



NICRA! Bulletin

National Ice Cream Retailers Association

NICRA SUPPLIER MEMBER SPOTLIGHT

ICE CREAM FLAVOR MARKETING FOR SEASONS AND HOLIDAYS

by Melissa Healy
Weber Flavors



Well the winter holiday season is over, but that means a new year and a new start to the holiday cycle. Planning out your flavor menu for the year to incorporate tastes of the season and the holidays that fall in that season is a fun and easy way to market your shop. Here are some tips & flavor ideas to get you going into 2013.

Spring: Ice cream can be a hard sell when everyone is so excited that they are finally thawing out (who wants frozen food when they can finally feel their toes again?!) Here are some fun ways to push ice cream in this tricky time of year:

Baseball Season/Spring Training: Listed below are a few flavors to promote that are associated with America's favorite past time. These could even be marketed in bulk to local ball park concession stands and little league games to promote your brand: caramel corn (Cracker Jack) flavor, peanut flavor or chocolate covered peanut, and sunflower seed are all flavors that come to mind.

St. Patrick's Day: Everyone is Irish on St. Patrick's Day and eager to try things with Irish Flavor. Some good choices are Guinness or chocolate stout flavor, Irish cream, beer with green color, mint chocolate chip or grasshopper, ANYTHING GREEN!

Easter: It's hard to compete with all of the chocolate bunnies and other candy that are popular Easter treats, but some to try are chocolate cream egg-fondant/frosting ice cream with chocolate pieces (you could do white and yellow to look like an egg), carrot cake (the Easter Bunny's favorite), marshmallow ice cream with yellow or pink sprinkles for

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Peep's Ice Cream, vanilla Ice cream with Jelly Beans or other pastel/Easter candies added in or put on top.

Cinco de Mayo: Some tasty (and spicy) flavors to promote for this holiday could be flan flavor (caramel custard), horchata (cinnamon rice milk), HOT chocolate (chocolate with chili pepper), or Kahlua Flavors.

Mother's Day: Mom's special day of treats and pampering could start out with breakfast in bed ice cream flavors such as French toast, blueberry pancake, maple bacon, or anything in a waffle cone. Continue her day with flowers or floral ice cream flavors such as Rose, Lavender, Violet, or Hibiscus. Finish off with rich decadent chocolate raspberry or death by chocolate.

SUMMER: Summertime is the best time for ice cream. Help everyone cool off with light seasonal fruit favorites like peach, strawberry, blueberry, wild berry, etc. Sorbets are also a nice refreshing choice. A melon ball sorbet treat with small scoops of cantaloupe, honeydew, and watermelon flavors makes a colorful summer treat. Tropical flavors like coconut, pineapple, lychee, mango, passion fruit, dragonfruit, guava, coconut, and guanabana are a little exotic and a good way to give people a sense of a nice vacation on a tropical island. Summer holidays are a perfect time for cold treats.

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Father's Day: Flavors that include dad's favorite snacks like beer, peanuts, salty pretzel, or chocolate covered potato chips are always a hit.

Memorial Day/Flag Day/Independence Day: Red, White and Blue! Cherry/strawberry, blueberry, lemon/vanilla are traditional favorites to incorporate in the colors of the stars and stripes. Cotton candy or bubble gum in red and blue colors or red velvet, blueberry muffin, & white cake could be fun twists on the traditional. With food coloring you could make any flavor into red, white or blue to create all kinds of fun new variations on the color/flavor combination.

Fall: The weather is starting to turn cooler and warmed baked goods and harvest fruits are the flavors of the season. Apple pie, peach cobbler, banana nut bread, black walnut, cinnamon, nutmeg, snickerdoodle, caramel, & hazelnut are all good autumnal flavors.

Labor Day: This is traditionally thought of as the end of summer, so it is a great time to start bringing out the fall flavors. Apple, apple pie, apple crisp and apple cider are all popular choices as well as maple, nutmeg, pecan, praline & cheesecake flavors.

