

ISLAND ICE CREAM COMPANY

Final Wrap Up



Well, it's that time of year when we can all "take a deep breath" and look back at another season. This year's market conditions mirrored 2007, with unprecedented high costs in the dairy industry. The butter market reached record highs, which translated into increased costs for most dairy based products. Many of the same factors are at play with the additional market stress of China becoming one of the world's leading importers of dairy. On the plus side, we had a warm, dry season, which equated into a growth year for ice cream sales.

The trends of sweet and savory continue to dominate product development and Island's Salted Caramel Pretzel flavors are now in the top 10.

As many of you have heard, Rose has decided to continue at Island Ice Cream Company. So our customer service team will be stronger than ever under her leadership.

I want to thank you for the opportunity to serve you and help grow your business. Have a healthy and rest-filled winter!

Newsletter



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A few good reasons to think about Honey Hill Yogurt!



Honey Hill Farms has become the soft serve frozen yogurt of choice for our Island Ice Cream customers! Customers often choose frozen yogurt for its perceived nutritional value and Honey Hill Farms has developed a great frozen yogurt that promotes "good tasting wellness". As a matter of fact, the site "World's Healthiest Foods" recommends yogurt because it is rich in nutrients, including essential minerals and vitamins for overall body health. Minerals in yogurt include calcium, magnesium, potassium, phosphorus, selenium and zinc, which are important for the healthy formation of cells, bones, teeth and for the function of the nervous and immune systems (<http://www.livestrong.com/article/288571-the-health-benefits-of-frozen-yogurt>). Beyond the delicious taste and the health aspects, Honey Hill Farms provides a variety of flavors, marketing incentives and great packaging that promotes the brand.

Flavors vary from delicious Tahitian Vanilla and Dark Dreamy Chocolate, to the decadent Sea Salt Caramel Pretzel and Valencia Orange. Also offered are a variety of flavors in Low Fat, Non Fat, No Sugar Added and Non Fat-Non Dairy Sorbets. Additionally, there are seasonal flavors such as Pumpkin Pie and Spiced Apple!

Honey Hill Farms is always creating new choices for every palate and along with these flavors they have an added attraction called Yogologists. These are staff members who are experts in the field of pairing two flavors for the "Twist" machine in conjunction with a store's theme and customer base. Island Ice Cream Customers can call these experts for ideas and advice.

Another feature that Honey Hill provides is a great marketing division. They offer an exclusive customer loyalty program designed to keep customers funneling through your doors. The frozen yogurt market is a competitive landscape and it's important to be unique. Honey Hill is there to assist you in getting started with a solid foundation of product knowledge, as well as helpful tips on getting your yogurt venture "off the ground" and "standing out" from the crowd. They also supply lighted signs and a variety of posters as great starters for your point of sale.

Finally, Honey Hill Farms has designed their own unique packaging system, which consists of 4-1 gallon jugs. These "Super Jugs" are earth friendly and recyclable. Simply shake and pour into your equipment. No additional flavor packets or mixing required.

So if you are thinking of trying a soft serve frozen yogurt next season, call Island and we can get you started!

Some other Flavors Available are:

Wild Strawberry / Peanut Butter / Cookies & Cream /

Birthday Cake / Mango Sorbet...

ask Island for any other flavors that you might be interested in!

609-522-0438

As our season comes to an end, we reflect on the value of our businesses in “cash flow” terms. Planning how we can improve next year is definitely an “off season” task. Along with thinking about and researching new trends and marketing ideas, small business owners continually need to think of ways to manage “cash flow”. Some of the ideas below may be helpful to think about over the winter:

