



The Sundae Times

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The Sundae Times' Gets A New Look

New Flavors' Feedback

National Restaurant Show, May 22-25, 2010.

New Graphics/Sizes for Handpack

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

What's New?

Recipe Corner

You Wanted to Know

Welcome New AS Retailers!

Ashby's Sterling's Sundae Times Gets New Look!

It's been awhile since the *Sundae Times* has had a new look, so it's time for a change. We plan on keeping some features and adding a few new regular columns. One new column will be titled: "If I owned a parlor. . . ." with the staff of Ashby's Sterling Ice Cream contributing ideas that they have come across in their travels, dreams, reading, experiences, or completely made up! Hopefully, it will be food for thought that you can try in your own store. If you have ideas to share, feel free to contribute. Our retailers love to try new things to get sales stepped up during a down economy or less than desirable weather.

We pledge to keep our news and information relevant, so you will read the newsletter from front to back. We will continue to e-mail the *Sundae Times* to you, or snail mail it if you prefer. Just let us know. Current and back issues will still be available on line to download, if you are looking for more ideas or you are new to our retail family.

Let us know what you think of our little newsletter and feel free to offer suggestions of what areas you would like us to write about or get details on.

New Flavors Go Like Gangbusters!

Our 2010 new flavors are being received with rave reviews. If you haven't tried them yet, you are missing out. Ask your distributor which flavors are available to you. The new ones include: English Butter Toffee, Savannah Summer, Scout's Honor Mint Cookie, Sutton's Bay Cherry Lemon Cake, Sweet and Salty, Blk. Raspberry Pomegranate Sorbet, and Wild Blueberry Granola Yogurt. When Rocky Road is out of stock, our newly reformulated flavor, Rockin' Road will be available.

Ashby's Sterling Ice Cream Represents Michigan and the USA One Scoop at a Time at NRA Show.

Ashby's Sterling Ice Cream, LTD., a Michigan-made product, will present their award-winning ice cream highlight American-made sale internationally. of its sixty flavors to food



to international buyers at the National "American Food Fair" in Chicago, IL, May 22-25, 2010. The American Food Fair will products that are available for Ashby's will sample twenty four buyers from around the world.

HAND PACK CARTONS IN FULL COLOR

Speaking of a new look. Check out our new hand pack quart cartons. They're printed in full color on paperboard and they look gorgeous! The size and prices are much better, too. We've repackaged some of them, so you can now buy a "combo" pack of 100 each quart and lid. See the enclosed order form for new prices and packaging sizes.

"Combo" Pint packaging is included also, but the design has not changed at this point.



You Wanted to Know:

Q. Where can I buy *clear display covers* for my ice cream tubs?

A. If you are looking to keep your ice cream fresh when the unpredictable weather dictates your daily volume, you can still show your ice cream flavors while keeping them covered during slower times. Central Restaurant Products has what you need. "Ice Cream Savers" fit inside the container and push down to the level of your dipped ice cream, reducing air gaps and freezer burn. Contact them at www.CentralRestaurant.com or 800.222.5107.

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

Recipe Corner:

June is "National dairy month", so it is only fitting that milkshake promotions are in order to celebrate this month. Have you ever tried thinking outside the box and come up with wacky flavor ideas? Here is your chance to be creative and see what sticks. We've got a few ideas to get you started.

State Fair Milkshake: Blend 8 oz. AS Cotton Candy ice cream and 8 oz. of 2% milk.

Afternoon Shakeup: Prepare a clear shake cup by squirting chocolate syrup swirls on inside of cup. To make shake, blend 8 oz. of AS Caramel Macchiato ice cream and 8 oz. of 2% milk. Garnish with whipped cream and a swirl of caramel.

German Chocolate Cake Shake: Blend 8 oz. of AS Eskimo Kisses ice cream, 1 oz. of caramel, and 7 oz. of 2 % milk. Garnish with whipped cream and a caramel swirl.



America the Beautiful: Prepare a clear cup by squirting strawberry syrup swirls on the inside walls of the cup. Blend 8 oz. of AS Wild blueberry granola yogurt, 1 oz. of blueberry topping, and 7 oz. of 2% milk. Garnish with whipped cream, granola, and fresh strawberries and/or blueberries.