Halloween: This spooky candy filled holiday is an easy one to incorporate into your everyday flavors by using fun

green or orange colors and adding gummy worms and other Halloween candies as inclusions. Black licorice, pumpkin, brownie, mint, caramel or candied apple, blood red velvet and marshmallow.

Thanksgiving: Traditional favorites for this fall harvest time include pumpkin/pumpkin spice, apple spice/cider, sweet potato, marshmallow, cranberry crème brule or cranberry cheesecake, butter maple, chocolate French silk, pecan pie, and peppermint pie.

Black Friday: Promote a pick me up for the all night shoppers with coffee, cappuccino and mocha flavors. It will be just the treat they need to keep up the bargain hunting.

Winter: The weather has turned cold again and once the holidays are over it's hard to get people thinking about cold treats. Using flavors that imply warmth like coffee or apple cider and warm spicy type flavors are good items to promote this time of year. Keep them thinking about spices and warm desserts and drinks.

The Christmas Season: Eggnog is everyone's favorite traditional Christmastime drink and it works so well as an ice cream flavor. You can do some different variations such as Vanilla Spice, Brandy, Whiskey, Rum, or even Pumpkin Eggnogs. Crème de Mint, Peppermint, Candy Cane, Peppermint Mocha, and White Chocolate Peppermint are all festive holiday treats. Cinnamon and nutmeg and other spices associated with the season are popular. Everyone loves Christmas cookies so Sugar Cookie, Gingerbread, Oatmeal Raisin, and Chocolate Chip Cookie Dough are all good flavors.

New Year's Eve: Promote all out decadent flavors like chocolate sea salt caramel, rich dark chocolate hazelnut, and Yellow Cake with Fudge Frosting flavors before the resolutions and the diet kick in. Count down the New Year with Champagne, Rum, Bourbon, Wine, Whiskey, Irish Cream, Amaretto, Beer, & Tequila flavors.

Valentine's Day: Bring the romance with ice cream. Champagne, Chocolate, and Rose are all romantic flavors for this day of love.

President's Day: Chop down the cherry tree with Black Cherry Chocolate, Cherries Jubilee, Chocolate Covered Cherry, or Cherry Cheesecake Flavors.

Now is the time to start planning your menus and trying new recipes and ideas. Once your menu is set you can promote the upcoming seasonal holiday flavors with flyers, mailers, and e-blasts. Always keeping your name in front of your customer's eyes and giving them new interesting options to try are the best forms of marketing and advertising! I hope 2013 brings you all new recipes and new business.



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A LEGAL PERSPECTIVE ON LAUNCHING SOCIAL MEDIA CAMPAIGNS

by Kyle-Beth Hilfer, Esq.

For attorneys practicing in social media law, it is easy to spot a brand that is launching a social media presence. The same questions come up repeatedly. Here is a summary of common themes that brands consider, and a social media lawyer's response to these concerns.

1) **Nerves:** Newcomers to social media are nervous. They want to leverage the power of social media, but they are concerned about the time commitment involved and doing it "right." While there is no doubt that social media requires a commitment, doing it "right" means more than looking at what your competitor is doing. Instead, doing it "right" involves detailed risk analysis from both a marketing and legal perspective. Unfortunately, the legal perspective seems to be either an afterthought or not even on the radar for small to medium sized businesses and not for profits. Consider the cause marketing that is now rampant after Hurricane Sandy. Many businesses are promoting their goods/services while offering a percentage of profits to Sandy victims. Are these businesses aware that the New York Attorney General has issued "best practices" to promote cause marketing transparency through a series of disclosures? While businesses are nervous about getting it "right" from a marketing perspective, they are not taking proactive steps to protect themselves by conferring with specialized legal counsel to be sure their marketing initiatives do not put them at risk.

2) **ROI:** The question of when brands will see a return on investment from their social media remains in the forefront of business owners' minds. Those who are ahead of the curve realize that metrics may be ephemeral with social media, but the long-term benefits of brand recognition are priceless. As 2012 draws to a close, brands have started to understand that the goal is not amassing "likes" or followers. The goal is to interact with customers in a meaningful way via social media that builds loyalty and secondary meaning in the marketplace. If done right, this builds a brand's trademark worth (indeed, trademarks are company assets and can be valued if a company is sold) as well as the bottom line.

