

ISLAND ICE CREAM COMPANY

2016 Wrap Up



Time goes by.....

As we begin our preparation for winter, it is with a sigh of relief that we were spared "Hurricane Matthew's" rage. Fall is a wonderful season to reflect on our blessings as we watch the beautiful change of the seasons.

Our crew at Island Ice Cream Company will continue to work on new, innovative ice cream flavors and products for the 2017 season, with an emphasis on fresh, vibrant flavor combinations.

Throughout this past summer, Mother Nature gave us a dry peak along with soft, wet holiday weekends. As a result, ice cream sales were strong overall with some growth in bulk ice cream sales; yet novelty sales were lack luster.

In closing, I acknowledge and thank you for the ongoing opportunity to serve you and to provide you with the highest quality products and services. Wishing you and your family a healthy and joy filled holiday season,

Your Ice Cream Guy, Tony

Newsletter

October 2016 ~ Volume 10

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Tips for freezers in winter!

After the season is done and we can all take a breath, keeping our freezers in good shape during winter is important. A few ideas for a successful freezer shut down are as follows:

- ◆ Clean the freezer out and get all last bits of "stickiness" off!
- ◆ Dry the freezer out completely
- ◆ Leave the doors open
- ◆ Clean out the condenser by removing the cover and vacuuming the unit inside.
- ◆ Return cover and repeat upon re-opening.
- ◆ In the Spring, turn on your freezers and make sure they reach 0 degrees before you place your ice cream order.
- ◆ Most importantly, have fun and rest up!

Island, not just Ice Cream anymore.....

Over the years, Island Ice Cream has continued to assist with and define trends in our industry. Increasing our product line from new and innovative flavors of ice cream, such as Sea Salt Caramel Malt, Irish Coffee and French Toast (this year's favorites!) to popular novelties and desserts, was just the beginning. As the years passed, we added frozen food items as well as frozen drink mixes. Keeping in mind customers' needs, this year we brought on a new line of shelf stable drink mixes.



Lemon-X is a national leader in the beverage industry. Their products are enjoyed across the continental United States and Puerto Rico. This ever evolving product line has grown to include a diverse variety of cocktail mixes in numerous concentrations. Lemon-X uses only pure cane sugar, and no high fructose corn syrup is included in any of their products. This is also a shelf stable product and assisted our customers with limited freezer space.

Our flavors included Pina Colada, Strawberry and Mango Puree for our customers who wanted to branch out into the smoothie industry, supplementing our frozen line of Tropics all natural fresh fruit mixes. We also added the following for our restaurant and bar customers: Bloody Mary and Margarita Mixes, Lime Juice, Sweet & Sour Mix, Triple Sec and Grenadine. These delicious products, along with competitive pricing, was a huge success this season!

If you are interested in branching out into the drink business, call Island and we can assist you with Menu ideas as well as pricing.

Boosting Litter Awareness!

This summer season, Island Ice Cream launched a "**Litter Free Awareness Campaign**". The idea originated from Tony walking the beaches and identifying some troubled spots for litter. Knowing that this litter issue is lethal for our marine and wildlife, and destroys beach scenery, he decided to encourage others to help maintain the beauty of our beaches. Tony composed a campaign slogan and with the assistance and creativity of his staff at Island Ice Cream and Walter's Sign Company, the "Litter Free Zone" sign was created. North Wildwood Mayor, Patrick Rosenello and the lifeguard staff enthusiastically supported this project. The idea became a reality and North Wildwood became the first area to involve beach goers in "Litter Free Zones". Locals and vacationers alike saw these signs posted on the back of the lifeguard stands in North Wildwood and attached to the Fudgy Wudgy beach vendor carts as well. Soon after, ice cream trucks and stores along the coast from Cape May to Long Beach Island posted these signs as well! As our coastal waterways and beaches are the most precious, natural resources in our area, Tony felt passionate about taking action and reminding others of these natural treasures. The North Wildwood Mayor and administration were extremely positive and proactive in implementing this awareness campaign. The North Wildwood government and administration understands the necessity of keeping our beaches and ocean pristine. We are also proud of the effort that our parks and recreation crews contribute to the beauty through the daily task of removing all trash generated.



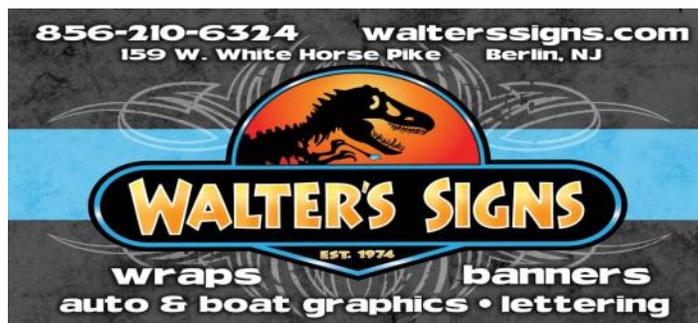
When the public is educated in debris management strategies they are more likely to assist in keeping our beaches a hospitable place to vacation. Litter is a deterrent and if nothing is done to combat this, we may not have the competitive advantage we have now with clean beaches. Other areas and businesses have expressed interest in joining this effort. If your community would like more information about the litter free effort, please call Island Ice Cream Company at (609)-522-0438.

If we all take notice as a community and act together with social pride for our habitats and environment, much can be accomplished!

If your business is in need of :

Signs, Vehicle Wraps, Vehicle Lettering, Lightbox Signs, Billboards, Web Design, Banners, Window Graphics, Dimensional Letters, Business Cards, Brochures, Mailers & More

- ♦ *Call Walter's Signs, a family run business that puts the customer first! Ask for Walter and tell him Island Ice Cream sent ya!*



In the next issue:

Visit us on the WEB!

islandicecream.net

- Welcome 2017 from Tony
- 2017 New Flavors and Products
- On the Lighter Side
- Spring Ice Cream Tasting

