



# The Sundae Times

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July 2017



## Celebrate Ice Cream in July!

### July is National Ice Cream Month

It is your time to shine, ice cream retailers: *July is National Ice Cream Month!* A time to celebrate, promote, and SELL ice cream like no other time of the year. Get your store decorated, set your promotions (ideas available in this and past “Sundae Times” issues on our website, “Distributor and Retailer” page—PW: *chocolate*), and plan your celebration menu/specials. Host a baseball game, inviting the city/township leaders to play against the Chamber of Commerce members. Include an ice cream social for your town: Pay one price for a scoop of vanilla and they add the toppings from a topping bar. Sell special patriotic treats. Sponsor your town’s fireworks display in exchange for bringing your event trailer to sell treats before the show.

**Sunday, July 16th, is National Ice Cream Day**, so plan something special for that day, too. Get your store noticed by calling your local paper to invite the reporter out for an ice cream treat and the history of ice cream. They are going to cover an ice cream store, it should be yours!

### Ashby's Logo'd Wearable Items Now Available to Order On-line!

It is easier than ever to order your employees’ aprons, hats, visors, T-shirts, etc. at the new Ashby’s Sterling on-line store, sponsored by T R McTaggart. Go to <https://ashbyssterlingicecream.itemorder.com/sale> to get started.

### New Cone Sign Available to Advertise Ashby's Sterling Ice Cream

Now you can choose our 2-sided, triple cone sign in place of our “Hand Crafted” outdoor sign (new customers) when signing up to sell Ashby’s Sterling Ice Cream. If you are an existing retailer, you can purchase the signs for \$35 each, plus S&H; or use your SCOOPS Points (100).



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Welcome, New Ashby's Sterling Retailers

#### Important Dates:

Flavor Day 2017—  
November 11, 2017

Check our website for additional shows & dates.

## Can You Have Too Many “Visual Aids”?

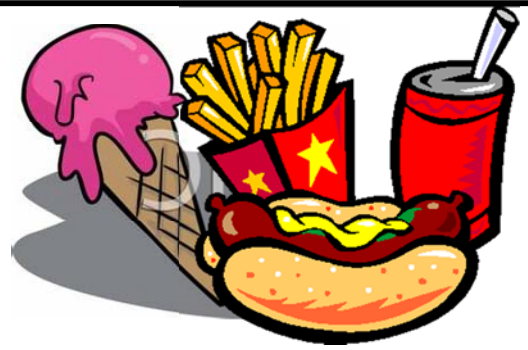
Yes, you can! How often do you go around to the customers’ side of the counter, window, drive thru, etc.? If you haven’t done so in a while, please do! You may notice that sometimes too much information can be TOO MUCH information. Spend the time to analyze all your signs, posters, pictures, menus, “special of the day” sign. Make notes on how you can streamline all the menu information into neatly printed menu boards, so the customers can find all of the offerings in logical places: Ice Cream Cones, Sundaes, Specialty Desserts, Hand Packed, Drinks, Food, etc. If you added something new and just stuck a new poster or sign up to advertise it, it will surely add to the visual “mess” and hold up the order line.

Frame, or at least laminate your posters and place them around the dining area—they don’t all have to be behind the counter. Use behind-the-counter space to place a large menu board with all of your listings organized as mentioned above. You can have a menu designed and custom printed for a little bit of money, depending on the size of the board/your menu. Your store will look neater, more professional, and your customers will be able to find what they are looking for quicker, thus ordering quicker.

## Introducing Our New Store Graphics

Ashby’s Sterling Ice Cream has a brand new store design (below) that is relatively inexpensive. We have paid for the basic design work—you pay for the custom addition of your menu and the printing. Materials are low tack decal for the wall, magnets (on cabinets), and coroplast menu boards. And for every \$125 you spend, we will give you 1) 3-gallon tub of ASIC to help off-set your costs.

To order: [contactus@ashbysicecream.com](mailto:contactus@ashbysicecream.com).



## It's Summertime :

We know it will be hot and sunny this summer, so be prepared with your promotion schedule and “Special of the Day” calendar. To give you a couple of ideas, we created the dessert items below:

### *Bye, Bye American Pie:*

Fill a graham-cracker pie crust with softened AS Vanilla, Blue Moon, and Strawberry ice cream layers. Smooth and mound in the middle. Drizzle with strawberry sauce. Pipe whipped topping around the edges of the pie and in the middle. Add “rosettes” of whipped topping and cherries in the middle of the rosettes for garnish.

### *Red, White, and Blue Parfait:*

Layer Strawberry ice cream, whipped icing, Paintball Blitz or Blue Moon, and more whipped icing in a clear parfait dish. Garnish with a cherry and a mini flag.

### *4th of July Cookie Treats:*

Scoop vanilla ice cream onto a large, sugar cookie and let it soften just enough that you can add another cookie on top and press flat. Roll edges in red, white, and blue sprinkles. Place in storage bag and freeze.

### *Baseball, Hot Dogs, and Apple Pie Sundae:*

Place a scoop of vanilla ice cream in a sundae dish. Top with warm apple pie filling, crumb topping (flour, sugar, and melted butter—mix until crumbly), optional: caramel. Garnish with whipped cream, and a cherry.

### *Hot Dog Day of Summer:*

If you sell food, offer a hot dog combo meal with a drink, fries, and ice cream treat.



