named it Wildwood Crest. The community was incorporated as a borough in 1910. West Wildwood, the "baby" of the four sister communities, was incorporated as a borough in 1920.

Today, hundreds of thousands of visitors each year echo Juet's words, "A good land to fall in with."

Scully, Robert J. "A Brief History of the Wildwoods." <http://www.gwoc.com/history.html>. (Based on George F. Boyer's Book, "Wildwood - Middle of the Island.")

**So, if you want to find out more about your shore town, just visit your local historical society or museum!**

**Have a great Fall Season and remember to keep in contact with Island regarding any changes in your account profile. Call us at 609-522-0438 or email Rose at [rvislandicecream@gmail.com](mailto:rvislandicecream@gmail.com).**

- What is the world's most popular flavor of ice cream?  
a. Vanilla b. Chocolate c. Strawberry 
- Which of these is NOT a Ben & Jerry's flavor?  
a. Economic Crunch b. Dude Food c. Magic Brownies 
- Where does the name "Rocky Road" come from?  
a. The road on which the ice cream flavor's creator, William Dreyer, lived  
b. A candy bar of the same name that's comprised of the same ingredients  
c. The Great Depression
- When is National Ice Cream Month?  
a. August b. April c. July 
- When was the waffle cone invented?  
a. 1904 b. 1897 c. 1850
- How much did the world's most expensive ice cream sundae cost?  
a. \$100 b. \$1,000 c. \$10,000
- How much does the world's biggest ice cream cake weigh?  
a. 5.42 tons b. 7.18 tons c. 10.13 tons
- Which state produces the most ice cream?  
a. Vermont b. California c. Wisconsin
- What is the most popular ice cream topping?  
a. Whipped cream b. Chocolate syrup c. Sprinkles
- On what day of the week do most people buy ice cream?  
a. Sunday b. Wednesday c. Friday
- Which country comes in first as the world's biggest per capita consumer of ice cream?  
a. USA b. Canada c. New Zealand
- How many licks, on average, does it take to eat a single-scoop serving of ice cream on a cone?  
a. 80 b. 50 c. 35 
- What colorful ice cream is named after a superhero?  
a. Batman b. Robin c. Superman
- Ice cream was made available to the general public for the first time in what country?  
a. Italy b. France c. Germany
- In 1776, which state opened the first ice cream parlor?  
a. New York b. California c. Vermont

**In the next issue:**

**Visit us on the WEB!**

- Welcome 2016 from Tony
- 2016 New Flavors and Products
- On the Lighter Side
- Spring Ice Cream Tasting



Answers: 1. A, 2. B, 3. C, 4. C, 5. A, 6. B, 7. C, 8. B, 9. B, 10. A, 11. C, 12. B, 13. C, 14. B, 15. A