3) **Copycat Campaigns:** Avoid copycat campaigns. They may be easy to implement, but copying only invites risk. Social media is not one size fits all. Brands need to understand the intrinsic risks of soliciting brand advocates, including the compliance requirements for the various platforms' terms of service, FTC regulations, intellectual property concerns, and employment issues.

4) **Strategic Planning:** Too many brands adopt social media with the "throw the spaghetti at the wall and see what sticks" approach. Without strategizing, however, social

media campaigns will not be productive. Not every platform is appropriate for every brand, whether for marketing or legal reasons. In addition, the goal is not just to put content into the ether, but rather to interact with consumers. To accomplish that goal, it is important to confer not only with marketing experts but also legal experts. In my last blog post, I discussed how the FTC is watching influencer programs carefully. Brands should step into social media with a strategic plan that includes legal analysis to minimize risk. By including legal counsel on the team early, brands can create more innovative social media campaigns.

For more information about putting your business on social media, contact **Kyle-Beth Hilfer**, of Counsel at Collen *IP* and member of its Restaurant and Food Services Practice Group. Ms. Hilfer specializes in advertising, marketing, and intellectual property law. Ms. Hilfer encourages you to reach out in the concept stage before deadlines have been set and media buys made. If you would like more information, email her at kbhilfer@collenip.com or follow her on twitter @ [kbhilferlaw](https://twitter.com/kbhilferlaw).

IDEAS FOLDER CORNER YOUR BUSINESS PLAN CAN DRIVE YOU TO SUCCESS AND FOCUS YOUR EFFORTS

by John Haskell

After four years of teaching business plan development at USC's Business Expansion Network, I've guided more than 100 entrepreneurs through the process of creating a "road map for business success." Thus far, I have reached several conclusions:

1. The Business Plan is the most powerful tool an entrepreneur can have to drive the business to success.
2. The Business Plan is the ideal focusing device for any management team.
3. The Business Plan does not have to occupy hundreds of hours and distract all of the key managers in the company for weeks.

Why is a business plan such a powerful tool? It consolidates all the facts and action plans in one place at one time.

If you find yourself in a business that is running you and not vice versa, I cannot recommend highly enough seizing the moment to write a comprehensive business plan. A business plan forces you to look at every aspect of your business. You have to evaluate:

1. The concept of the business.

To read the rest of this article go to <http://www.nicra.org> and log into the Members only section of the NICRA web site. Enter your username and password. You will find this article in Section 1, Business Planning, Page 1.

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AMERICAN PATRIOTS SERVING ICE CREAM ALONG I-64

by: Garry Buttermann
TopHill Bakery LLC

Remember the show Route 66 on black & white television? Well, I wanted to travel the USA just like those guys. You know? Drive my convertible across the country and live on ice cream coast to coast. But not just any ice cream! Only the best ice cream while tasting lots of flavors along the way, especially unique flavors made from the most delicious ingredients anyone can find. Flavors I can't find in my home town, I suppose.

I searched my road atlas for Route 66 and it wasn't there? That's weird! Where did it go?

After scanning the US map until my eyes couldn't take the strain any longer, I gave up my search. Instead, I decided if Route 66 was not to be found, then maybe a close cousin Interstate 64 would do. So I began my ice cream quest in Hampton, Virginia where I-64 starts from the east coast.

Of course, I needed a little ice cream to energize my trip.

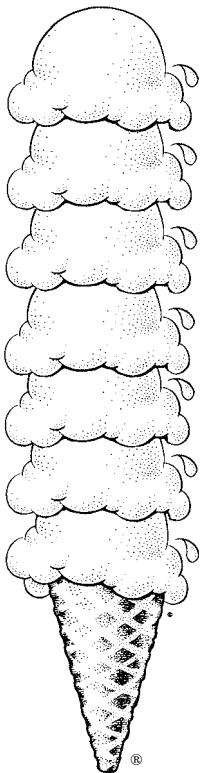


Where could I find a flavor up to my high standards? After only a couple of miles down the road, I stumbled on the oldest building in downtown, built in the 1870's, that looked anything but old. Happy colors adorned the parlor including pink and green with ice cream colors: vanilla for the wainscoting; chocolate for the front door. Raspberry colored stools in the front window and black & white tiles on the floor.

