



# The Sundae Times

PO Box 182395, Shelby Twp., MI 48318-2395 · 1-888-4-ASHBYS  
[www.ashbysicecream.com](http://www.ashbysicecream.com)



JANUARY, 2010

"Happy New Year!"

## Ashby's Sterling's Vanilla Ice Cream is "Perfect"!

Ashby's Sterling Ice Cream, LTD. of Shelby Twp., MI earned two perfect scores and was awarded blue ribbons for its Vanilla and French Vanilla ice cream flavors at the *National Ice Cream Retailers Association's* 76<sup>th</sup> annual convention held at the Chaparral Suites Hotel in Scottsdale, AZ. November 4-7, 2009. In addition, blue ribbons were also awarded to the company's Vanilla Bean and Strawberry ice cream flavors for their nearly perfect scores of 34 out of 35 points. Merit awards are given to the top-scoring ice creams in the vanilla and strawberry categories. This year, there were 18 vanilla and 16 strawberry 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 at the convention include categories for the "Best New Flavor of the Year". Ashby's Sterling's new "Caramel Macchiato" flavor won 2nd place in the Coffee category.

## Ashby's Sterling Ice Cream Customers Have Hard Choice to Make

Ashby's Sterling Ice Cream held its annual "Flavor Day" open house on Saturday, October 10, 2009 at the MI Restaurant Association banquet room where a couple hundred of the company's retailers and associates tasted 32 new flavors of ice cream brought in by flavor and ingredient companies from around the United States. The flavors were carefully savored and voted on to choose the best ones for Ashby's Sterling Ice Cream's lineup for the 2010 ice cream season.

Ashby's Sterling's ice cream retailers and distributors were asked to eat their way through all 32 new flavors and vote on their top four favorites. Flavors such as Lemon Berry Pound Cake, Mint Cookie Crumble, PB&J, Mixed Berry Granola, and Pomegranate Raspberry Sorbet were just some of the flavors receiving favorable comments. Final votes will be tallied, and new flavors will be introduced in April.

New this year, to commemorate Ashby's Sterling Ice Cream's 25<sup>th</sup> anniversary, ice cream parlor owners were asked to submit ideas for new flavors. Several made it to the sample tasting stage and will be evaluated through the voting process. If any of the flavor suggestions become a new flavor for the 2010 season, the retailer who submitted the idea will receive 5 tubs of that flavor.



# The Great Lakes Ice Cream and Fast Food Convention is just around the corner.

If you have not joined this worthwhile association, now is the time, so you can attend ALL of the events at their convention in Lansing, MI February 4-6, 2010. Included with this publication is the pre-registration kit. Save money by faxing it in TODAY. The deadline is Friday for discounts.

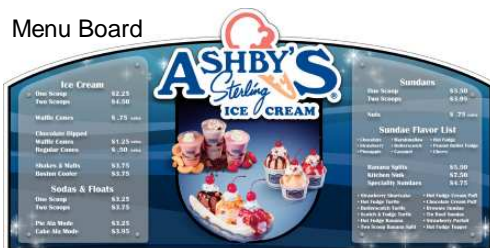
For more information, call Dianne Tunison or Mary Sowers at Ashby's Sterling Ice Cream, and visit [www.glicffa.com](http://www.glicffa.com).

## Get Ready for the Spring and Summer, Now!

Start sprucing up your store now to get an edge on your competitors. If you are open all year or not, this is the time to get things organized, cleaned, reprinted, and moved around for maximizing sales. It may even be time to paint, if you haven't done that in awhile.

In regard to freshening up your menu and point of sale materials, we can help. We have cabinet and wall murals, flavor boards, menu templates, placemat templates, and poster artwork available to you through our own printer. Most items are already set up, so only printing and nominal customization charges will apply. Below are a few examples of things that have been done, but you can have your own ideas made up, too.

Menu Board



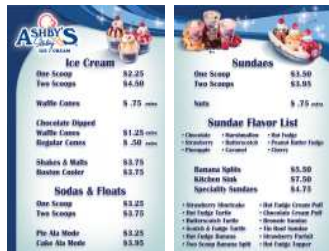
Poster



Cabinet/Wall Graphic



Placemat



Dessert Menu

# Seasonal Desserts:

## “The Happy Snowman”:

(Work quickly and return novelty to freezer as needed to keep ice cream from melting). Roll two sizes of vanilla ice cream into balls, then roll each of them in white sprinkles (available through Ashby's/DecoPac). Gently push the larger ball onto a chocolate wafer cookie and secure the smaller ball on top of the first ball using a pretzel stick or two. Cut a black gumdrop in half and press the larger, bottom section flat to form a brim. Press a large black gumdrop onto the brim to complete the hat. Use fruit snack strips for a scarf and mini chocolate chips for eyes, mouth, and buttons. Pretzel sticks can be used for arms and pieces of orange gumdrops can be cut to make a nose.



