

# ISLAND ICE CREAM COMPANY



## 2011 Fall Newsletter



*\* What we see depends mainly on what we look for; look for the best during this Fall season!*

### **Mother Nature with an Attitude**

*So here we are, another season just a memory! As the 2011 season evolved, mother nature blessed us with lots of sunshine. Our beaches were packed and many of us were poised for a great season. Island's new products were a big hit, with the "Brownie Bowl" leading the pack.*

*Then, "Irene" hit! As the tourists and locals evacuated, the momentum and rhythm of an awesome season blew away with the winds of the hurricane.*

*Even though we all lost a big week in sales, there was a silver lining.*

*We were spared nature's true wrath. Fortunately, the season did not end totally with "Irene", and we all still had our homes and businesses. We were blessed to have been spared the hardship of a true natural disaster.*

*So in conclusion, as the fall brings color and cool air to our beach communities, I would like to thank you for the opportunity to serve you and your business. Best wishes to you and your family for a Happy Holiday Season!*

*Your Ice Cream Guy,*

*Tony*

**November 2, 2011**

**Volume 6, Issue 1**

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### **Branching Out into the Frozen Dessert Line was a Success!**



Island Ice Cream Company continued to expand our product line to include single-serve gourmet desserts. Three of the most popular were the Chocolate Volcano Cake, our Chocolate Peanut Butter Tart and the Chocolate Brownie Cake Bowl!

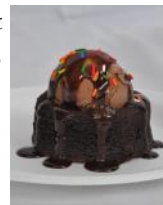
I guess you recognize the theme, "Chocolate". For thousands of years, people have reacted to the specific ingredients in chocolate in order to satisfy the brain's psychoactive desires. Chocolate has been known to trigger the body's endorphins and create positive feelings and energy. These chocolate cravings are most intense in the early afternoon and evening, so this makes any kind of chocolate a great product for the ice cream and restaurant industry. We can't forget that key ingredient of phenyl ethylamine or PEA for short. This is the "Love Chemical", which enhances the feelings of attraction and excitement! No wonder the top three desserts were chocolate based.

These three desserts were our top sellers in 2011 not just due to their key ingredient, but also due to their versatility. The Volcano Cake, as well as the Brownie Bowl, became the base for many sweet dishes and sundae creations. The amount of dessert ideas that our customers designed were countless. Some retailers used their store concept to create an exclusive dessert, while others created delicious combinations of ice cream and cake.

Trying new and different products can enhance any establishment, and at Island, we constantly seek out and develop new products and concepts for our customers.

So if you haven't tried one of these desserts, check these out on line at :

[www.islandicecream.net](http://www.islandicecream.net)  
along with any of our other delicious products!



### **Turkey Hill drinks were a hit this Season!**

There's just something about a cold glass of Turkey Hill Lemonade or Iced Tea that reminds you of childhood, making you smile when you take that first sip.

Island Ice Cream started to carry this product last season and we continued in 2011 with some terrific new flavors.

Turkey Hill drinks are made cold and packaged for freshness and are the number one seller in the country! Every bottle is made cold, bottled cold, shipped cold, and of course, sold cold. This protects the taste and keeps each bottle more refreshing!

Enjoy the memories and make some new ones with flavors like:

**Iced Tea,  
Lemon Tea,  
Green Tea,  
Diet Green Tea  
and Lemonade.**



# ISLAND ICE CREAM'S NEW WEB PAGE

The Island Ice Cream web site was created in the Spring of the 2011 season. This website includes all the information you may want or need to know about the company, from Tony's very beginnings and our staff, to our full product line.

The ABOUT US tab has Island's history, our mission statement, our hours and a great photo gallery!

The Products are described in detail with most of those having a picture for identification, especially the novelties and desserts!

There are also separate tabs for the different services that Island provides, as well as exact contact information for direct communication and / or questions.

Included is a section on the industry with

updated articles and information regarding the dairy market and exciting trends.

Finally, there is a tab devoted to our published newsletters from the past to the present.

So if you are interested in visiting this site, just check us out at

[www.islandicecream.net](http://www.islandicecream.net)

Find out our exciting new products and details for the upcoming 2012 season!



