

ISLAND ICE CREAM COMPANY



2011 Spring Newsletter



Springtime, a time to think about growing your business!

.....a Message from Tony

In the spring of 2009, with the economy in the grip of uncertainty, I wrote about the key elements of **quality, value, dependability and consistency**. Consideration of these fundamentals is necessary to generate customer loyalty as well as create a new base. As the economy slowly recovers, it is vital that we all focus on these basic principles that have been the core of Island Ice Cream's success over the past 39 years. The following is an outline of how these components, quality, value, dependability and consistency are essential to maintaining and growing one's business.

Today's customers want to have a satisfying experience and expect good value for their dollar. Since value is subjective, it is often difficult to pin point how any one customer perceives it.

Therefore, it is imperative to have fair prices, high quality products and outstanding service, all backed with a smile. The execution of the sale, the presentation and overall store appeal, are integral parts of your customer's final experience of value. As you begin your "Spring Spruce Up" projects and menu reviews, remember a detailed training manual, which should stress these core elements for success, is vital.

As the food industry continues to adjust to the many global market conditions, you can depend on Island Ice Cream Company to continue to consistently deliver the best quality products, at the most affordable price. In closing, I am looking forward to another exciting and busy year, assisting you with the highest standards of service and quality products on which our reputation is based.

Your Ice Cream Guy,

Tony

March 7, 2011

Volume 4, Issue 1

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6th Annual Ice Cream Taste Testing

Saturday, April 16th & Sunday, April 17th

From 12:00 noon to 4:00 pm

Please, join us for our

"6th Annual Product Tasting"

Featuring: Kemps / HP Hood,

Breyers, Edy's, Gifford's, Good Humor,

Philadelphia Water Ice, Frozen Desserts,

and Frozen Tropic Beverage

at

Bandanas Restaurant

Buttercup and Atlantic Aves.

Wildwood Crest, NJ 08260

R.S.V.P. By Monday, April 4th, 2011

609-522-0438

2011 New Flavors

HP Hood / Kemps

Monster Cookie — Oatmeal cookies and candy coated chocolate pieces swirled with peanut butter in vanilla ice cream.

Chocolate Cherry Truffle — Chocolate fudge chunks and cherry pieces swirled in rich dark chocolate ice cream.

Caramel Pecan Bliss — Roasted pecans and swirls of caramel in caramel ice cream.

Quarterback Crunch — Creamy vanilla ice cream w/ a caramel swirl, special "team" pecans, cookie crunch, chocolate flakes & toffee bits.

2011 New Products

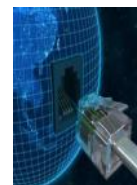
Bakers Perfection

Apple Crumb Tart Double Fudge Cake

Chocolate Peanut Butter Tart

Black Forest Cheesecake

(Descriptions on Page 2)



Island Ice Cream goes Global with a great, new Website!!

Island Ice Cream Company has been working to create a new website throughout the post season months. This site, www.islandicecream.net, includes information on various topics related to our wholesale company as well as informational data regarding the industry. Our expected launch date is early April!

Our Web page encompasses a wide array of tools that will assist you as you continue to grow your business. Please feel free to "sign up" for our personalized customer contact service page. If you have any concerns or questions regarding the site, please call Island at 609-522-0438.

Unilever

Magnum Double Caramel Ice Cream Bar— Vanilla bean ice cream dipped in chocolate coating, caramel sauce with Belgian milk chocolate

Klondike

"What the Fudge Brownie" Sandwich — Light vanilla ice cream with a chocolate fudge center between two chocolate brownies.

2011 New Novelties

Fat Frog— an apple and melon flavored frog face pop ready to "hop" into your store.

Airhead— a frozen, chewy popsicle with a blue raspberry flavoring.

Popsicle

**Ask about Goodwest's newest hit: All Natural Iced Tea, as well as, the 2010 hit, Kona Iced Coffee!*

Industry Trends and Adjustments:

While many of us have been enjoying the “off season” and not thinking too much about the upcoming summer, food commodity markets have been rising steadily. In 2011, many sources cite that food prices will be at their “all time high”. According to the United Nations Food and Agricultural Organization, there are four main factors that are driving prices higher: **weather, increased demand, smaller yields and crops diverted to biofuels.** Average food prices around the world are higher than they were in the summer of 2008, 2009 and 2010.