## “Smiley Faces”:

Using the same technique as above, only use one ball of ice cream and roll it in yellow sprinkles. Use black frosting to create big, round eyes and a mouth. Place ice cream ball on a chocolate wafer, or in a chocolate sugar cone.



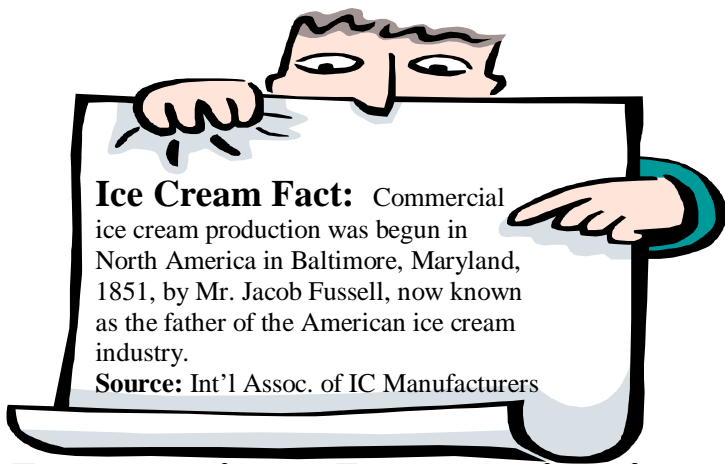
## “Valentine’s Day Sundae for Two”

Place one 4 oz. scoop each of Ashby's Strawberry and Vanilla (or Chocolate) ice creams into the middle of a banana boat. Place lady fingers (or heart-shaped sugar cookies) on each end of the dish. Drizzle hot fudge over the strawberry ice cream and strawberry topping over the vanilla (or chocolate) ice cream. Garnish with whipped cream and a cherry.



## “Chocolate Covered Strawberries (or Cherries)”

Using your scoop and spade, carefully cut wedges of Strawberry ice cream to resemble the shape of a large strawberry. Smooth with a knife if necessary and put back in freezer on a tray to re-harden, if necessary. Using a fork, dip 3/4 of “berry” into chocolate cone dip. When hardened, place two berries on a Valentine's or a white paper doilie on a plate. Use flattened, green gum drops or fruit roll ups to cut out the shape of the berry top. For cherries, roll cherry ice cream into balls and cover completely in cone dip.



**Ice Cream Fact:** Commercial ice cream production was begun in North America in Baltimore, Maryland, 1851, by Mr. Jacob Fussell, now known as the father of the American ice cream industry.

**Source:** Int'l Assoc. of IC Manufacturers

## **Promotion, Promotion!**

If you haven't started your planning yet, it is time to get started! For each month that you are open, you need to plan an ice cream promotion around holidays and events taking place during that time. To help you get started, a planning calendar is included with this issue. Add your own special promotions to give your customers a reason to return to your store week after week. If you are a social networker, this calendar will help you organize your "Tweets", blogs, and "MyFace" pages. You'll know every week what you are going to post online for your loyal followers.

### **Co-op Ad Program**

Ashby's Co-op Ad program is available for all Ashby's Sterling retailers who sell only Ashby's hand dip ice cream flavors. (This means you don't buy and advertise other brands of hand dip ice cream). We will pay up to half your print, TV, radio, and internet ad costs for a three month period, based on your purchases. For details, send an e-mail to [ashbysicecream@centurytel.net](mailto:ashbysicecream@centurytel.net) or call us.

### **You Wanted to Know:**

**Q. How come the price of chocolate is so high?**

**A. Here is what Roberta Libanori Perlman from Ecom Cocoa—Atlantic (USA), Inc. has to say,**

"This year cocoa powder prices increased over 100%. The high powder prices we see today are a result of the high cocoa futures market, and low demand/low prices for cocoa butter. As a cocoa processor, we end up with two cocoa by products: butter and powder. When butter prices are going down and cocoa futures (price of raw material) are going up, powder prices go up. Until the demand for butter picks up again or until futures go down, we expect the powder price to remain firm or to increase.

