



The Sundae Times

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GLIC&FFA Convention—2012

New Feature: "If I had an ice cream store. . ." Promotion ideas and insight from the staff of Ashby's Sterling, LTD.

Recipe Corner

You Wanted to Know

Welcome New AS Retailers!

New Flavors 2011

Bavarian Chocolate Cake—German Chocolate cake and caramel ice creams mixed with chocolate cake chunks and swirled with caramel-coconut frosting.

Green Apple Pie—Tart, green apple and sweet apple pie ice creams, tossed with sugared pie crust, and walnut caramel topping.

Toffee Mocha Misu—Chocolate toffee candy in coffee ice cream, laced with brandy espresso ribbon.

Peanut Butter Cookie Dough—Peanut butter ice cream with PB swirled in and chunks of PB cookie dough.

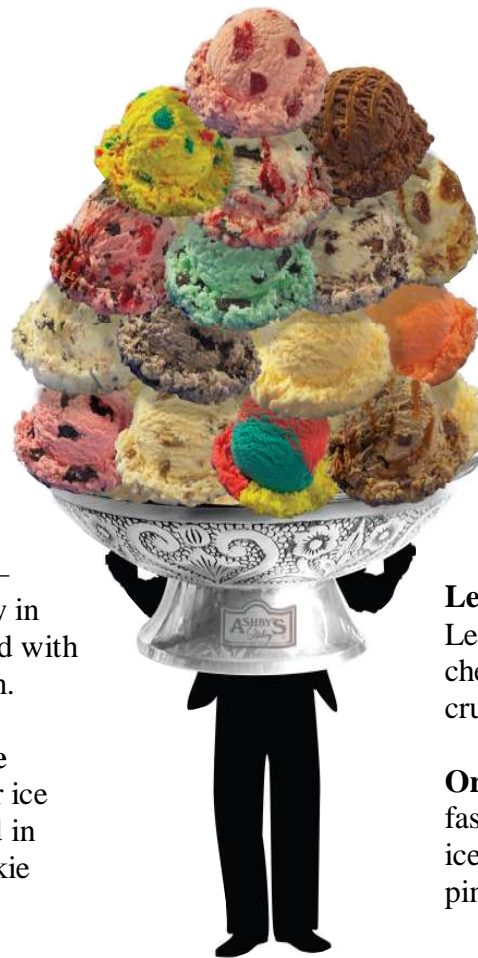
Just Peachy—Sweet peach ice cream with lots of large peach chunks.

Kung Fu Caramel—Caramel cashew ice cream with salted cashews, ginger caramel swirl and sweet fortune cookie cream.

Blueberry Cream Pie—Crispy pie chips and blueberry ribbon in sweet cream cheese ice cream.

Lemon Cheesecake Bar—Lemon bar ice cream with cheesecake chunks and a crunchy graham crust swirl.

Orange Pineapple—Old fashioned orange-pineapple ice cream with real crushed pineapple



We are renaming Sweet & Salty: "Pay Day"

Merchandising Materials

Now that your store is cleaned and ready to start the new ice cream season, we want you to be aware that we have some items that may help you merchandising your ice cream. You can place your order through our office, with order forms printed from our website: www.ashbysicecream.com on the retail/dist. page, or we can e-mail you a form. We accept Visa/MC/AmEx or checks for payment.

- ◆ 23" x 36" dry erase/magnetic/cling board
- ◆ 8" x 10" dry erase easel board
- ◆ 2' x 7' outdoor banners
- ◆ 4' outdoor cone sign
- ◆ Menu boards (custom types and sizes)
- ◆ Cabinet magnets with graphics and logo
- ◆ Cone Holder (straddle top)
- ◆ Cone Display (holds a few of each type you sell)
- ◆ Logo'd Serving Dishes and colorful Hand Pack Qts. and Pts.



You Wanted to Know:

Q. Several of my customers have allergies. How can I help them choose an ice cream flavor that they are not allergic to?

A. Ashby's Sterling Ice Cream provides an "Allergy Alert Chart" that is updated annually with our new flavors. If you do not have a current chart, be sure to request one from us. This year, we are adding the common allergens to our flavor strips. In addition, nutritional information is provided upon request. Keep this information posted or in a binder for the customer to view.

