

ISLAND ICE CREAM COMPANY



2010 Fall Newsletter



**Relax and Enjoy the beauty of the subtle changes during this Fall Season!*

I hope this newsletter finds you in good health and spirit. It seems like yesterday that we were getting ready for the start of our 33rd season serving the Jersey Shore. With a record number of heat waves and a dry weather pattern dominating the summer, the stage was set for a successful season. Ice Cream sales throughout the region hit an all time high. Tourists and locales went to the beaches in droves and demand for Ice Cream treats never waned.

With fall upon us, Island Ice Cream is working on next season's hot new trends. As stated in Dairy Fields magazine, consumers find comfort in eating frozen treats as much as entrepreneurs enjoy creating boutique flavors. Innovations in ingredient and nutritional profiles will play a major roll in the development of new frozen treats. Watch for our release of Unilever's Premium European style caramel and chocolate dipped vanilla bean ice cream bars along with the new Air Head ice pop novelty.

In addition, our new product focus will continue along the line of the successful Goodwest Iced Coffee system.

This year, our commitment to unique and high quality products has been recognized at the Worlds Dairy Expo, honoring Gifford's Dairy, as the Grand Champion, the maker of Island Ice Cream's own brand.

In closing, as the holiday season approaches, I want to thank you for giving us the opportunity to serve you and extend best wishes to you and your family for a peaceful and restful winter. Remember, Island Ice Cream will continue to drive miles to bring your customer smiles. Our commitment to you and your business is the basis for our mission statement.

See you in the spring,

Tony

November 2, 2009

Volume 5, Issue 1

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Why We Should "Stop and Shop" in Our Local Community:



In today's age of instant communication, it is so easy to access goods and services outside of our community. Purchases can be made globally with the "click of a button". Often, as we purchase through the Internet, we do not always consider the ramifications. The truth of the matter is that spending in our community will stimulate our local economy. It is really simple. Locally owned businesses recycle a bigger share of their revenue back into the local economy.

Conversely, if local businesses lose their support, the community will lose this business base. These companies provide local jobs and better wages. In addition, independent local businesses employ a wide array of supporting services. For example, they hire architects, designers, cabinet shops, sign makers and contractors for construction.

Opportunities grow for local accountants, insurance brokers, computer consultants, attorneys, advertising agencies and others to help run the businesses. Local retailers and distributors also carry a higher percentage of locally-made goods than the chains, creating more jobs for local producers.

Shopping locally also supports entrepreneurship in the community. Why is this so important? Entrepreneurship serves as an important means for individuals and families to get out of low-wage occupations and into the middle class. Our country thrives on the innovations of entrepreneurs. They fuel our economic prosperity.

So next time you find yourself in the global market shopping for items that you can find locally, take a walk, meet your neighbors and support your local stores and community.

www.ezinearticles.com



Fun Fact: Ice Cream Sundaes



Sundaes evolved from the ice cream sodas that were originally served at North American soda fountains. The sundae's invention can be accredited to a law prohibiting the serving of ice cream sodas on Sundays. To get around this law, soda was omitted from the dessert. The dessert was thus named "Sundae" in honor of the day it was served. The spelling was changed so it would not be sacrilegious. www.iccream.com

Iced Coffee New in 2010

Goodwest Industries presented Island Ice Cream with their latest product this Spring. The Iced Coffee System was provided at no charge and did well with sales for first time users. This product market is women and young adults. If you would like more information about Iced Coffee dispensers for next year, let us know!



Creating a Flair for a Successful Ice Cream Business

Over the past few years, the Island Ice Cream newsletter has included various articles on improving and updating your ice cream business. During these difficult economic times, it is especially important to upgrade or reconfigure certain aspects of your business to ensure customer loyalty and bring in new customers. Whether you are starting an ice cream business or already have one, you will need to differentiate yourself from other ice cream businesses. If there is no difference between you and the competition, most people will come to you only when it's convenient for them. Not a good plan! You want a loyal base of customers who are not willing to settle for any other establishment. They go out of their way to get their frozen treats from you. Best of all, they rave about your business and recommend it to others.

