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## New Chocolate Ice Cream

We recently switched to a new cocoa supplier, Guittard Chocolate Company, a family owned business, out of San Francisco, California. Guittard is one of only ten chocolate makers in the US and one of a few that works directly with growers, long before the cocoa bean harvest.

At Izzy's we have been testing Guittard Dutch-processed cocoa in our ice cream for a few months. We are excited by the results. We believe we have improved our chocolate. It is smoother, with a more clean taste that allows for additional ingredients to come through even better than before. Try our Dark Chocolate Zin; the balsamic vinegar and Red Zinfandel flavors really come through. We are happy to be working with a U.S. family owned company.

## Employee Spotlight



Name: Libby Utesch

Birth/Family: Born in Iowa City, raised in Ames, Iowa. Two brothers, 12 and 17.

Worked at Izzy's Since: Started as a Shift Manager in October 2006

Biographical Information: Libby attended high school at Ames High, where she participated heavily on the diving and dance teams (thanks to her previous years as a gymnast!), and mildly on the cheer squad. Graduating in 2005, Libby went on to the big city of St. Paul-Minneapolis to take on the University of St. Thomas. While at UST, Libby continued to dive for a while,

but soon moved on to bigger and better things and applied at Izzy's. She will graduate next spring with a major in Accounting.

Other Workplaces: Before dedicating her life to the Izzy's Team, Libby was a swim coach for 4-14 year olds and worked at Valentino's Pizza Kitchen.

Hobbies: In her free time, Libby loves to return to her younger days and dive. In addition, she enjoys watching movies (especially Disney ones!) and taking photos. If Libby could start her own business, it would be her own photography studio, where she could play around in the red room and take as many photos as she wants.

Favorite Izzy's Flavor Recommendation:

Libby's favorite recommended ice cream flavor changes every day, but today it is SOY BLUEBERRY!

Question of the day: On what did you spend your very first pay check? Cinderella on DVD!

By: Annie Gerhz

## Prices For Ingredients Rise: Taste of Izzy's Ice Cream Still Great!

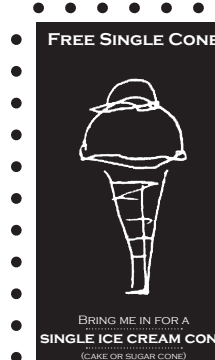
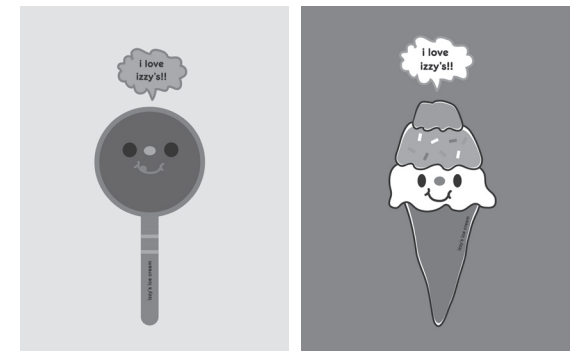
The price Izzy's pays for its ice cream ingredients has gone way up, just as fast as gas at the pump. Many of our suppliers have increased their cost of goods 8-10% in the past few months. With dairy at record highs and energy prices soaring, the cost of your Izzy's ice cream cone has increased accordingly.

The good news is, we are committed to our primary mission of making great ice cream. As other ice cream shops around the country start to look for alternative, cheaper ingredients for their ice cream mix and ice cream flavors, Izzy's is still standing strong, and will continue to use the best ingredients we can get. A few years back cyclones wiped out a majority of the vanilla crops in Madagascar, which grows most of the world's vanilla beans. With the price of vanilla moving from \$50 a gallon to \$350 a gallon in the period of one year, many ice cream manufacturers sought out artificial vanilla flavors. At Izzy's we were fortunate to be able to stand strong to our mission and continue to use 100% pure vanilla extract. We plan to do the same during this unsettled period of inflation, and weakened economic market conditions.

By Lara Hammel

## Fun, Kids T-Shirts Now For Sale

At Izzy's we always sell our classic, Izzy's logo T-Shirts for kids and adults. But each year we make a limited-run of a new T-Shirt. This year we made two, new kids shirts in yellow and pink. We also have the first, ever Izzy "onesies" for babies. These make terrific gifts for kids birthdays or for baby showers. We are selling all the shirts at \$10.00, which is below our cost to make them.



## Need a cool gift idea?

— Purchase a Gift Pack! —

Coupons for 2 single cones and 1 izzy pop, all in a cute package with a gift tag ready to be filled out by you.

## What? No Ice Cream Contest This Year?

Yes. That's right. Last year we made the difficult decision to host our annual ice cream contest, every other year. Now the Izzy's Ice Cream Biennial: An Ice Cream Tasting Event will be held in June of 2009.

Every two years Izzy's hosts an ice cream contest where, you, the customers submit flavors and then taste and vote on the best flavors. Last year's flavor was the first ever sorbet flavor to win, Pomegranate Pizzazz!, a pomegranate cherry flavor made by customer Collen Nelson.