## A Scoop is definitely worth a price increase....

The dairy industry had extreme price increases this 2011 season. Our company tried desperately to keep prices affordable, absorbing many monthly increases. However, it was inevitable that Island had to finally raise prices. These price increases are rooted in the story of a scoop of ice cream.

This story begins as it moves from raw materials to finished product, including a myriad of forces that are pushing food prices higher. Like other commodities, milk, sugar, and gasoline prices have soared because of rising demand, catastrophic weather, and political unrest.

A cyclone in Australia wiped out sugar beet crops. Uprisings in the Middle East have threatened to disrupt oil supplies. Growing demand for milk by Asia's rising middle class affects the over-the-counter price of an ice cream cone everywhere. Milk prices have gone up an average 38 percent in the past year, according to the U.S. Department of Agriculture, while sugar prices are up almost 20 percent, as well as the cost of high-fructose corn syrup, which rose just over 22 percent.

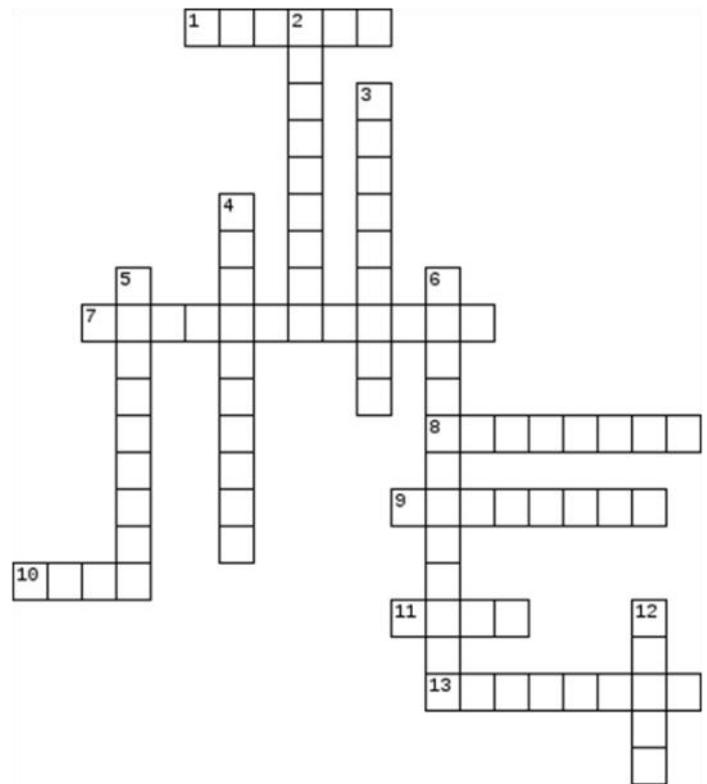
Dairy farmers are also struggling, as the price of feed increased to \$27,000 a month, up \$5,000 from a year ago. Much of these increases are due to the rising price of corn, rooted in soaring crude oil prices and demand for ethanol, the corn-based gasoline additive. It's easy to see why price increases in the dairy industry continue.

However, there is a positive perspective for our industry! This idea is rooted in the fact that no matter what, within reason, the consumer will always spring for a scoop of ice cream. For one, it's a delicious and relatively healthy kind of treat and for another, it's an affordable luxury that stands in for more expensive indulgences, such as travel or electronic toys. As consumers were questioned, most stated that "even a sharp price jump wouldn't change their habits" and when asked if they would skip a scoop, the reply was, "probably not"!

([www.moneyland.time.com](http://www.moneyland.time.com))



## On the lighter side:



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### Across Clues

1. It's the tops!
7. From a can and it's the best.
8. If you eat ice cream too fast, you get one of these.
9. Cookies on each side with your ice cream in the middle.
10. Edible ice cream holder.
11. Non-edible cup.
13. A fruity and icy version of ice cream.

### Down Clues

2. Chocolate, nuts, and marshmallows make this great flavor.
3. It's a type of berry.
4. Chocolate, Vanilla & Strawberry.
5. Made from the coco bean.
6. Puffed sugar.
12. Comes in different flavors to top your sundae.

### In the next issue:

- Tony's Message
- New Product Information
- 2012 Industry Information
- Spring Product Tasting Event
- On the Lighter Side