Sundae Recipes for 2010 New Flavors

Sweet and Salty Fudge Sundae: Add a ladle of hot fudge to a scoop of Ashby's new Sweet and Salty ice cream. Garnish with whipped cream, peanuts and a cherry.

Lemon Cherry Pie: Fill a graham crust with slightly softened Sutton's Bay Cherry Lemon Cake ice cream, mounding it in the middle. Pipe whipped dessert topping around the outside edge and fill the middle with cherry pie filling.

Afternoon Tea: Soften slightly and then flatten a 2-3 oz. scoop of Savannah Summer ice cream on wax paper. Add a large sugar cookie to each side to make a "sandwich". Wrap in clear plastic and freeze. Serving suggestion: sell in a combo with iced tea.

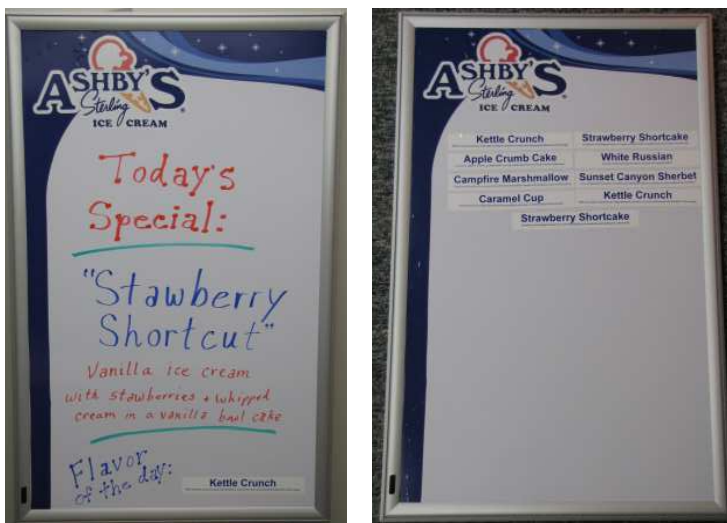
What's New?

We are always looking for new, inexpensive, and versatile ways to help you market your ice cream. Our latest find is a 24" x 36" magnetic, white (dry erase) board in a brushed-silver frame. We added our Ashby's logo header and you can do the rest! The board will hold cling strips, or you can write on it with dry erase markers. You can even hold things to it with magnets. Most office supply stores also offer printable magnetic or cling strip "paper", so you can keep things neat.

Below left is a picture of the board that was hand-written on by the "lefty" editor, who has a hard time trying not to erase at the same time she writes! Be sure to give this writing assignment to your employee with the best handwriting. Below right shows the board with flavor cling strips added.

There are many uses for this board to advertise your "Special of the Day", your menu items and prices, a way to supplement your main menu with "limited time only" or seasonal items, your store hours, your flavor list, etc.

Boards will be available the week of May 30th. Cost is \$50 each, plus shipping. Weight is 8 lbs. They can be hung up or placed on an easel. When ordering, specify whether you want the board to sit horizontal (36" wide x 24" tall) or vertical (24" w x 36" h).



June is "National Dairy Month"
July is "National Ice Cream Month"

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

By Dianne Tunison, Sales/Mktg. Mgr.

I would offer something new each week to keep my customers coming back. Whether it is a new dessert item, ice cream flavor, or promotion, I would give my customers something on a regular basis to look for when they visit. I could start with designating one or two spots in my ice cream cabinet as the "go to" spot. Each time I ordered from my ice cream distributor, I would buy a flavor that I don't normally carry. This way, customers would eventually get to try all 60 of Ashby's Sterling's ice cream flavors. This would be a great way to generate feedback and let my regulars help decide which flavors I should offer at my store.

In addition to rotating ice cream flavors, I would also come up with a "special of the week" item that is a good value and perhaps uses a flavor that needs a boost in sales. For instance, Ashby's new Black Raspberry Pomegranate Sorbet will make excellent smoothies, but some may be reluctant to try the flavor on its own, because they aren't familiar with pomegranate. Making the flavor into a smoothie may give someone a chance to see how delicious this flavor really is.