I decided to start my trip with a quadruple dip cone with ice cream scoops called Royal Red Velvet Cake, Butter Brickle, Pistachio, Peppermint Stick, Roadrunner Raspberry. Whoops! Make that a quintuple dip cone. Couldn't find room on top for their vaunted Key Lime Pie flavor but I'll return someday once my quest is completed. Fare well but I'm heading west on I-64.

After many miles on the road in my convertible, I detoured off the highway to Pipestem, West Virginia. Although I love my ice cream, I also love my frozen custard. Seems there is a chain of stores offering the highest quality frozen custard you can eat. Also offers a spectacular all-beef hot dog on flat English buns grilled in real butter and served with their award-winning chili. 99-cent hot dog sales are offered every last Tuesday, Wednesday, Thursday of every month. Hmm, how many could I eat with my five dollar bill?

For a chaser, I consumed the hot apple dumplings served with frozen custard, cinnamon sauce and whipped cream. Next was a scoop of their #1 flavor called Maple Walnut.



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Saw on the map that there is another highway, Interstate 66, just north of I-64. Could this be the old Route 66 or perhaps its grandchild I-66 instead? Connects Front Royal, Virginia in the west to Washington, DC in the east. Sorry but I-66 doesn't have enough miles of pavement to satisfy my insatiable craving for either ice cream or frozen custard. It's back to I-64 for me.

More miles of highway when I pull up to a pink store in Louisville, Kentucky. Seems they have illustrations everywhere of the friendliest cow you would ever want to meet. This parlor offers delicious ice creams and even displays a best ice cream flavor award from NICRA. You know, National Ice Cream Retailers Association (I think they're kind of famous!).

Well, it was a long drive so I decided to have a large. An entire Bourbon Ball and Peppermint Stick ice cream pie. What? You say that was two pies? No wonder I feel so good! I suppose since they're located in Kentucky, it's only natural to offer bourbon to customers who love their ice cream flavors. I suppose it's an acquired taste. Hiccup!

You can't miss their pink stores. As I was leaving town, I spotted another location and had to stop before heading west. It's December and I'm in luck. Holiday flavors are in stock!!! So I had a quintuple scoop cone with Peppermint Stick, Ginger 2 Snaps, Egg Noggin', Candy Cane Lane, Chocolate Peppermint Patty and Hazelnut Crunch. Whoops! Make that a sextuple dip cone! I'm starting to feel mighty fine.

I'm ready to continue my quest for more ice creams. Crossed the Ohio River into Indiana on I-64 but got mixed up and headed north on I-65 instead. My head is buzzing from all the ice creams. Where am I? Columbus, Indiana? Hmm. Looks like a museum just ahead. Seems they also have ice cream sodas? Yum! Just like the old-fashioned drug stores used to make for 29-cents in chocolate, cherry and vanilla flavors. I'll have one of each. Would you accept my 29-cents or must I pay full price?

Seems their museum brings in lots of groups, sometimes 40 or more visitors for a Christmas brunch. Offers artisan sandwiches and grilled salmon Caesar salads to be washed down with cinnamon cokes. They offer the regular food fare too but I'm mostly interested in ice cream. After the sodas, I head back to I-64.

Well, I'm driving west on I-64 and fast approaching St. Louis. Heard a rumor that just a few miles north on I-55 is the state capitol called Springfield, Illinois. Seems they hold the State Fair and one of their vendors sold deep-fried hot fudge sundaes at their booth a couple of summers ago. That's for me! Looked around for a while but it's December, not July, so I gave up my search.

However, I did find out how they made this unique dessert at the Illinois State Fair. First, you skewer several marshmallows before coating with hot chocolate fudge.



