



the izzy scoop

Issue 6 • Spring 2003

Missing izzy's

By Ellen Cunningham

Izzy's is closing, business done for the summer
The very thought of being Izzy-less is really a bummer
For Izzy's gave life meaning, a reward at the end of the day
How much I will miss it, is more than I can say.

So, goodbye Peace Coffee and Strawberry too
Adios Mexican Chocolate, I really did like you
Farewell, Mixed Berry, Banana and the rest
So long Dark Chocolate Zin, I truly loved you best.

I'll count the days 'til spring when we will meet once more
And my taste buds will light up just by walking through the door
I'll cry myself to sleep each night, forlorn and all alone
Dreaming once again of wrapping my lips around a cone.

But come the spring a shout will sound that will excite me and you
For Izzy's once again will be opened on Marshall Avenue
So through the cold, cold winter, I promise to be true
Because you see for discerning tastes, Haagen Daz won't do.

—Izzy's Saint Paul Regular Customer



3RD ANNUAL ICE CREAM FLAVOR CONTEST

ENTER YOUR FLAVOR NOW!!!

Attention all ice cream lovers!!! This year's flavor contest will be held at the Saint Paul shop on Sunday, June 22nd in the afternoon. Mark your calendars and prepare your taste buds for some wonderful flavors. A great way to prepare for the onslaught of tastes would be to visit Izzy's ahead of time and have a cone or two or three... of both your favorite flavors and some new ones.

If you desire to enter a flavor into the contest please do so soon. The deadline for entries is April 30th. You can pick up an entry form at both Izzy's retail shops. Once all the entries are submitted, the owners and managers will decide whose flavor gets made for the contest. **Good luck to all.**

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i-zakuska @ izzy's

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More inside about this exciting, upcoming event!

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ZINGERMAN'S TRAINING INC.

A.K.A. ZINGTRAIN

Zingerman's Delicatessen was founded in 1982 by Ari Weinzweig and Paul Saginaw. Quickly Zingerman's became world famous for its quality and service. The key for Zingerman's is to retain the small-business feel while growing into a larger company. This is done by realizing that the local neighborhood and the employees are key assets to the business and should be treated as such. A passion for learning more about business and management, along with a desire to produce the best food and service round out the necessary environment. Today this formula has made Zingerman's a \$13 million dollar company. And the growth has just begun according to the owners.

Jeff and Lara highly admire Zingerman's as the foremost leader in small-business management and ownership styles. This past winter Jeff went to Ann Arbor, Michigan for a training, ZingTrain, that Zingerman's hosts for outside managers who wish to learn more about Zingerman's business operations. He learned a lot of new and exciting things and had a lot of fun. Jeff would love to talk to anyone who wishes to know more about his time at Zingerman's.

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IZZY'S MINNEAPOLIS UPDATE

Medical Arts Building
825 Nicollet Mall, Ground Level
Minneapolis, MN 55402
612.338.0022

During the winter Izzy's experimented with expanded hours of 7:00 am to 5:00 pm. This attracted more coffee and ice cream interest. Slowly people are coming to realize that Izzy's serves the best coffee and ice cream in the downtown area. Stop in and try some fair trade Peace Coffee or our award winning ice cream next time you are in downtown Minneapolis. The hours of operation are back to 10:00 a.m. to 5:00 p.m.



Kari, John, and Callie serving Izzy Pop's at the Bloomington and Minneapolis Chamber of Commerce's annual black tie Gala.

WINTER ACTIVITIES

Izzy's is finally open for the new season. I'll bet you thought this day would never come. We have missed you, our loyal customers, and you have missed us. So what have we been doing during the 3 months we have been closed? A lot.

Izzy's was present during the Holidazzle Parade throughout December 2002. John and Callie served ice cream, Peace Coffee, and Hot Chocolate at a stand outside the IDS Building each night of the parade. True Minnesotans braved the elements and many bought ice cream in below freezing weather.

In January the Bloomington and Minneapolis Chamber of Commerce held their annual black tie Gala. As members, Izzy's decided to attend as well as provide the dessert for the event. Izzy Pops were served and the evening was a success.

February was spent preparing for the upcoming year. The retail shop received a facelift, new flavors were made, and new ideas were hatched about how we can better serve you.

As always Lara and Jeff were busy exploring new opportunities for Izzy's, going to seminars and meetings, and planning for the future. One of the seminars that Jeff went to was the Zingerman's Training Inc. in Michigan (see article - Zingerman's Training Inc.).

Callie has been making new flavors, managing the Minneapolis shop, and creating new procedures for a more efficient production cycle. Callie is largely responsible for the new facelift for the Saint Paul retail shop as well.

John has been attending meetings, networking, managing the Minneapolis shop, and writing new policies and procedures. He also has been making sales calls to restaurants, working on the marketing plan, and getting ready for the Saint Paul opening.



Kari, John, Lara, and Callie at the Bloomington and Minneapolis Chamber of Commerce annual black tie Gala, held in January.

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**NEW
PRODUCT—
THE
TARTUFO**



A Tartufo is a large scoop of ice cream hand-dipped in a homemade chocolate which creates a nice crunchy shell. Inside is an armarena cherry. This Italian cherry is wildly intense.