Now that I've come up with a "flavor of the week", "drink of the week", I could offer a "dessert of the week" such as a sundae, pie, cake, or novelty item. (See Recipe corner, pg.2)

Using the new Ashby's dry erase board (see article/photo at left) would be an excellent way of advertising new items that aren't a part of my regular menu at this point. For only \$50 plus, shipping, I could use this method to highlight new items until I decide if they will become a part of my regular menu offerings.

Now, if only I had a real parlor to try out my ideas



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

Andrew	Baker	Drew's Eatery	Chicago	IL
Heather	Adkins	Grub	Carson City	MI
Mark & Denise	Friedrich	Grandpa's / Friedrich Bros. Inc.	Havana	IL
Rahel	Belfield	Grant Park Coffeehouse	Atlanta	GA
Mike	Jamil	Beecher BP	Adrian	MI
Jason	Saughter	Sweet Tooth	Cedartown	GA
Tracy	Allard	Goats on the Roof #1	Tiger	GA
Tracy	Allard	Goats on the Roof #2	Helen	GA
Nickki	Hurlbut	Lickity Splits	Ionia	MI
Dan & Laurre	Kotosci	Lighthouse Grill @ Hideaway	Mears	MI
Amanda	Kohl	Dairy Barn	Sebewaing	MI
Jenifer	Brisson	Log Cabin Camp Store	Clay Twp.	MI
Howard	Pauman	Emmus Express	Albertville	MN
Jerry & Teresa	Anderson	TJ's Ice Cream Plus. . .	Anderson	IN
Amy	Shafer	Gogot's	Lake Ozark	MO
Clint	Dowty	Big D Ice Cream Shoppe	White House	TN
Thomas	Harris	Cross Roads	Muncie	IN
Cindy	Wolak	Woolies	Rochester Hills	MI
Deborah & Jeff	Mitchell	Serendipity IC & Coffee House	Westerville	OH
Scott	King	Tasty Twist	E. Lansing	MI
Daryl	Trongo	Big Apple Bagel	Shelby Twp.	MI
Jan	Knowles	Stucchi's of Alma	Alma	MI
Chris	Wenell	Breadeaux Pizza	King City	MO
Barbara	Stalkfleet	Legend Dairy	Muscatine	IA
Stephanie	Curtis	Aunt Taffy's Ice Cream	Fairmount	IN
Ray & Philip	Abbott	Abbott's Food Center	Albany	GA
Jeff	Lanier	Homerun Foods	Albany	GA
Jeff	Lanier	Homerun Foods #4	Leesburg	GA
Keith	Bohman	McBo's Lanes	Versailles	OH
Brian	Connett	Twist & Shake	Paoli	IN
Jeff	Wilson	Wilco Fast Break	Palmyra	MO
David	Bailey	Garden Café on Broadway	Grove City	OH
Judy	Dowling	Command Post	Melvin	MI
Kevin	Mosso	The Working Cow	Carrolltown	PA
Kevin	Mosso	The Working Cow	Cape Coral	FL
Ronald	Booth	The Corner Pharmacy, Inc.	Leavenworth	KS
Curt	Tramel	Station 66	Battle Creek	MI
Susan	Vargo	Mustard Seed Café	W. Jefferson	OH
Deb & Dennis	Comber	Sugar N Spice	Charlevoix	MI
Mike	Carr	Fastrip	Cassville	MO
Bob	Masten	Funilla Ice Cream	Chatham	IL
Shaun	Brecht	Brecht's Pickle Barrel	Lapeer	MI
Larry	Richardson	Lick n' Putt	Fenelon	PA
Judith	Zehnder	GG's	Frankenmuth	MI
Chris	Lewis	Mocha Joe's Coffeehouse	Stow	OH
Robert Galan	Joe Yaldo	Video World	Marysville	MI
Rod	Wake	Fairfax 1 Stop	Fairfax	MO
John & Roxanne	Tabor	Pentwater House of Flavors	Pentwater	MI
Jim	Zyrowski	Ben's Supercenter	Brown City	MI
Donna	Henry	Toronto Dairy Isle	Toronto	OH
Alok		Donut Hut	Des Moines	IA
Jim & Denise	Spicozza	Lickety Split	Wilmington	IL
Jay & Karen	Duff	Dream Catchers Cakes	Connersville	IN
Craig	Engelhardt	Saganing Sagamok Shell	Pinconning	MI