Sound too good to be true? With a quality product and a little creativity and personality, it's possible. Think about your favorite places to do business; each one of those places has differentiated themselves. It's their uniqueness that keeps drawing you back.....the cafe that provides a relaxing coffee-shop atmosphere....the grocery store that offers a wide variety of delicious foods from around the world....the dentist office that sports enough toys in the lobby to keep your children occupied for hours and even excited to return. These businesses don't just provide a product - they provide an experience - an experience you want to re-live. You must provide a unique, fulfilling experience for your customers. If you do this, you'll earn their lifetime loyalty.

How will you differentiate your business? Ask yourself 2 simple questions.

Who are Your Customers? Who is your dream customer? What type of person do you want to attract to your business? Are there enough people of that type in your community to support a business? Here are some potential target customer bases. It's not exhaustive - just enough to get your imagination churning: children, teenagers, college crowd, families, business clientele, retired folks

What is Your Customer looking for? Once you've narrowed down your target customer and their base in your community, then it is time to figure out what makes your customer "tick". The way you differentiate your business should focus on your target group, but not be so narrow that it turns off other customers not in that group.

You can differentiate in at least 4 different ways: the atmosphere you create, the products you sell, the services you offer, or the theme you incorporate throughout.

To get your creative juices flowing, here are some ideas on how to differentiate your business according to your customer's preferences.

Atmosphere

Old-Fashioned Country Store

Classy coffee shop/ice cream parlor

60s Diner

Garden Party

Hawaiian luau

Products

Healthy

International items

Exclusively chocolate

Fresh fruit

Services

Allow customers to choose "mix-ins" that you stir into the ice cream of their choice

Allow customers to add their own toppings

Provide coloring sheets and crayons

Provide small board games to be played during customer's visit

Top every purchase with a cherry or a chocolate (customer's choice)

Large portions

Themes

Super hero

Professional sports team

Cartoon character

However you decide to make your business unique - make sure that you can execute it well without making it look forced or corny. No matter how well you work at making your business unique, it will never truly stand out from the crowd unless you have a group of individuals who work together like a team. A unified team will help your business run smoothly and deliver a message of joy and care to your customers. Differentiate yourself from the competition. Whether it's a major difference or just a minor one - you must set your ice cream business apart from others. Remember the focus must be on your customers - create for them an enjoyable, memorable experience.

www.serving-ice-cream.com/ice_cream_business

In the next issue:

On the lighter side:

Presidential Fun Facts about Ice Cream

- George Washington loved ice cream! He had two ice cream machines at his home.
- Thomas Jefferson loved French style ice cream - his favorite was a French pastry with ice cream in the middle! He also loved the French tradition of adding vanilla to his ice cream. He owned 2 French ice cream makers.
- James Madison had ice cream served at his inaugural ball - the milk came straight from the Madison's own cows!
- Franklin Roosevelt was a lover of ice cream, especially chocolate. He even served ice cream to King George.
- Ronald Reagan dubbed July "National Ice Cream Month" and the 3rd Sunday "National Ice Cream Day" in 1984.

Fun Facts about Ice Cream in America

- The average American *consumes* 23 qts. of ice cream per year.
- During the 1800s, **Hokey Pokey** ice cream was sold in the streets. "Hokey Pokey" comes from the Italian phrase "Ecco un poco," meaning "here's a little" or "try a sample." Hokey Pokey ice creams were also called "penny licks" because people could buy a small amount of ice cream served in a glass dish for just a penny.
- In 1896, Italo Marchiony developed the **forerunner of the ice cream cone**. Marchiony sold ice cream on Wall Street. He was faced with one frustrating problem - all of his ice cream bowls were either getting stolen or broken! He invented a container that could both hold the ice cream and also be eaten! His design had a flat bottom and handles for easy gripping. It resembled a tea cup!
- In the 1920s, immigrants coming to **Ellis Island** were served ice cream as part of their welcome to American culture. Many didn't know what ice cream was. They tried spreading it like butter on bread!
- During **Prohibition** in the 1920s, breweries turned into ice cream manufacturing plants!

World War II Fun Facts about Ice Cream

- During WWII, ice cream made the US War Department short list of necessary items needed to help **troop morale**.
- During WWII, the Navy built a \$1 million **floating ice cream parlor**.
- During WWII, dairy products were **rationed**. Ice cream manufacturers made ice cream with the fat from cottonseed or coconut oil instead of dairy fat! People loved it! It is no longer popular in America, but people in Great Britain still love it. It is called Mellorine.

www.serving-ice-cream.com

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- Website Info!
- Spring Ice Cream Taste Testing Event
- On the Lighter Side

