



izzy SCOOP

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Who Are the Brains Behind Italian Strawberry, SpongeBob and Hot Brown Sugar?

Just regular people in the neighborhood...

It was almost 10 years ago that the idea for the **People's Flavor Awards** came to Lara Hammel. She had heard about an interesting Ben & Jerry's ice cream contest in which people thought up, made, and brought their ice cream to Ben & Jerry's for judging. It was more of an event and not really for the purpose of producing the customers' ice cream inspirations at Ben & Jerry's. It was an intriguing idea, but it wasn't exactly Izzy's style. Lara thought it would be an even better contest if customers provided new flavor ideas, Izzy's made the ice cream, and the whole community got to vote on which new flavor they would be able to enjoy.

So the idea of the People's Flavor Awards began to come together. Lara knew it would be a lot of work—developing a couple dozen new flavors of ice cream would be difficult even if you had the exact recipes—but these flavors are still just ideas. And new flavors demand some fussing, as well as some sensitivity to the visions of their creators. Using years of ice cream making experience to create something that has never been done before is a healthy challenge, but more importantly it was a fun way to give back to the community of customers that supports Izzy's.

There is no consistent profile of a People's Flavor Awards winner. **Jackie Unger**, the 2001 winner for her flavor Italian strawberry, is a principal for LarsonAllen, a Minneapolis-based accounting and business consulting firm. With a background in audit and accounting, Unger spends most of her time serving nonprofit clients.

Her inspiration for Italian strawberry came from a recipe she saw on an episode of the Food Network that was highlighting Italian cuisine and, in particular, balsamic vinegar.

"One of the dishes featured was vanilla ice cream topped with strawberries marinated in balsamic vinegar," says Unger. "It was such an unusual flavor combination that we had to try it."

Lara Hammel says, "Italian strawberry is an extremely sophisticated flavor." (continued on pg. 2)

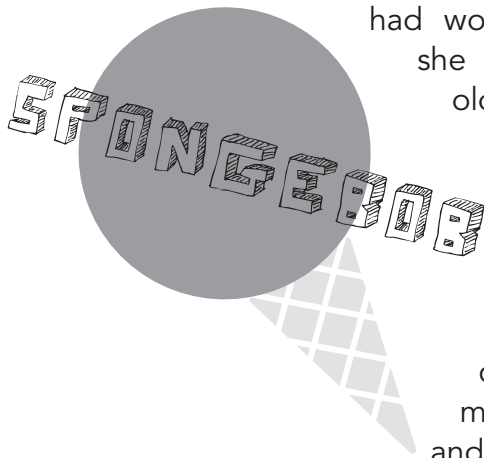
*Italian
Strawberry*

(continued from pg. 1)

Unger tried serving vanilla ice cream with the strawberry balsamic topping, but thought she'd leave it to the professionals to actually make ice cream out of the idea.

She was pleasantly surprised by the result. "Izzy's got it perfect—even better than I'd imagined."

Emilee Fulton, who lives in the neighborhood, had a similar experience with her flavor, SpongeBob. In 2005, Fulton's flavor was selected as the best in show, the first time a kid had won the contest—she was seven years old at the time.



"I thought about my favorite TV show at the time, *SpongeBob*, and decided to take the main characters and put them into an ice cream flavor. So, I represented *SpongeBob* by using lemon ice cream and sponge cake, and *Patrick* by adding in a raspberry swirl."

Izzy's didn't shrink from the challenge of translating a cartoon into a food product, and in the first known transmogrification of a TV show into ice cream, succeeded in making Emilee's flavor.

Emilee says, "It tasted exactly like I was watching *SpongeBob*."

Hot brown sugar was the best of show flavor in 2006, and it shares nothing in common with the sophisticated Italian strawberry or the more contemporary *SpongeBob*. **Jane Carlson**, the brains behind the flavor, says it was inspired by Indian cuisine.



"I like how Indian cooking mixes hot and sweet," Carlson says. "I wanted to try adding sweet to heat."

Though her professional title is implementation manager for OptumHealth, Carlson considers herself an amateur pastry chef, and some of her ideas for flavors come directly from her baking experiments.

She was really excited about how her flavor turned out in the 2006 contest. "It actually tasted better than I imagined. I remember at the event there was a long line for my flavor, and it looked like people really liked it. They were going back for seconds," she says. "I guess it's pretty popular because when Izzy's makes it, I have to call and reserve a pint because I rarely get to the store before it sells out."

Working as a team is challenging in any endeavor, and creative projects are even more difficult to execute. But if you are committed to the idea of collaboration, the multitude of possibilities that are entertained and tested and tweaked can produce truly exceptional results. Working in concert with customers who have whole new concepts of what ice cream might taste like, Izzy's People's Flavor Contest is a creative gift that the entire community can share.