Questions? Contact us at www.ashbysicecream.com or 1.888.4.ashbys

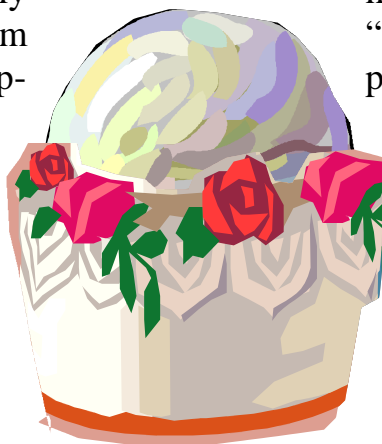
Recipe Corner:

Cupcakes Are All the Rage!

If you have been paying attention, you've noticed that many people now serve individual, fancy cupcakes in place of the big decorated cakes for occasions such as weddings, showers, graduations, anniversaries, etc.

Even if you do not usually sell ice cream cakes, you can get in on this market, quite easily. Print up a "Cupcakes by special order" sign. Find a free lance decorator to work part time when you get an order for a party. You can easily

make ice cream by dropping a 3-4 oz. scoop of ice cream into a small, plastic punch pressing down to bottom of cup. You may even put a vanilla



cream "cupcakes" by dropping a 3-4 oz. scoop of ice cream into a clear plastic punch cup, and gently filling the cup. You may even put a wafer, or a crème-filled sandwich cookie in the bottom first. Smooth the top flat and add cold fudge, caramel, or fruit topping. Freeze until firm. Then enlist the decorator to add decorator's whipped cream frosting and a large flower design on top of that. Return cups to harden in the freezer.

To merchandise, buy large, rectangular cake boxes that will hold approximately 1—2 dozen "cupcakes". Add instructions for serving to the box: Let stand at room temp. about 10—15 minutes before serving.

Ashby's Sterling Ice Cream in Texas!

Southern Ice Cream of Stafford, TX near Houston is dipping into the foodservice arena by introducing Ashby's Sterling Ice Cream to the southeastern cities of Texas! Since January, the company has added several new ice cream dip shops featuring Ashby's award winning ice cream to its current long list of ice cream street vendors and special event operators!

Mike and Sharon Johnston purchased the family owned Southern Ice Cream Corp. in 2006 and have dedicated themselves to serving Southeast Texas with nationally recognized single serve ice cream novelties and specialty ice cream desserts. Mike Johnston has over 30 years experience in the ice cream business and currently serves as the President of the International Association of Ice Cream Vendors & Distributors. The ice cream business is his heart and soul and involves every member of his family! Their daughter Michelle Franklin joined the company to help expand the business in special events and foodservice. The special events side of the business has been rapidly growing and successful, so now the focus turns to jumpstart foodservice! This year, John Kalfayan and Steve McKellar have joined the team, both have extensive experience & knowledge in foodservice for the Texas area and will be working hard to expand the Ashby's products throughout Texas.

Dates to Remember:

Mark your calendars now for **Flavor Day 2011** on Saturday, October 8, 2011 in Lansing, MI. This is our open house for all things Ashby's Sterling Ice Cream and you help us decide our flavors for the next ice cream season.

February 2-4, 2012 **Great Lakes Ice Cream and Fast Food Convention**. If you are not a member, join today to take advantage of all the great benefits, especially the \$10,000 in scholarship money given to members' qualifying employees. Visit the association's website www.glicffa.com for more information, or call the current association president, Dianne Tunison @ Ashby's Sterling Ice Cream. 888.4.ASHBYS.

"If We had an ice cream parlor. . ."

By Mary Sowers and Dianne Tunison

We would start printing "Parlor Bucks" like we were printing money! Parlor Bucks would be carried by us, our employees, our family, and anyone else we trusted to hand them out for us. These mini gift certificates are a great form of nearly free advertising, and can get people to come in the doors. No doubt, if they come in, they will buy something costing more than the amount of the "Parlor Buck" value.

We'd pass out these special coupons at school events, charity events, sporting events, or when we caught someone doing something nice for someone else in the community. We'd send the *Teacher, Citizen, Volunteer, Firefighter, Law Enforcement Officer, (etc.) of the Year* a few parlor bucks with a note of congratulations. If we made cakes, we would suggest that they use the bucks towards a "Congratulations" cake.