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

Cisar	Gordargo	SMJ Market	Port Arthur	TX	77642
Carman & Dennis	McEntaffer	Nate & Ally's	Winona	MN	55987
Chuck	Powell	Chuck Wagon Restaurant	Harrison	MI	48625
Ayashaah	Syed	Tutti Fruitti	Katy	TX	77449
John & Kim	Ehlers	Jake's Corner	White Lake	SD	57383
Karen	Strobel	Strawberry Fields Market	Roswell	GA	30075
Bobby Swanner	Dennis Moreau, Mgr.	Ashby's Sterling Ice Cream	West Monroe	LA	71291
Lola	May	The Screen Door	Gladwater	TX	75647
Gerad Burger/	Tracee Karl, Mgr.	Park Rapids BP	Park Rapids	MN	56470
Phil & John	Rath	Chilling Station	Manta	OH	44255
Dennis Rasmusson	Matt Jackson, Mgrs.	Charlevoix Dairy Grille	Charlevoix	MI	49720
Bruce & Kelli	Millbrandt	Frozen Creations	Mankato	MN	56024
Angie & Pete	Wilson	The Dreamery Creamery, Inc.	Terre Haute	IN	47807
Waylon	Haecker	Haeckerville Pharmacy	Missouri City	TX	77459
Lorie	Cihak	Dune Dippity	Silver Lake	MI	49436
Rich	Holcomb	Holcomb's Classics	Wooster	OH	44691
Kelly	Huffman	Honey's Frozen Yogurt	Goshen	IN	46526
Marilu	Marin	Sabor Xtremo	New Caney	TX	77357
Jeff	Mann	Cancun Snow	Houston	TX	77070
Tri	Tran	Frozen Castle	Houston	TX	77083
Ron	Brown	Rosebud General Store	Rosebud	MO	63091
Sharon	Bergwerff	Chapel Charlie's Cup & Cone	Hudsonville	MI	49420
Matt	Baker	Spotted Cow--3 locations	Adrian	MI	49221
Dan	Shuwayhat	John's Market	Troy	MI	48085
Stacy & Jeff	Crump	What A Jerky	Lapeer	MI	48446
Ron	Burns	Century Lanes	New Carlisle	OH	45344
Cathy	Baxter	Baxters Little Grocery	East China	MI	48054
Diane	Miller	Central Perk Coffee Shop	Estherville	IA	51334
Daniel	Sronkoski	The Stand	Glen ellyn	IL	60137
Marla	Prince	Droop Scoops	Chickamauga	GA	30707
Kailyn	Sanchez	Doodle Grub	N Liberty	IN	46554
Kevin & Linda	Wilson	Grandma Bairs Family Restaurant	Kane	PA	16735
Paula & Rob	Crook	Across the Bay Café`	Alpena	MI	49707
Ed	Miller	Teresa Italian Ice	Normal	IL	61761
Herb Kreutzer	Jeff Lewis	Sundara Coffee House	Groves	TX	77619
Bud & Shannon	Craft	Rustic Gate Creamery	Jenks	OK	74037
John	Collins	Beach Bar	Clarklake	MI	49234
Jacque	Head	Sisters Confectionary	Gaylord	MI	49735
Michelle & Tim	Haidl	Centre Hub	Centreville	MI	49032
James	Horton	Horton's Pizza Plus	Arma	KS	66712
Nick	Quinn	Nick's Grill	Plano	IL	60545
Debbie	Rasseu	Burger Grinds	Tyler	TX	75701
Brandon	Zurecor	Burger Grinds	Tyler	TX	75703





# Welcome! to the following new Ashby's Sterling Ice Cream Retailers (continued):

Bill	Parker	Chico Mart	Chico	TX	76431
John	Ireland	Candy Castle Popcorn Palace	Moore	OK	73160
Ed	Fuqua	Swirled Frozen Treats	Bristol	TN	37620
Jeff	Weaver	Rooted	Mancelona	MI	49659
Roy	Ezell	Natty Flats	Lipan	TX	76462
Roy	Ezell	Natty Flats	Minorn Wells	TX	76067
Sherry	Standridge	Mike & Stacys Mercantile	Oglesby	TX	76561
Bill	Brown	Brown's Market Place	Harbor Beach	MI	48441
Josh	Grannell	TG's Frozen Desserts	Warsaw	IN	46580
Paula	Rasmussen	Spook Cave & Campground	McGregor	IA	52157
Tanya	Balcom	Scoop and Twist of Macomb	Macomb	MI	48042
Carlene & Dave	Flint	Natural Bridge General Store	Natural Bridge Station	VA	24579
Andy	Stewart	Big M Marina	Cassville	MO	56525



## You Wanted to Know:

### Q. What is the correct dipping temperature for my freezer?

A. Ashby's Sterling Ice Cream is a premium ice cream formula with lots of inclusions: fruit, nuts, candies, etc. so your freezer needs to be turned down to a holding temperature of approximately 0 to 5° F. For your back storage freezer, the temperature is best at less than -10° F. You will want to utilize the space below the tub you are currently dipping to temper the next tub, so you aren't trying to dip from a tub that just got pulled out of the storage freezer.

**Questions? Contact us at [www.ashbysicecream.com](http://www.ashbysicecream.com) or 231.843.0319**