HOME OF THE **IZZY** SCOOP!®

PEOPLE'S FLAVOR

Tasting Party

The preparation of a tasting party for more than 500 people is a huge undertaking, but this party is a way of celebrating the creativity in the community, and it's a fun way of giving back to the people who support Izzy's. Over the years, the event has grown so much that Izzy's has made the contest a biennial event. And when Izzy's asks customers for fresh ideas about ice cream, the culinary creativity is impressive. This year's 24 finalists in 6 categories have been selected out of 260 entries—the largest number ever submitted.

There are many exciting and ambitious entries—but they are top secret. To taste flavors never thought of before and perhaps never to be made again, you'll have to attend the People's Flavor Awards 2011 Celebration.

The People's Flavor tasting event will be held on Father's Day, Sunday, June 19, 2011, at 2034 Marshall Avenue, St. Paul, 1-4:30 p.m. Come try new flavors and vote for your favorite People's Flavor, and meet the minds behind the new flavors.

Adult tickets are \$12 in advance; \$14 at the door. Children 13 and under are \$5 in advance; \$7 at the door.

24 FLAVOR FINALISTS

TASTE THEM

VOTE FOR YOUR FAVORITE!

Father's Day
JUNE 19

Only One Can Be... 2011 Best In Show!

TICKETS FOR SALE AT COUNTER

PREVIOUS WINNERS

The winning flavors from years past will be available throughout June—but they go quick, so sign up at flavorup.izzysicecream.com/flavor-grid to be notified when your favorite flavor is ready for scooping.

- 2001 **Mexican Chocolate Fiesta**
Diane Richardson
Chocolate, orange, and cinnamon ice cream.
- 2002 **Italian Strawberry**
Jackie Unger
Frozen strawberries marinated in Italian balsamic vinegar.
- 2003 **Irish Moxie**
Steffanie Moxon, and Russell Bradley-Cook
Coffee with oreo and heath bar pieces, and Jameson Irish whiskey.
- 2004 **Chubby Bunny**
Christopher Fischer
Cinnamon and nutmeg ice cream with carrot cake and cream cheese swirls.
- 2005 **SpongeBob**
Emilee Fulton
Lemon custard with yellow sponge cake pieces and a raspberry swirl.
- 2006 **Hot Brown Sugar**
Jane Carlson
Burnt caramel flavor from brown sugar with praline pecans cooked in cayenne pepper.
- 2007 **Pomegranate Pizzazz**
Colleen Nelson
Cherry-pomegranate sorbet.
- 2009 **Midnight Snack**
Louis Higgins Graham
Graham cracker ice cream with peanut butter swirls and chocolate chunks.
- 2011 ?

Flavor REVIEW:

Butter Pecan Isn't Just for Dads

Fathers like butter pecan ice cream. This is a universal truth. But grandparents do, too, and so do moms. In fact, kids love butter pecan, too. With a buttery flavor that fills your mouth from the moment you taste it, Izzy's butter pecan appeals to a broad range of tastes. Yes, it is a traditional flavor, but in no way is it sleepy or old fashioned.

In some ways, the basic composition of this flavor is its beauty. It's not that Dads can't handle complexity; it's more that they appreciate simplicity—butter pecan is the ice cream equivalent of the hammock on a Sunday in the summer: less going on is good. Less distraction on the pallet allows you to focus on the wonderful things happening there.

One reason that wonderful things are happening when you taste this flavor is that the raw materials used in the basic ice cream mix are of superior quality. The creamy flavor of milk is so pronounced,

you can practically hear the cows (in particular, I believe it's Buttercup, Clover, and Darlene) in the lower pasture. With some practice, those with a sensitive tongue will be able to tell you what kind of grass the cows were eating at the Sassy Cow Creamery in Wisconsin when they produced the milk for this ice cream. Just because the idea of butter pecan ice cream has been around for generations, doesn't mean you've ever tasted anything like this unique treat.



A Vision of Things to Come



We've worked really hard on developing our new Izzy's shirts. We believe these shirts aren't just fun and interesting clothing items. We believe they also they communicate the Izzy's story in many of its forms. All of our new designs will be available in the fall. They make a fun, funky gift for lovers of great art or great ice cream—in fact, what's the difference, really?



Upset when your favorite flavor, Salted Caramel, isn't in? Soon you can sport your feeling on this bright red t-shirt for everyone to know.

Writer: Paul Pfeiffer
Editors: Paul Pfeiffer and Lara Hammel
Layout: Kay Lieberherr



SUMMER HOURS

M–Th: 11 AM - 10 PM
Fri and Sat 11 AM - 10:30 PM
Sun 11 AM - 10 PM