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Then roll the fudge stick in flour to coat the surface before dipping into marshmallow crème. Quickly suspend the stick in a stainless steel clamp and allow the marshmallow crème coating to fry for 3 to 4 minutes. Should come out with a golden brown color and looks like a corn dog, only sweeter. Serve with a scoop of ice cream and garnish with whip cream. That'll be \$6.50, please!

With my imaginary deep-fried hot fudge sundae on my lap, I'm back in my convertible driving ever closer to the end of I-64 at St. Louis, Missouri. I'm running on empty now and must locate ice cream. Must locate ice cream! Must!!!

Wait! I'm heading toward St. Charles, Illinois which is just north of the Mississippi River bridges to St. Louis. There's a gourmet ice cream shop ahead! Homemade, I think. Seems a little girl fell in love with ice cream and fulfilled her dreams by opening a gourmet ice cream shop. Although she offered the regular flavors to her customers, she had a passion to deliver unique gourmet ice cream flavors to her customers. That's my kind of girl!

Maybe I could have a septuple dip cone with ice creams like Aztec Chocolate, Pink Peppermint, Caramel with Sea Salt, Shayla Mae's Peanut Butter, The Leona Butter Pecan, Cookie Monster, Coffee and Donuts and Parent Trap (vanilla, peanut butter ribbon & oreos). Whoops! Make that an octogenarian dip cone! Sorry. I meant octuple dip cone! In my case, it may be the same?

As I traveled in Virginia, West Virginia, Kentucky, Indiana, or Illinois, I learned that good ice cream can be found in any state in America. Just hop in your convertible and drive to your ice cream passion's delight.

Ice cream is as American as apple pie, ice cream cones, hot dogs, hamburgers or Ford model T's. And that makes us patriots every time we serve our countrymen the finest frozen treats regardless of race or creed or affiliation that makes each of us a little bit unique. Ice cream flavors are the same. Every ice cream vendor has the gift of making their customers happy by charging a modest price with a smile. Our nation owes each of you our debt of gratitude. God bless America and those who serve ice cream!

Well, it's time to hop into my convertible and drive home to Louisville, Kentucky. There's a pink store in that town waiting to serve up some Bourbon Ball ice cream to me. Now, that's my kind of town!

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WHAT'S SHAKIN @ NICRA

Only 62 cents a day! That's right!

Your NICRA membership costs you only 62 cents a day. As many a member has said, how can you not afford to renew your membership every year?

A monthly benefit of your membership is the *Bulletin* that arrives in your mailbox. In addition to general business articles, it also includes information from suppliers, what's happening with members, the current butter prices, and more.



The current bulletin, (as well as past bulletins) is also available in the members only section of the NICRA website. Check out the June 2012, "What's shakin" section for an interesting article on the website by NICRA member Pete Freund (Cliff's Dairy Maid, New Jersey). Don't know your member login, simply contact Lynda Utterback in the NICRA office at 847-301-7500.

The members only section of the website also contains the IDEAS Folder which is just one more NICRA benefit. That folder contains detailed info on a wide variety of topics related to running a successful business. New to NICRA, it's a must read. Veteran members, it's interesting and energizing to review.

The NICRA office usually sends out two e-mails a month. One is to let members know that the Bulletin has been mailed and that it is available online that day. Some members have even opted to not receive a paper copy. If you desire to no longer receive the "hard copy", just let the NICRA office know.

The second e-mail may offer marketing ideas, recipe suggestions, or general NICRA info. If you are not receiving e-mails, we encourage you to OPT in to this benefit today by calling the NICRA office.

Do you use e-mail to stay connected to your customers or have you thought about it? Another membership benefit is the partnership that NICRA has with Constant Contact. You can save 20% to 25% off your bill. Check out www.constantcontact.com for info to start e-mail marketing. See also Ideas Folder, Section 2, Marketing, pages 11 and 12 for an article by NICRA member Katie Dix, (Capannari Ice Cream, Illinois) on e-mail marketing.