Another idea is to give them to hotels and campgrounds to include with their visitor check in packet. Chances are recipients will come with at least one other full-paying customer.

To help you get started with our idea, we have included artwork below. Just have your printer add your store name, address, phone, hours, etc., or we can e-mail you the artwork, too.

\$1

Parlor Bucks

\$1

(Certificate may not be combined with any other discounts, coupons, or promotional items)



Redeem these "Parlor Bucks" at the Ashby's Sterling Ice Cream store listed on the back.

\$1

This certificate entitles the bearer to \$1.00 toward the purchase of any parlor dessert item made with Ashby's Sterling Ice Cream, including hand-packed pints and quarts.

\$1



Welcome! to the following new **Ashby's Sterling Ice Cream Retailers:**

Dawn	Stodolski	Madison's Coffee	Indian Trail	NC
Mohammad	Nawwas	Unity Tree Café	Bloomfield Hills	MI
Jim	Porter	Rude Dawgs	Canton	OH
		Paceteria II Sabor DeMexico	Chicago	IL
Terry & Vicky	Wilken	Jay's Drive-In	Oregon	IL
Rob	Nasralsghvili	Sicilia Stone House	Pinkney	MI
Karen	O'Neill	The Sweet Tooth Shoppe	Fulshear	TX
Venee	Rodgers	Moscow General Store	Moscow	MI
Kamlesh	Patel	Goody's	Homer Glen	IL
Joe	Kasper	Kasper's Oh Fudge Shoppe	Lexington	MI
Ken & Evelyn	Peterson	Big Dipper Ice Cream	Caseville	MI
Doreen	Conklin	Sweets Galore	League City	TX
Steve	Phudng	Galveston Ice Cream & Sandwich	Galveston	TX
Phillip	Selders	Little Dippers Ice Cream Shop	Southgate	MI
Melissa & Chris	Clabaugh	Pizza Pluz	Reading	MI
DeAnn & John	Reich	Coffee & Friends Café	Okemos	MI
Bill	Mrowe	Good Times Caffee	Dearborn	MI
Cindy	Iams	Cindy's Diner	Berlin	OH
Burt	Schiffhauer	Clever Cone	McKees Rocks	PA
Chris & Missy	LeFave	Downtown Scoops	Alpena	MI
David	Stevens	TC's Ice Cream & Custard	Lapeer	MI
Betty	Perez	Sugar Shack	Clarion	IA
Stephanie	Jones	Moo Cow	Goodrich	MI
Ken & Sue	Sedam	Captain's Pizzeria	Edwardsburg	MI
Gill	Johnson	Giant Scoop	Pekin	IL
Jim	Conway	North Shore Market	Linden	IL
Dan & John	Tasic	Whitmore Lanes & Coney	Whitmore Lake	MI
Julie	Bardelli	Moonlight Diner	Plymouth	MI
Athanasia	Mantas	London's Ice Cream Parlor	St. Clair	MI
Monica	Garner	Dips & Dogs, LLC.	New Paris	IN
Cindy & Russ	Howard	Hubbardston Market	Hubbardston	MI
Eric & Michelle	Peiffer	Hubbardston Market	Hubbardston	MI
Jeff	Slomovitz	Ice Cream Etc.	Farmington Hills	MI
Jerry	Bigely	Tasty Freeze	Kure Beach	NC
Ken	Fiala	Cap'n Ken's Family Dining	Lake Park	IA
AJ	Hazen	Two Mad Dogs	Powell	OH
Candace	Hart	Dansville Mercantile	Dansville	MI
Tim & Karen	Leep	Cherry Valley Greenhouse	Middleville	MI
Leonard	Armstrong	Armstrong's Funland	Belleville	MI
Robert	Ortiz	Dallas Love Field IC Store	Dallas	TX
Scott & Michelle	Edgeton	The Berry Vine, LLC	Warrens	WI
Ljoe	Simaan	Tropical Falls	Burton	MI
Joe	Fuja	King Kone	Flushing	MI
Lisa	Orton	The Depot	Caro	MI
Rhonda	Hamptons	New Horizons	Patch Grove	WI
Roberta & Doug	See	Candyland Station	Grinnell	IA
Donna & Trenton	Turner	Serendipity Sweets	Vestavia Hills	AL
Sue	Wilburn	Algonac Liquor	Algonac	MI