- Offer your customers multiple payment options. Make it easy for people to pay you. You can use services like Square and PayPal to accept credit cards. Maybe have an ATM on site to make it easier for customers to get cash.
- Take the prior year’s figures and design a budget that reflects your business’s seasonality. This will help you save during peak income periods and meet expenses during the slow season.
- Improve your financial IQ. Get educated and financially literate. You should be able to understand your balance sheet and do simple cash flow analysis. If you don’t know enough to do financial analysis, you owe it to yourself to hire someone. If you don’t have an accountant or financial analyst in-house, you can hire an expert to handle this part of your business.
- Engage in cash planning. Try not to procrastinate or wait until the beginning of next season. Strategize while your memory about this season is fresh. Forecasting and budgeting will help you see the “big picture” and prepare for the ups and downs of a seasonal business. Projecting your income and expenses and keeping a close eye on inflows and outflows is vital.
- Get a handle on your fixed and variable costs. Knowing your fixed costs helps with forecasting. When cash is tight, look to cut back on your variable costs. Better still, try to link variable expenses to revenue. Any business should be linking their long-term liabilities with their long-term assets and short-term liabilities with short-term assets.
- Take advantage of other tools and resources your bank or credit union has available to help you manage your cash. These include overdraft, mobile deposits, and solutions for automating your invoicing and bill payments online.
- Analyze your situation regularly during the season. Cash flow analysis lets you track the flow of funds in and out of your business. Make a habit of examining your finances either monthly or quarterly. This will help you reevaluate how you are spending revenue and adjust if necessary.
- Use all the resources that are at your disposal. Take a look at the Small Business Administration’s (SBA) CAPLine Loans umbrella program. Use this free cash flow worksheet from SCORE. Use QuickBooks or other accounting software to make a cash flow statement.
- Use your “down time” for strategic planning. Consider improvements or changes you may want to make to your business. Market your business aggressively and look for additional opportunities to generate revenue.

Lack of cash can hinder any business, but with a little work, you can take control of your business’ finances. Have a great winter because May will be here before we know it!

2014 Warehousemen of the Year

RefrigiWear is the industry’s leading manufacturer of insulated industrial work wear, accessories, and personal protective equipment for use in subzero temperatures. This company keeps our guys warm in that -20 degree freezer!

This summer our own Anthony Quinn was nominated for “Warehousemen of the Year” by Rose for his leadership, productivity, ingenuity, attitude and length of service. Through the RefrifiWear contest, he became a final nominee!

Known as “Quinn”, this Warehouse Manager is responsible for loading thousands of cans of ice cream and other frozen products onto the Island Ice Cream freezer trucks every night, so your stores are properly filled for our Summertime guests and visitors! He is also the emergency freezer and drink machine repairman on site.

Quinn has been a part of the Island Ice Cream team for 10 years and his strong work ethic and team player attitude makes him our “Warehouseman of the Year!”

The waffle cone was created at the 1904 World’s Fair in St. Louis when Abe Doumar, a traveling salesman, encouraged an ice cream vendor to serve their ice cream on rolled waffles made by another nearby vendor when they ran out of paper dishes.



Chocolate ice cream was invented long before vanilla, and the first documented recipe for it appeared in the book *The Modern Steward*, published in Italy in 1692. The dish was based on hot chocolate, and was commonly mixed with spices like cinnamon and chili pepper, this is known as “Mexican chocolate” today.

“Apple pie a la mode” was invented at the Cambridge Hotel in New York when a customer named Professor Charles Watson Townsend regularly ordered ice cream with his pie. A second customer, Berry Hall, coined the dish’s name.



Hawaiian Punch was originally created and marketed as a syrup intended as an ice cream topping, but it became more popular mixed with water as a drink.



Professional ice cream taste-testers use special gold spoons which allow the tester to taste the product with virtually no trace of flavor left over from what was last on the spoon.



The earliest versions of Neapolitan ice cream were made of green pistachio, white vanilla, and red cherry ice cream. This was made to resemble the Italian flag.



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In the next issue:

- New Product Update
- 2015 Spring Ice Cream Taste Testing Event
- On the Lighter Side
- Freezer Care Tips

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Island is transitioning to a new computer system so if you need to update your account call 609-522-0438 to add or to change your customer information!