

NEWSLETTER VOL. 25 · MARCH 2024

ISLAND ICE CREAM

A New Chapter

Over the past many years of writing our annual opening and closing newsletters, I have reflected upon the years gone by with me at the helm of Island Ice Cream. While last season marked my 51st year and I turn 70 this July, my wife, Debbie and I have decided it's time to pass the tiller on.

My cousin Kristen Visalli, an accomplished electrical engineer with an extensive background in the food service industry, will take on the leadership role. Kristen has worked for us in the past, is a smart, energetic woman and is committed to continuing our outstanding customer service and to bring you the highest quality products available.

Our team remains the same, and as always, are preparing for another busy season. I will be available throughout the season and working closely with Kristen and our entire staff to assure a seamless transition. As in the past, I am available to assist you with any questions or planning strategies.

Please feel free to call us with your opening dates or any questions.

Thank you all for your trust, business and friendship over these past 51 years.

Your Ice Cream Guy,



I would like to take this opportunity to introduce myself. As Tony has stated, my name is Kristen Visalli and over the past 20+ years I have been an electrical engineer. I have also worked in the food service industry. I am ready, willing, and able to serve you as our customers, and to continue the excellent service that you are accustomed to from Island Ice Cream. My goals, as the new owner, are to continue to provide top-quality products, seek out new products, and to expand on our excellent service.

I am truly honored that my cousin Tony felt that I was prepared to take over his successful business and keep it in the family. It will be my pleasure to get to know each and every one of our customers and to be available, like Tony, to each of you.

Please feel free to contact me if you have any questions.

Your Ice Cream Gal,

Kristen

This issue:

A note from Tony and Kristen

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Sweet Beginnings - Reopening
your Business

New for 2024



Chocolate Covered Strawberry


Creamy and delicious Strawberry flavored ice cream, with chocolate chunks and chocolate fudge swirls

Churro Chata

Cinnamon flavored ice cream with churro pieces and caramel swirls

Monkey Business

Banana flavored ice cream with brownie chunks and caramel swirls



Sweet Beginnings: Reopening Your Ice Cream Business for a New Season

After a chilly hiatus, the time has come to dust off the scoops, polish the counters, and reopen your ice cream business for a new season of sweetness! As you prepare to welcome back old friends and make new memories, embracing a positive tone can set the stage for a successful and joyful reopening.

Embracing the Season of Sweetness

As the days grow longer and the sun shines brighter, there's an undeniable sense of anticipation in the air. The arrival of a new ice cream season brings with it the promise of warm smiles, cold treats, and unforgettable moments shared with customers young and old.

Preparing for a Sweet Return

Before unlocking your doors and turning on the open sign, take the time to prepare your ice cream business for its grand reopening. This includes refreshing your menu with exciting new flavors, ensuring your equipment is in top working condition, and sprucing up your space to create a welcoming atmosphere.

Spreading Sweetness Through Marketing

Spread the word about your reopening with a marketing campaign that reflects the excitement and positivity of the season. Use social media, email newsletters, and local advertising to let your community know that you're back and better than ever. Consider offering special promotions or discounts to entice customers to visit.

Serving Up Smiles and Sweetness

As customers begin to trickle in, greet them with a warm smile and a scoop of their favorite flavor. Whether they're indulging in a classic cone or trying a new creation, make sure every customer experience is filled with sweetness and satisfaction.

Embracing New Opportunities

The start of a new season is also a time to embrace new opportunities and innovations. Consider introducing new menu items, expanding your catering services, or partnering with local businesses to create unique flavor collaborations. By staying open to new ideas, you can keep your ice cream parlor fresh and exciting for both new and returning customers.

Looking Forward to a Sweet Future

As you reopen your ice cream business for a new season, take a moment to reflect on the journey that has brought you here. Celebrate the successes, learn from the challenges, and look forward to a future filled with sweetness, joy, and endless scoops of ice cream.

In Conclusion

Reopening your ice cream business for a new season is a time to celebrate the magic of ice cream and the joy it brings to people's lives. By embracing a positive tone and welcoming your customers with open arms, you can create a season filled with sweet memories and success. Here's to a season of sweetness, laughter, and countless scoops of happiness!