**Contact us at [www.ashbysicecream.com](http://www.ashbysicecream.com) or 1.888.4.ashby**

### **Check our new Facebook page!**

With the help of the e-savvy, third generation Davis kids, you can now follow Ashby's Sterling Ice Cream, LTD. on Facebook and Twitter. Our "Face" went live this week with information on following Rick Davis to the many tradeshows that Ashby's participates in throughout the year. Our goal is to try to keep it fun and light and get the word out to our "cult-like" followers about what is new with Ashby's flavors and events. It will be exciting to hear what the bloggers have to say to each other regarding their favorite ice cream retailers and flavors. Check it out.

### **Are you on the web?**

If you have a store website, we would like to add it to our "locator page" on our website. Consumers can link directly to your site, when they are trying to find a local Ashby's retailer in their area. To get listed, just e-mail your site address to [ashbysicecream@centurytel.net](mailto:ashbysicecream@centurytel.net).

**If not**, one of our retailers, John Robosan of Ashby's Sterling of Shelby Twp., would like to help you get started on the web by creating a group site that would provide a 1-2 page website to help you to get your name out there on the web, so consumers can find you through their computers and cell phones. Here is John's proposal:

"As we all know, very few people read newspapers, magazines or other printed material. This is also true of utilizing the phone books to find anything. The medium for this is now the internet with all the new cell phones with capabilities to retrieve information on almost anything along with desk top and laptop computers.

Internet research indicates 10 websites that are utilized by the public to find restaurants, bars, ice cream parlors, pizza parlors, etc. Some of the sites provide mapping and or driving directions.

This free form of advertising would be managed by my Riverbank company. We would provide this service at a nominal, one-time fee of \$100.00.

In addition, we would also offer each retailer a template driven web site (1-2 Pages) for a minimal fee of \$150 for setup, and \$50 per year as a hosting fee. This would be done by setting up a new domain name such as 'Ashbysicecream.biz' and having each participating retailer's web address be 'ashbysicecream.biz/storename'.

For more information, contact John Robosan at: [info@icecream-parlor.com](mailto:info@icecream-parlor.com)



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

Johnny	Calley	Calley's Jiffy Mart	Gurdon	AR
Sean & Renee	Halloran	Ashby's Sterling of Farmington Hills	Farmington Hills	MI
Jay	Blake	The Sub Shop	Dubuque	IA
Joyce	Kohlmeier	Mama Moo's Malt Shoppe	Kendallville	IN
Gayle & Rock	Stevens	The Atrium Café & IC Parlor	Pt. Huron	MI
Nik	Gjonaj	Flagcity Diner	Davison	MI
David	Lawson	Lawson's Quick Stop	Stewartsville	MO
S. Kapahia	& Fred	Texaco	Macon	GA
Patsy	Mitchum	Hillside Orchards	Lakemont	GA
Rick & Kim	Webb	The Quarry Bistro	Bloomington	IN
Veretta & Edward	Mahone	Fire Grill	Detroit	MI
Darlene	Greenwood	Robears Ice Cream/Chelsea	Chelsea	MI
Wayne	Roberts	Robears Ice Cream/Northville	Northville	MI
Kurt	Lovegrove	Lovegroves, Inc.	Fenton	MI
Anil	Shah	Church's Fried Chicken	Satham	GA
Jane	DeAngelis	Goosebumpz	Senca	PA
Terry Sheri	Everett	Killbuck Sweet Shoppe	Killbuck	OH
Paul	Weaver	Petro Travel Plaza	Atlanta	GA
Shirley	Mochoruk	Noeha Café	Chicago	IL
Carisa	Bendel	Crescent Moon	Algonquin	IL
Sheikh	Rahman	257 Truck Plaza	Dublin	GA
Brian	Moushon	Marco's Pizza	Savannah	GA
Augie		Ram's Horn	Shelby Twp.	MI

Use the art below to make your own "parlor bucks" for your store. Pass them out for good deeds you see on the street, school reading programs, as a discount with the purchase of combo items, cakes, etc.

**\$2**

## Parlor Bucks

**ASHBY'S**  
*Sterling*  
**ICE CREAM**

**\$2**

(Certificate may not be combined with any other discounts, coupons, or promo-

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

**This certificate entitles the bearer to \$2.00 toward the purchase of any parlor dessert item made with Ashby's Sterling Ice Cream, including hand-packed pints and quarts, and cakes.**

**\$2**

**\$2**