Extreme weather, which is driven in part by climate change, can dramatically increase food prices. Weather issues, such as droughts and floods, have led to diminished yields. In addition to crop requirements for biofuels, sustained requirements for food at home and abroad have tipped the “supply and demand” scale event further on the demand end. Another major contributor to the agricultural prices is the run-up in oil prices.

Ice cream ingredient commodities have been hard hit. According to Food Business News, some percentages for the general increase in ice cream ingredients are as follows: fresh fruit 1.4%, milk 5.8%, butter fat 60% and chocolate 75%. HP Hood and Kemps have cited the following price increases from 2009 to 2011: fructose and corn syrup 13%, liquid sugar 65%, whey powder 65% and non-fat dry milk 50%.

The United Nations Food and Agriculture Organization has a new report out titled, “World food prices reach new historic peak,” which is the source for the graph to the right.

Unilever has also cited increases in the basic commodities used in ice cream production as outlined in the graphs below.

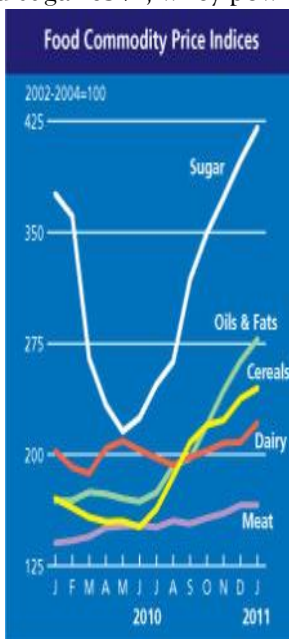
Island Ice Cream Company will continue to monitor all market trends and related global issues as we prepare for the upcoming 2011 Season.

2010 vs. 2009	
Butter	+ 39%
NFDM	+ 29%
Peanuts	- 29%
Sugar	+ 3%
Chocolate	+ 89%
Confectionary	+ 3%
Packaging	- 5%
Diesel	+ 43%
TOTAL	+ 8.1%

Unilever current estimate, Aug 2010

2011 vs. 2010	
Sugar	+ 29%
NFDM	+ 12%
Chocolate	+ 42%
Peanuts	+ 14%
Confectionary	+ 8%
Butter	+ 3%
Packaging	+ 9%
Diesel	+ 21%
TOTAL	+ 8%

Unilever current estimate, Feb 2011



ISLAND ICE CREAM EXPANDS PRODUCT LINE TO INCLUDE SPECIALTY DESSERTS FROM BAKER'S PERFECTION!

Island Ice Cream will now carry a new line of premium gourmet desserts from Baker's Perfection. These are individually packaged dessert items and will include our traditional Chocolate Volcano Cake, as well as, some new, delicious cakes, ready to create a new twist on any menu!

Apple Crumb Tart—a tart shell filled with sliced apples and raisins with a crumb streusel drizzled with caramel.

Black Forest Cheesecake—The finest black cherry filling enrobed in cheesecake with a thin layer of moist chocolate crumbs atop a chocolate cookie base.

Chocolate Peanut Butter Tart—a tart shell filled with rich chocolate ganache and peanut butter mousse topped with peanut butter chips and drizzled with peanut butter and chocolate ganache.

Double Fudge Cake—two layers of delicious chocolate cake with two layers of rich fudge topped with a vanilla butter cream icing that is dusted with cocoa powder.

Spring is the perfect time to:



Install flow restrictors on faucets.

A flow restrictor limits the amount of water used in hand washing sinks, on dish machines and dish sinks. Some restaurants have saved 5 million gallons of water a year by installing flow restrictors as part of their “Go Green” effort.

Get rid of Styrofoam. Styrofoam, in most restaurants, is found in the form of take out boxes, soup containers and coffee cups. This never biodegrades so try switching to recycled paper products if possible!

Purchase sustainable foods. This means food products which support the long-term sustainability of ecosystems and agriculture for future generations. Consider organic foods, which reduce the use of toxic synthetic pesticides and fertilizers. Locally grown foods reduce pollution associated with long distance transportation, support local business and are fresher. “Touch base” with your local farmers and find out what produce they carry and when it is in season.

Other ways to go green include composting and recycling. Composting is not always a practical option for restaurants in the middle of a downtown area, but recycling can be done most anywhere. The key to recycling in a restaurant is to have stations set up in all areas, such as the kitchen, wait station, bar and office. The next important step is training the staff, which can take a little time, but is worth it. Not only will you be helping the environment, but it is also the law in New Jersey.



Look for e-mails regarding upcoming news and events. If you haven't sent your e-mail address, call Island to join our list!