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Insurance can be a costly expense for any business. As a NICRA benefit, Trahin Miller insurance offers a discount to NICRA members. In addition to knowing what needs ice cream shops and manufacturers have, they will custom fit to your specific operation. So if you are just opening a shop or are due to review your insurance rates, consider Trahin Miller Insurance Services.

As an industry that employs hundreds of young people, NICRA is especially happy to offer scholarships to members' employees. Each year 10 high school and/or college students are selected to receive a monetary award to be used for their education.

The criteria is based on financial need, academic excellence, student essay, and letter of recommendation from the NICRA member. Winners are announced in November at convention.

One of the biggest benefits of a NICRA membership is the opportunity to attend the annual convention. If you have attended Conventions in the past, you know that the networking and exchange of ideas with other shop owners is priceless. In addition, there is the abundance of suppliers at Convention with whom you can make face-to-face connections. If you didn't attend the Convention this year, mark your calendar now for next November 5-7, 2013 at the Hilton Frontenac Hotel in St. Louis, Missouri.

So don't delay, renew your membership promptly and proudly post the NICRA logo in your store window.

WE NEED A FEW GOOD MEN AND WOMEN

Do you possess these qualifications? Or do you know a fellow NICRA member who possesses these qualifications?

- A strong commitment and dedication to furthering the NICRA organization
- The capability to work well with other ice cream industry leaders
- The ability to commit the time and effort to serve NICRA and its members
- A willingness to share and a desire to make a difference

The Board of Directors has several positions available for Active members. The Nominating Committee is asking each one of you to identify yourself or someone you think would make a positive contribution to the association, the NICRA members and the ice cream industry. Board Members are elected for a 3-year term. **According to the By Laws of the Association, candidates for the Board should be current Active Members for at least five years and have attended three of the last five Annual Meetings.** Although these positions are voluntary, it is important for you to know that the Board of Directors is a working committee. If you have an interest in serving on the Board, call the NICRA office at 847/301-7500 for more information.

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THE VOLLRATH COMPANY ACQUIRES ACRY FAB, INC.

Vollrath President and Chief Executive Officer, Paul Bartelt, announced the acquisition of Sun Prairie, Wisconsin-based Acry Fab, a state-of-the-art manufacturer of display and food accessory dispensing products. By acquiring Acry Fab, Vollrath will expand its product offering into acrylic dispensing, display and fabrication products. Acry Fab is Vollrath's second acquisition of a plastics manufacturing company in the last two years, having acquired the Traex Company in April of 2011.

The Acry Fab product line includes the popular Lid Saver™ lid dispensers; bakery cases and accessories; countertop, in-counter and self-serve dispensers; and organizers and holders. In addition, Acry Fab, Inc. regularly builds customized plastic items such as laboratory equipment, medical equipment accessories and OEM parts requiring manufacturing to exacting specifications.

“The acquisition of Acry Fab significantly increases our ability to deliver a full service solution of high quality products to the 19 foodservice market segments we now serve, particularly in the convenience store, fast food and fast casual categories,” said Bartelt.

Vollrath expects to continue manufacturing acrylic products at the Sun Prairie facility.

For more than 137 years, The Vollrath Company, LLC has been setting the standard as a manufacturer of quality equipment and smallwares supplying the foodservice industry. Vollrath offers the largest selection and best value for prep, cook and serve foodservice solutions.

BUTTER PRICES

November 30, 2012 - Grade AA Butter finished at \$1.6000.
The weekly average was \$1.6375. (2011 price was \$1.6300)

December 7, 2012 - Grade AA Butter finished at \$1.5900.
The weekly average was \$1.5870. (2011 price was \$1.6400)

December 14, 2012 – Grade AA Butter finished at \$1.5950.
The weekly average was \$1.5940. (2011 price was \$1.6025)

December 21, 2012 - Grade AA Butter finished at \$1.5375.
The weekly average was \$1.5575. (2011 price was \$1.5950)

Support prices for butter start at \$1.05. Butter prices are reported from the Chicago Mercantile Exchange every Friday. The Merc is considered a spot market for butter. Merc prices are important to dairy farmers because the value of the fat and fat differentials in raw milk are established from the prices quoted from the Exchange, and Merc prices are used in the BFP update.

