



The Sundae Times

PO Box 182395, Shelby Twp., MI 48188-2395 • 1-888-4-ASHBYS • www.ashbysicecream.com

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

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Welcome New AS Retailers!

ASHBY'S STERLING'S SIGNATURE VANILLA IS "PERFECT"!

Ashby's Sterling Ice Cream, LTD. of Shelby Twp., MI earned a perfect score for its new **Signature (all natural) Vanilla** ice cream and was awarded blue ribbons for that flavor and the company's regular **Vanilla** ice cream flavors at the *National Ice Cream Retailers Association's* 77th annual convention held at the Millennium Maxwell House Hotel in Nashville, TN November 10-13, 2010. In addition, blue ribbons were also awarded to the company's **Belgium** (dark) and regular **Chocolate** ice cream flavors. This year, merit awards were given to the top-scoring ice creams in the vanilla and chocolate categories. There were 26 entries from around the US judged by Dr. Johnny McGregor, Clemson University, Clemson, SC. Scores are based on flavor, quality, butterfat content, and the technical standards for ice cream.

Additional contests held at the convention include categories for the "Best New Flavor of the Year". Ashby's Sterling's **Sutton's Bay Cherry Lemon Cake, Sweet & Salty, and Scout's Honor Mint** flavors won 2nd, 3rd, and honorable mention respectively in that category.

Flavor Day Draws Large Crowd on Beautiful Fall Day

Lansing, MI was the perfect place to spend an afternoon eating our way through 46 new flavor concepts. The weather was sunny, the turnout of Ashby's Sterling retailers was wonderful, and the flavor companies presented more flavors than ever from which to choose our 2011 ice cream flavors.

On Saturday, October 16th, Ashby's Sterling Ice Cream hosted several hundred of our wonderful retailers, distributors, and vendors to help us make the very important decision of which ice cream flavors to add to our line in spring, 2011. It was a difficult task as we tried to eat our way through such tempting tastes such as Kung Fu Caramel, Caramel Apple, Salt Water Taffy, Awesome Chocolate, Toffee Misu, Stout N Stuff, and Blueberry Pie. However, many were able to complete the job and gave us feedback on which flavors were their favorites. After all the voting was in, we compiled a list of eight new flavor additions for 2011. In early spring, when formulas and last minute "tweaking" are completed, we will announce the flavors to our retailers and distributors in plenty of time to introduce them to your customers.

The Great Lake Ice Cream and Fast Food Association Invites You Join Them at Their Annual Convention:

For our 2011 Convention and Tradeshow, the board of directors are working to continue that great, summer feeling into February as we prepare to give you "An Ocean of Opportunities" in the ice cream and fast food trade at the Lansing Center in Lansing, MI, February 3-5, 2011. Pack up your Hawaiian shirt, flip flops, shorts, and beach chair for a three day, educational, business vacation. You can also stay at the Radisson and enjoy the pool at \$125/night rate, if booked by January 4, 2011.

We will be enjoying the sights and sounds of being on a warm, sunny, beach as we welcome you on Thursday evening at the annual "Welcome Reception" (sponsored by Ashby's Sterling) where we will spend time visiting, networking, and renewing friendships. On Friday evening, you will have the opportunity to enjoy a delicious dinner and entertainment as we honor our scholarship winners and others who make this a great association.

Our tradeshow will be second to none, as we strive to fill the exhibit hall once again with the vendors who can help make your business successful and profitable. Come see what's new in the industry that you can add to your store, setting you apart from the competition.

Education seminars are being planned as well to give you the upper hand at learning new ways to improve your business through training, new products, new practices, and marketing techniques. Round table discussions give you the opportunity to ask questions of your peers and get practical answers that you can apply to your operation.

Start planning your trip today, and we'll see you at the beach for an "Ocean of Opportunities" to create an innovative, top notch ice cream and fast food operation!

Membership is required for entry into all activities and seminars, except for the tradeshow. Non-members may attend the tradeshow for \$15 each. However, we encourage to join the association. It will be the best \$120 you will ever spend on your business!

