



The Sundae Times

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Merry Christmas and Happy New Year From All of Us at Ashby's Sterling Ice Cream

From the bottom of our hearts, we wish you and yours a wonderful, joyful, and safe holiday season. We are thankful for your business and look forward to serving you better in 2017.

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Welcome, New Ashby's Sterling Retailers

Flavor Day 2016 Predicts Presidential Election!

Thank you to our valued customers and distributors who attended Flavor Day on November 5th to help us decide next year's ice cream flavors. We had beautiful weather and a full house of guests. Not only did our guest help choose new ice cream flavors, they also provided incite about who the next President was going to be by choosing either "Grump"—a wall of caramel between two great flavors, or "Hillarity"—a classified recipe of top-secret ingredients. "Grump" won handily, and sure enough, Donald Trump also won the election. Who needs 18 months of campaign polls?

Stay tuned on which flavors were chosen to be added to the Ashby's line up in 2017.

Ashby's Production Plant is Recertified For The 7th Consecutive Year by the SQF Institute!

The House of Flavors ice cream plant achieved SQF (Safe Quality Food) Level 3 Certification, defined as a comprehensive implementation of safety and quality management systems for the 7th year in a row. This is the highest level of SQF certification possible, and is recognized as a Global Food Safety Initiative benchmark, meeting international food safety requirements.

Celebrate the Holidays with Ice Cream

'Tis the Season to EAT, so enjoy ice cream with all those desserts and pies you are serving. Ashby's Sterling now has Pumpkin Pie, Egg Nog, and Spumoni flavors along with our new 'Tis the Season peppermint ice cream. Check with your distributor for more information on availability and prices.

These flavors work well to incorporate them into desserts such as sundaes, shakes, cake, and pie recipes. For ideas, check the "Recipe Corner" on the next page and past copies of the Sundae Times (on our website).



Important Dates:

Mid-America Restaurant Expo (former NAPICS), January 29-30, 2017. Columbus, OH.

Great Lakes Ice Cream & Fast Food Association 50th Convention & Show—February 2-4, 2017.



Promotion Planner:

Winter has arrived! What are you doing to keep your customers coming back? Plan events to get them off the couch, out of their pajamas, and into your store.

We know there is “Black Friday” Shopping day, but in addition, most days leading up to Christmas are shopping days, too. Offer specials and events to drive these harried people to your place for a little break from the craziness. Assemble gift baskets and gift certificates for purchase, while they are in your store. Include the greeting card, so they have one-stop to complete the gift.

For holiday dinners, have some pies, cakes, and other novelty items ready to go. It is easy to make an ice cream pie with a “ready-t-use” graham cracker or cookie crust. Make a few up, with traditional Ashby’s flavors such as ‘Tis the Season—white peppermint ice cream with red and green candies, Egg Nog, Pumpkin Pie Supreme, and Spumoni (five holiday flavors).

Plan to have Santa and his elves visit your store with the camera capture each Santa’s lap, what they for Christmas. read stories to



Distribute fly- the neighbor- fering your ex- ers around hood, of- pertise to cater holiday events with desserts and food (if you sell it). Send an employee to the office Christmas parties with a freezer tub, ice cream, scoops, bowls, spoons, and toppings. Figure prices by the person.

Create new shake and sundae recipes using the above holiday ice cream flavors. Add a small scoop to hot chocolate, hot cider, or coffee, for a quick treat.

RECIPE CORNER:

Do you have a recipe/idea you would like to share with your fellow Ashby’s Sterling Ice Cream retailers? Feel free to send us an e-mail at ContactUs@ashbysicecream.com. Below are a few we created to help promote ice cream at your location.

Gift Baskets

Fill the bottom of a large, sturdy basket or metal bucket, or soft sided cooler (*available with the AS logo on them from TR McTaggart 800.433.0983*), with paper shreds. Add several gourmet, locally made (if possible) toppings, maraschino cherries, sprinkles, nuts, etc., along with ice cream bowls and long soda spoons. You can include one or two empty quart ice cream containers (*available from Ashby’s*) with a sticker on it directing

the recip- it back to a free fill. the basket of candy, ies, etc. gift to You may need to tape items together to keep them in place and visible through the wrapping. Put the container in a cellophane bag or wrapper and tie it up with a bow! The selling price will depend on the cost of the items included, and don’t forget the price of filling the empty quart container(s) when brought back (one time only!).



Complete with boxes fudge, cook- for a holiday remember. need to tape items together to keep them in place and visible through the wrapping. Put the container in a cellophane bag or wrapper and tie it up with a bow! The selling price will depend on the cost of the items included, and don’t forget the price of filling the empty quart container(s) when brought back (one time only!).

Holiday Cookies

Everyone loves a great Christmas cookie this time of year! How about making or buying a batch of professionally decorated, over-sized cookies and making them into novelty items, using holiday ice cream flavors as a sandwich filling? Place an “undecorated”, matching cut out cookie on a tray, add a scoop of ice cream and let it soften for a few minutes. Put the decorated cookie on top and press down gently. Roll the exposed ice cream in matching sprinkles candies. Wrap or place in cellophane bags, tie with a ribbon, and add a gift tag that contains the type of cookie (i.e. Sugar, Gingerbread, chocolate spritz, etc.) and the flavor of ice cream. The price can go on the back of the tag. Sell individually, or in packs of 4, 6, or 12.



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

Shon	BeaSa	Ingrid's Sweets & Treats & Eats	Detroit	MI
Alicia	Johnson	Snowflake Soft Serve	Paradise	MI
Alex	Kang	Angel Wings & Pizza	Columbus	GA
John	Williams	Joe Bass Tackle Shop	Cape Fair	MO
Sonny	Shawn	7th Heaven Discount Store	Milan	MO
Matthew	Anderson	Rocky Mt. Chocolate Factory	Gillette	WY
Adrian	Reyes	Carriage Inn	Lake Jackson	TX
Yolanda	Brown	Smoothie Delight	Katy	TX
Alan & Stephanie	Wells	The Pepper Pot	Eufaula	AL
Teresa	Cuno	Rooster Creek	Holts Summit	MO
Rafid	Jarbo	We All Scream For Ice Cream	Madison Hgts	MI
Mike	Thompson	Harbor Cove RV Resort	Coldwater	MI
Chuck	Gomez	SunDae Matinee	Watseka	IL
Michael	Goodrich	Mikey's Restaurant	Houghton Lake	MI
Marc	Forest	Soaring Eagle Casino & Resort	Mt. Pleasant	MI
Lisa	Smith	The Mona Lisa Salon, LLC	Richmond	IN
Terry & Elsie	Wilson	Lions Gate	Wooster	OH

You Wanted to Know:

Q. What are some ways I can keep my ice cream turning over during the long winter months?

A. There are several ways you can keep your ice cream flavors moving during the winter months. You just have to remind your customers to buy it from you, instead of at the grocery store. Always include an ice cream add-on to your meal deals. For example: “Buy a hot dog combo meal and get a free small sundae.” “Buy a large pizza, salad, and a two-liter pop—get a quart of AS ice cream for \$5.99.” Ice cream sells in the winter, but it is mainly in cartons, so it can be served with (holiday) meals or eaten at home. Call us to order your quart and pint containers and sell, sell, sell!

Questions? Contact us at www.ashbysicecream.com or 231.843.0319