

# ISLAND ICE CREAM COMPANY



## Ice Cream: The Inflation-Proof Sweet Treat

As another season rapidly approaches, our crew is busy working on Island's product line and operational systems to address last year's unprecedented price increases and continued supply chain issues. While inflation has affected most aspects of business and our daily lives, Ice Cream remains the affordable go-to sweet treat.

To address the many supply chain issues, many manufacturers are reducing SKUs while others are developing new systems to help minimize the impacts of ingredient shortages. We will continue to monitor these trends and guarantee that your freezers will be full of quality Ice Cream products. The trend of indulgent inclusions and salted caramel flavors continues to drive new product development. Look for our new bulk ice cream flavors featuring Kemps premium ice cream. As in the past, we will be open 7days/week giving you full access to all our services.

As we all gear up for the summer of 2023, working on menus, operations and buffing up our facilities, please let us know how we can assist with your planning and execution. Keep in mind that ice cream is all about comfort, smiles and good times as you plan your strategy for this season. During economic and world event uncertainties, Ice Cream is the affordable treat that will drive sales.

In my 51<sup>st</sup> year at the helm of Island Ice Cream, I'm excited to steer a team committed to serving you and your business. Our office is now open to assist you with any questions, information or product updates. Please let us know your opening plans and any new contact information. It is in the spirit of optimistic anticipation that I wish you a healthy and successful season.

Your Ice Cream Guy,

*Newsletter*

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### ONE DECADE ANNIVERSARY

This season is Anca's 10th season at Island Ice Cream.

Don't forget to congratulate her on this accomplishment when you will chat with her about opening for the season.

## NEW FLAVORS 2023

### Kemps

#### PEACHY KEEN

Cheesecake flavored ice cream with smooth peach revel

#### PIRATES TREASURE

Caramel flavored ice cream with candy coated chocolates and chocolate sandwich cookies

#### SALTED CARAMEL COLD BREW

Cold brew coffee and sweet cream ice creams with a salty caramel swirl

#### PEANUT BUTTER COOKIES & CREAM

Vanilla flavored ice cream with peanut butter swirl and chocolate sandwich cookies

#### Philadelphia Water Ice: UNICORN Bulk

Blueberry, Vanilla and Cotton Candy water ice swirl

## REESE'S DESSERT BAR

Made with Real REESE'S Peanut Butter Swirl!

Frozen dessert bar blended with REESE'S peanut butter sauce and covered in signature Good Humor cake coating.

A perfect combination of flavors, peanut butter and chocolatey goodness in every bite!



# Ice Cream Zodiac

An ice cream a day, keeps all tension away. Winter or summer, this particular sweet craving does not go away. We all have our go to ice cream flavors and it turns out, your preference can say a lot about you and vice versa. Popular ice cream flavors match the distinct personality of our zodiac signs.

It is no secret that our zodiac signs affect our taste buds heavily. The kind of flavor that we like often depends on our intrinsic personalities, shaped uniquely by our zodiac moon signs. So, whether you are a lover of chocolate or you prefer a fruity zest, it is all written in your stars. Without much further ado, grab your favorite tub of ice cream and give this article a hearty read. ([www.indastro.com](http://www.indastro.com))

## Ice cream flavors that suit your sign

**Aries** - You're a natural-born leader with a fearless and spontaneous personality. You love to shake things up and try new things, which is why you'd never order a plain vanilla ice cream cone when you can have chocolate ice cream with a marshmallow ribbon and almonds (**Rocky Road** Ice Cream).

**Taurus** - You're chill and reliable. People count on you for your level-headed personality, your realistic outlook, and of course, your great taste in ice cream. Just like you, **Mint Chip** is a dependable flavor you can't really go wrong with.

**Gemini** - You're independent and your mind is constantly racing with new ideas. Rather than settle for what you're comfortable with, you seek new experiences. That's why you'd never order vanilla or chocolate when you can get your hands on **Black Cherry** ice cream.

**Cancer** - You can be a bit hard to read, but at your core you are passionate, generous, and dependable. You crave meaningful relationships and comfort. You're also a summer baby, so it's only fitting that you'd be a nostalgic ice cream flavor that's reminiscent of warm, sunny days, made with juicy berries fresh from the farmer's market as the **Blueberry & Cream** ice cream

**Leo** - You have an extroverted personality and you love being in the spotlight. You're also a natural leader who tells it like it is. You love affection and attention, and you thrive during the summertime. You'd be a heaping cone of **Strawberry Cheesecake** ice cream — a bold flavor that's tangy and sweet, yet unabashedly unique.

**Virgo** - You're a go-getter and a problem solver. You can be a bit demanding, but that's only because you know what you want and how to achieve it. At the same time, you have a bit of a hidden wild side that you seldom reveal. That's why you'd be **Cookies and Cream**: It's practical (a little vanilla and a little chocolate), but it also contains a little something extra — loads and loads of delicious cookies.

**Libra** - You're a giving and selfless person who craves harmony and meaningful relationships. You're persuasive and charming, but you can be unpredictable at times. You have something to offer everyone, and everyone wants a piece of you. You'd be a heaping scoop of **Peanut Butter Cookie and Cream** ice cream, a flavor that's well-liked and has a loyal following.

**Scorpio** - You're intense, passionate, and very seductive. But you can also be mysterious, secretive, and a bit hard to read. You're protective and loyal, making you a great friend, but boy can you sting those who get on your bad side. You'd be a salty-sweet flavor like **Salted Caramel Pretzel**. It's luscious and tempting, but you never know when you'll get a savory bite.

**Sagittarius** - You're the sign everyone admires. You're a dreamer with a great sense of humor. You're spontaneous, creative, curious, and experimental. You'd be a scoop of **Pistachio** ice cream, an adventurous and unique flavor that's a bit out of most people's comfort zones.

**Capricorn** - You are rebellious and a non-conformist. You enjoy trying out new things to the point where your choices can be called eccentric. You are energetic, playful and fun to be with. You are quick witted and enjoy a stimulating effect of your choices. You prefer deep flavors with lasting effects. You'd be a scoop of **Espresso Caramel Brownie**, a sweet cream ice cream kissed with espresso and swirled with caramel and fudgy brownies.

**Aquarius** - You're original and a progressive thinker. You march to the beat of your own drum and keep an open mind. You pay no attention to the haters who throw shade at **Black Raspberry** ice cream. You know it's delicious.

**Pisces** - You have a sweet tooth. You are caring and sentimental. Sugar rush always gives you a new kind of high and happiness. You are creative and artistic. Your dreamy and sweet natured disposition is what makes you stand out, just like your favorite ice cream flavor **Death by Chocolate**, a deepest chocolate ice cream packed with chocolate truffles and chocolate cake crunch finished off with fudge ripple.