For full details, list of seminars, activities, and benefits visit www.glicffa.com or call 800.798.7484

You Wanted to Know:

Q. My scoops don't look so good after awhile, how can I prolong their life?

A. Even quality ice cream scoops can look pitted and worn out after only a short time if they are left sitting in the dipper well all day everyday. The best thing to do is to wash the scoops and lay them on a clean towel or drying tray during the slow periods of the day. If you need replacement scoops, AS has #12 Zeroll Scoops and spades available for \$12, plus shipping.

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

Recipe Corner:

So now that it is cold outside, you need some ideas to sell ice cream in this kind of weather. Think warm! **Add hot chocolate (or coffee) to your menu** with a scoop of vanilla, chocolate, peppermint, egg nog, etc. Garnish with whipped cream and a complimentary topping such as caramel, chocolate, sprinkles, crushed candy canes, or cinnamon and nutmeg.

Add ice cream to bakery items that are warm, or can be heated up before serving such as waffle cones, pies, Bowl Cakes, Belgian waffles, or cookies.

Since the holidays are for gathering with friends, a good way to increase your ice cream volume at this time of year is to sell cut (or whole) tubs of ice cream.

Sell a cake/pie combo pack. Even if you don't normally sell these items, you can partner with a local bakery (or buy them from a store such as Sam's or Costco) to offer a deal such as "Buy a gallon (two quarts, or 4 pints) and get a free (or greatly reduced price) pie or cake".



An idea launched by one of our retailers this year was to have a local charity take orders for **ice cream pies** in which the group received a certain percentage of the profits of every pie sold. This is an excellent way to get involved with the local churches, school groups, and others to help them raise money for their projects. It can help your business as well, through good will, community service, and getting new customers that come to pick up their pies.

Get Ready Now for Spring/Summer Promotions

Since you will be busy cleaning and opening your store in early spring, plan your promotions now. Discuss with your employees ways to sell more ice cream. It could be as easy as rewarding your employees for "up selling". "May I add hot fudge to your caramel sundae for an additional 25¢?" or a famous line from the movie theater, "I can make that a large for only ___¢ more!" Whatever you decide will be your key promotions, get all details and materials such as signs and special serving dishes planned now, so it will be ready when the snow melts. Good luck!

What's New?

To compliment the graphics we have been offering since 2009, we continue to add items that are inexpensive and attractive to help you merchandise your store professionally without costing you a lot of money. Our latest addition is a small, point-of-sale board that can be used to advertise a special of the day, new flavor, new product, etc. right at the customers' eye-level on top of the ice cream cabinet or sales counter. This versatile design can be printed on your paper (we'll e-mail it) so you can type or write your daily promotions on it, then put it in your 8 1/2 x 11 plastic easel frame (available at office supply stores), or it can be printed and laminated, so you can write on it with a dry erase marker each time you want to change it.

Below is a photo of the design. You can see it coordinates with the large dry erase boards we mentioned in the last Sundae Times issue.



Call us today to e-mail this artwork file to you, or to order an 8 1/2 x 11 dry erase easel.



Christmas in July?

That's right, Twist Ice Cream, owned by Susan and Dallas Mesack partnered with the Marine Corps Reserve to host its 2nd annual Toys for Tots benefit on Wednesday, July 28, 2010 from 6 to 9 p.m.

Twist ice cream gave away a free ice cream cone for each \$5 toy donated to Toys for Tots. The Marines collected donated toys while a military bugler played music for everyone's enjoyment. Special frozen treats were offered, with \$1 from each treat being donated to the TFT program. This year's event was complete with a special appearance from Santa. Santa took time out from his summer vacation to say hello to everyone, and to thank the Marines for serving our country and for their commitment to the community.

Twist Ice Cream has collect 109 toys and \$737 in donations for the TFT program over the last two years.

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

By Mary Sowers, Sales Rep. For Ashby's Sterling

I would evaluate last year's menu selections and prepare 2011's menu board. Reviewing product mix, pricing, and boosting my bottom line would be my priorities.

I would start with the basic ice cream cone. How many single dip/double dip cones were sold? How does this compare to prior years? Cake cones and waffle cones sold the best, so do I really need to offer specialty type cones like pretzel or chocolate chip cones? These items boost my inventory costs. Should I offer a chocolate dipped waffle cone next season? Maybe even an enrobed waffle cone with nuts or sprinkles. Hmmm...

