

ISLAND ICE CREAM COMPANY

Gratitude reaps Rewards

It has been said that a company is only as good as its employees. With 43 years behind me and a new season approaching, I can tell you that I am most grateful for the commitment of my staff, who serve you, our customers.

Last Spring, I wrote about "Making a Difference" in people's lives. Through commitment, integrity and accountability, Island Ice Cream Company will continue to contribute and make a difference to the people whom we serve.

As Spring approaches and the "clean up" from this past winter's storms are completed, your staff will begin anew as well! It is important that we acknowledge our staff on a regular basis. By expressing our gratitude for their hard work and recognizing their accomplishments, our employees will become more motivated and feel more empowered; therefore, leading our businesses toward growth and prosperity.

As in the past, you can count on all of us at Island to help make your season a successful one. Wishing you a stress free, healthy and fun filled season!

Your Ice Cream Guy,

Newsletter

March 2016

Volume 11



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2016 New Flavors

Premium

French Toast

French Toast flavored ice cream with maple syrup and sweet, maple candy pieces.

Salted Caramel Espresso Frozen Yogurt

Low Fat Coffee flavored yogurt with a salted caramel swirl and chocolate espresso chunks.

Irish Coffee

Butterscotch swirled with Irish Cream in a rich coffee ice cream.

Mango 'n Cream

Mango sherbet swirled with creamy vanilla ice cream.

Makin' Bacon

Smooth vanilla ice cream with a maple ribbon and crunchy, salty bacon pieces.

Cookie Crunch

Crunchy, butter cookie pieces with a caramel and fudge swirl in vanilla ice cream.

Gifford's

Sea Salt Caramel Malt

Chocolate covered malt balls mixed into a velvety malt ice cream with a salted caramel swirl.

2016 New Novelties



Oreo King Cone

A crispy, chocolaty cone, luscious vanilla ice cream and crumbled OREO cookie Pieces.

Tropical Paradise Mango Bar

A mango, fruity ice pop.



Magnum Double Chocolate and Vanilla Bar

Delicious, vanilla ice cream with a double-chocolate coating.

Ben & Jerry's 4oz. Cookie Dough Cup

Rich, vanilla ice cream with cookie dough and chocolate pieces.



"New" Filled OREO Churro Sticks and Filled Bites!



Crispy, chocolaty churros

made with OREO cookie pieces and filled

with Oreo Crème!

Call Island Ice Cream to update your Customer Information

for the 2016 Season!

609-522-0438

On the Lighter Side:

The '50's twist:

Doo Wop and Ice Cream

By: Anca



Doo Wop was named from the music style which was popular during the 1950s and early 1960s. This style appeared after World War II, when the economy was booming, the working class had more money and more time for leisure and almost every family owned a car and ate Ice Cream.

As the Garden State Parkway was completed in 1955, South Jersey was linked to the metropolises of Philadelphia and New York City. Being that, Philadelphia was the "Ice Cream Capital" of the country and New York was the original "Home of the Sundae", ice cream parlors with juke boxes became abundant in the South Jersey area. As a result, hundreds of thousands of visitors, breathing in the smell of leather in their brand-new cars, and eager to broaden their horizons, made the trip to the Jersey Shore and "Doo Wop" music and Ice Cream became the wave of the times. It was a golden age in American history, one that is preserved today in the architecture and in the ice cream parlors along Ocean Drive from Cape May to Long Beach Island, which, thanks to the continued existence of a magnificent beaches and boardwalks, remains a premier family destination.

With leisure time and money in good supply, the masses wanted to be entertained and the Jersey Shore accommodated. Terrific boardwalks, amusement piers and varieties of nightclubs became proving grounds for many of the biggest stars of the day.

In Wildwood, Bill Haley and the Comets first performed *Rock Around the Clock*, in 1954; the first episode of Dick Clark's *American Bandstand* was broadcast from Wildwood; and the resort in-spired Bobby Rydell's 1963 Billboard hit, *Wildwood Days*.

The tourists of the '50's had great expectations of fun, food and ice cream on the lazy days of summer and all along the shore delivered, with attractions, amusements, great food and new and inventive ice cream parlors and flavors, such as Rocky road and Butter Brickle. Today, the excitement continues as the tastes of tourists change; the ice cream industry and Island continue to follow suite, with many new and innovative flavors as you'll see in this year's line up and taste at the show!

(Article inspired by "How to Doo Wop" - Wildwoods-by-the-Sea Handbook of Design Guidelines - A project of The Doo Wop Preservation League)

Check Out our Website for
further Island Ice Cream Information at
islandicecream.net

~ You're Invited ~

Island Ice Cream Company

Saturday, April 16th & Sunday, April 17th

From 12:00 noon to 4:00 pm

Please, join us for our

"11th Annual Product Tasting"

Featuring:

"New" ice cream flavors, novelties and desserts!

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 Friday, April 8th, 2016

609-522-0438



The U.S. Postal Service has announced a new set of ice cream-themed Forever postage stamps for 2016. The Soda Fountain Favorites set features five illustrations by artist Nancy Stahl of New York City: a double-scoop ice cream cone, an egg cream, a banana split, a root beer float and a hot fudge sundae. A booklet of 20 stamps includes four of each design. Art director Ethel Kessler of Bethesda, Md., designed the stamps.

According to the USPS, the soda fountain was an important gathering place in U.S. cities and towns, especially when Prohibition banned alcohol sales. After World War II, attitudes toward dining out began to change. Speed and convenience were prized over service. These desserts remain the mainstays of our enterprises and the USPS is giving tribute to our hard work!