Presentation involves the tartufo being cut in half and served with 3 more armarena cherries on top. **Now that's ice cream!!!**

NEW LOOK

As you already have probably noticed, Izzy's Saint Paul location has received a new facelift. New colors are on the walls and new signs are displaying the products. We like to experiment with décor almost as much as we like to invent new ice cream flavors. Izzy's always wants to give its best to you the customer.



EXCITING YEAR AHEAD

Spring is upon us, a new season has begun. Torii Hunter, Ron Gardenhire, and the rest of the Twins are getting ready for another terrific season. Jeff, Lara, Callie, John, Kari, and Izzy's many great employees are gearing up for a wonderful season of their own. We hope to provide a stellar product with extraordinary service. This is all done so you, the customer, can walk away feeling like an izzyrific person. We hope to provide wonderful activities and events throughout this season to entertain and show our appreciation towards you. Thank you for your patronage and enjoy the ice cream.

BLOODMOBILE

Izzy's is proud to be a member of the local community in both Saint Paul and Minneapolis. The community does so much for local businesses and we want to do some positive things for the community. This year Izzy's is going to hold a blood drive.

Memorial Blood Centers started in 1948 as a non-profit community organization. The blood it collects is given directly to 31 local hospitals.

Did you know that 9 out of 10 people in the world are going to need a blood transfusion sometime in their lives? (Memorial Blood Centers) That means every 3 seconds someone needs blood.

The blood drive will take place in August. We need your help to ensure success. Please sign up at Izzy's to help save a life.

NEW ASSISTANT MANAGERS

Brad Nolan – Brad worked for Izzy's last year as a scooper. His energy and passion for providing the best service and product possible help make Izzy's what it is. Brad has shown himself to be capable of so much. We welcome him to the new position.

Russell Bradley-Cook – Russell graduated last year from Macalester College. He has been with Izzy's for 2 years and has shown a great knowledge of what Izzy's is all about. We are pleased to welcome Russell to the assistant manager position.

If you see these managers please say hi and congratulate them on their promotion.

HAVING A PARTY? GETTING MARRIED? GRADUATING?? WHY NOT IZZY'S?

Are you going to have a party in the near future? Do you hate worrying if your guests are going to like the dessert? Do you want something that is hassle-free, yet elegant?

Order Izzy's Ice Cream today and appease all those fears. We are able to sell ice cream to accommodate any size party. We sell tubs of ice cream, izzy pops, tartufos, and cherry bombs. We can sell you the spoons, bowls, cones, and napkins you will need. We love to help our customers and are flexible with requests. Please be sure to order 2 weeks in advance of the pick-up date.



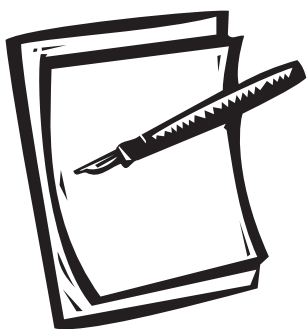
NICOLE BINNI

EXPERT CAKE DECORATION

One of Izzy's treats is its cakes and pies. High demand has made it necessary to hire a person to decorate the cakes. Nicole has been decorating since she was 13. She began in her family's bakery and has enjoyed it ever since. She brings new ideas and styles to the process. We are happy to have her and once you order a cake you will see why.

COMMENTS WELCOME

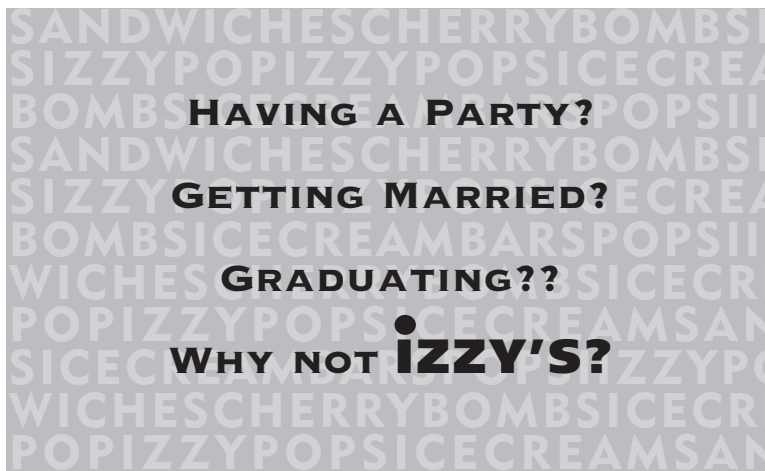
We always appreciate comments from our customers. Positive and constructive criticism is helpful towards the way we do business. We have a comment box in the corner near the water cooler to more easily facilitate this process. Please let us know your thoughts. Thank you.



FOR SALE

Izzy T-Shirts are for sale. We have red, black, and white ones and the sizes range from Youth S to Adult XL. The prices for these wonderful shirts are \$10.50 for a Youth size and \$15.00 for an Adult size.

Be on the lookout for more Izzy merchandise that you can purchase in the future.



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