My thoughts would then turn to sundaes. I use the K.I.S.S. (Keep It Simple Sweetie) method. My menu lists SUNDAES with basic toppings: chocolate, strawberry, pineapple, hot fudge, hot caramel, SPECIALITY SUNDAES: hot fudge brownie, strawberry shortcake, cream puff and SPLITS (banana split). I've found customers will ask if they want a custom sundae. Of course, this comes with a custom price! Again, I would review current topping choices, bowl design, sundae size, and prices.

Ice cream drinks have been a growing segment of the market. Smoothies are big! Shakes, malts, floats & coolers are still popular! Do I offer the correct size(s) and price point?

Is this the year to introduce ice cream pies and cakes? This would increase register sales and bring new customers into my store. This is definitely worth a call to my Ashby's Sterling Ice Cream representative to discuss their cake program. They can answer my questions and get me started!

My menu board needs to be simple and professional. No cardboard back of the pizza box and black magic marker for me... The menu board needs to be visible when my customers come through the door or arrive at the drive through window. K.I.S.S. again!

Menu categories of Cones, Sundaes, and Drinks easily scanned by the customer's eyes, a simple type style in a size and color easily read, and pictures of menu items to encourage the purchase of a sundae or ice cream drink. A professionally done menu board has proven to increase sales in existing parlors. I would ask my Ashby's representative for their ideas and assistance.

Daily featured items are essential! I would post specials on an Ashby's dry erase board (available for \$50.00 plus shipping charges) and include a feature flavor of ice cream (also available in hand packed) and either a sundae or ice cream drink.

Finally, I would develop a take-home menu which will be available at the cash register. This menu should include the all items, contact information, store hours, and a suggestion form to encourage customer's views and suggestions



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

Corner Pantry #151	Irmo	SC	D's Dairy Delight	Detroit	MI
Marshall's Fudge	Petosky	MI	Sayago's Café	Ft. Mill	SC
Marshall's Fudge	Mackinaw City	MI	Buffalo Ice Cream Parlor	Buffalo Grove	IL
Dutch Oven	Alanson	MI	Pat's Main Street Ice Cream	Southington	CT
Alpine Chocolat Haus #2	Boyne City	MI	Basil's Italian Café	Clarion	IA
Alcona Coffee Co.	Harrisville	MI	All Seasons Deli, Coffee, & Cones	Richland	MI
Clubhouse Diner	W. Bloomfield	MI	Gateway Store	Kabetogama	MN
Something Country	Conception	MO	PJ O'Brien's	Caro	MI
Tim & Tom Speedy Market	St. Paul	MN	Carly's Coffee & Creamery	Southfield	MI
Windy City Hot Dogs	LaGrange Pk.	IL	The Beary Queen	Gladwin	MI
Ray's Grill N Chill	Burbank	IL	AJ's Family Fun Center	Pentwater	MI
Coffee Rock's Café	Portage	MI	Delton's Paradise Cove	Delton	MI
Dairy King	North Branch	MI	Carousel Cone & Smoothie Shoppe	Peru	IN
Big Dipper Ice Cream Parlor	Mullins	SC	Chestnut Grill	Orangeburg	SC
Alpine Restaurant	Eutawville	SC	Sugarland Ice Cream	Walled Lake	MI
Commuter Café	Matteson	IL	Chicago Subs	Chicago	IL
Stars	Camanche	IA	Bloomington Scoops/Buddy's Pizza	Bloomington	IN
Stars	Morrison	IL	Nucci's Sugar Shop	Watkinsville	GA
Lake Region Coop	Maple Lake	MN	Whitesburg BP	Whitesburg	GA
Terrace Inn	Petoskey	MI	Buckeye Billy's General Store	Washington CH	OH
Country Kitchen	Kaleva	MI	Cass Grocery	Cartersville	GA
Café Olde World	Mediapolis	IA	GJI's Sweet Shoppe	Ann Arbor	MI
A Cool Breeze	Harbor Springs	MI	Falls Twistee Treats	Newton Falls	OH
Tobacco Shop	Winder	GA	Mayos Hot Dogs & More	Greenwood	SC



Happy Holidays!

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Rick, Charlene, Dianne,
Mary, and Tom

from the staff at Ashby's
Sterling Ice cream

Happy Holidays!