We made the decision to go every two years so that Jeff and I, as owners, could keep the event special and sustain it over the long haul. This summer we are working on design and logistic improvements to make the event go smoother than it has in past years. Some of these new plans, include sending out reply cards to all who enter, so you can be sure we received your entry. Another new aspect will be all customers who enter and become a finalist will receive an Ice Cream Contest T-Shirt as well as two tickets for the event.

So finish up the final touches on your ice cream flavors. We will start accepting submissions beginning in March of 2009.



### Thinking Up a Ice Cream Flavor:

When thinking up your flavor we look primarily at three things:

#### 1) Have We Made it Before?

You might not know all the past 1000 flavor submissions we've received, but the more experience you've had at coming to prior contests, you might remember not to repeat those. For the record, we've seen plenty of rhubarb, apple crisp, and avocado recipes.

#### 2) Is It A Simple Blend?

Keep it simple with 1-2 unique flavors. Contestants get in their head, more is better, but it's not. If you got 7 or 8 ingredients in a flavor, they will get lost, with no one flavor to be the focus.

#### 3) Can We Make It?

If you make it with a very, unique ingredient, we won't be able to get it easily and make it. Remember if your flavor wins, we need to make it every week for one year, and more if it's really popular. We still make ice cream from our very first contest in 2001. If it's not feasible for us to make it, we won't pick it as a finalist.

#### Extra Tip:

Some categories are more popular than others. Mix-Ins and Specialty flavors always have many, many submissions. Whereas chocolates and kids flavors seem to have fewer submissions. So pick a category with less competition.

## CATERING EVENTS

*We do ice cream catering. We specialize in big events of 500+ people. Call 651-603-5081 for more information.*

## Dairy Tour

This past January, four of us Izzy's employees paid a visit to Neenah, Wisconsin, home of the dairy that produces the ice cream mix we use to make our many flavors. The dairy is called the Galloway Company, but there is a sub-division of the company dealing in ice cream mixes called Classic Mix Partners. Izzy's owners Jeff Sommers and Lara Hammel sent the four of us out to learn about the process by which our ice cream mix is made, and we learned a lot on this topic. We also learned, however, that the Galloway Company is incredibly committed to both producing a high-quality product and maintaining a stellar business ethic. I was not surprised to learn about the commitment to quality, because it takes only a spoonful of our ice cream to experience. It was exciting to learn that the Galloway Company's commitment to the community of Neenah is very similar to Izzy's commitment to the Twin Cities.

The trip started for me in Chicago, where I was visiting a couple of old friends. I awoke at 5 in the morning and navigated my way, bleary eyed, to the Amtrak station. A train whisked me off to Milwaukee. After a two-hour layover, I boarded a bus and headed North to Neenah. There I was met by my three traveling companions, who had driven the Izzy's delivery van from St. Paul. I climbed off the bus and scurried through the frigid winds to where the familiar vehicle was parked. One door of the van flew open and I got in as fast as possible, slamming the door behind me to avoid any further cold air in. Greeting me were general manager Chelsea Duke, assistant manager Adriana Christians, and ice cream maker Nate Wieser.

We checked in to the hotel and ate dinner at the adjoining bar and grill while watching the Green Bay Packers lose the NFC Championship game. Neenah being just 30 miles South of Green Bay, the other patrons of the restaurant were glum when we headed up to our rooms. The next morning was Martin Luther King, Jr. Day. We headed out to the dairy to meet up with Hank Sweeney, head of Classic Mix Partners and our tour guide for the day. He showed us the Galloway Company mission statement, a multifaceted document outlining the company's commitment to giving great service

and product to its customers and its community. Then Hank suited us up with hairnets, lab coats, galoshes, and earplugs and led us into the dairy.

As Hank took us through the dairy, we learned how a tanker truck of raw milk is made into ice cream mix. At every step of the way, the dairy is checked for quality. The milk is pumped from the tanker into one of three gigantic storage tanks just outside the dairy walls. From there, it is brought in and separated into skim milk, cream, milk solids, and water. These separate ingredients will later be reunited in proportions specific to Izzy's unique ice cream mix recipe. Some other ingredients are used as well, like sugar and egg yolks, but there is a strict policy at Galloway company: no powdered dairy will ever be found anywhere in the dairy. The dairy also uses a process of pasteurization that uses lower heat and longer exposure in order to preserve proteins that break down under high-heat pasteurization processes used by most other dairies to save time. The Galloway company even varies the amount of time a customer's recipe is exposed to heat to produce different flavors.

The trip was enriching for my companions and me. I learned a lot about the most important ingredient in our ice cream, and was pleasantly surprised that the company providing it cares about its employees and community as well as the product they ship out of their factory. It was incredible to find out that our ice cream mix is created by people who care as much about their product as we do here at Izzy's.

By: Matt Robshaw



**Home of the  
Izzy Scoop!**