KAPPUS COMPANY APPOINTS NEW REGIONAL SALES MANAGER AND SERVICE TECHNICIANS ARE BEST- IN-CLASS

Kappus Company recently announced the appointment of AJ Bauer as its newest regional sales manager. AJ is a graduate of the University of Dayton, and comes to Kappus with past experience in sales, service and project management in the event, consumer sales and home improvement industries. He will cover the Dayton and Cincinnati markets. He is pleased to be joining a growing company, where he can develop successful sales relationships and meet his career goals.

In other news, Kappus Company, one of nearly 40 Taylor distributors in the United States, is proud to announce that not one, but two, of their service technicians received the Taylor Red Cape® Service Technician of the Month award for the year 2012.

All Taylor distributors' technicians must be Taylor factory certified and meet OSHA compliant electrical training. However, to receive the coveted Service Technician of the Month award, a technician must go above and beyond the norm—they must provide first-rate repair and customer service.

Phil Fox received the award in May, as reported by Larry Kolibar, director of operations for parts and service at Kappus Company, because “Phil has been our ‘go-to’ guy in Columbus for years. He is an expert repair technician and field supervisor,” Larry said. “He was very involved in the Wendy’s account and the grill roll-out. Our customers all love Phil. He’s instrumental in keeping our Columbus and Cincinnati areas running so smoothly.”

Bob Siskovic was named Taylor Red Cape® Service Technician of the Month for December. According to Larry, Bob has the ability to repair almost anything! As field supervisor for Northern Ohio, Bob trains new hires and continues to deliver true Red Cape Service on every call. In fact, a McDonald’s supervisor called in to say, “Bob was out at our location recently and we loved him! He went above and beyond to make sure that we were up and running for Thanksgiving and Black Friday. Thank you, Bob!”

Kappus Company provides “best-in-class” service for first-rate equipment, representing leading food service equipment manufacturers such as Taylor, a manufacturer of soft serve ice cream equipment, frozen beverage equipment and commercial grills, as well as other lines, including Flavor Burst, Smokaroma, Global Refrigeration and Hamilton Beach.

Headquartered in Cleveland, Ohio, Kappus Company also maintains show rooms in Columbus and Cincinnati. Kappus Company serves Ohio, western Pennsylvania, West Virginia

NICRA January 2013

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and northern Kentucky, and offers the most comprehensive service network in the region with 40 factory-certified service technicians on the road at all times.

ALI GROUP NORTH AMERICAN OPENS TRAINING FACILITY

Ali Group North America, announced the opening of the Ali Group North America Training Center in Winston-Salem, North Carolina. The new building houses separate warewashing and cooking training facilities available to all Ali Group North American companies, namely: Aladdin Temp-Rite, ACP Amana, Belshaw Adamatic, Beverage-Air, Burlodge, Carpigiani U.S.A., the Champion Group including Champion, BiLine, Moffat, Moyer Diebel, CMA Edlund, Electro Freeze, Eloma and Victory.

The new state of the art training center will enable Ali Group customers, dealers and sales representatives to receive onsite customized and classroom training, taught by a team of certified experts to help them achieve maximum productivity, a competitive business advantage and a greater return on their investment. All Ali North American companies will be utilizing the facility for many training sessions and special events in the future.

The official two-day grand opening was on October 3, 2012. After the opening the first group to hold a full week immersion course in the new facility was Carpigiani U.S.A. The five-day course was held for individuals who plan to open a gelateria, or who wish to add European style, gourmet frozen desserts and gelato to their location.

“Ali Group America’s goal is to help our customers stay ahead and receive the necessary training on the latest solutions as efficiently as possible at the training center,” says Filippo Berti, chairman and CEO of Ali Group North America.

The Ali Group is a privately held company headquartered in Milan, Italy that specializes in designing, manufacturing, marketing and servicing of commercial foodservice equipment. The Ali Group operates globally through 65 brands and 7,100 employees located in 24 different countries.

NEW ACTIVE MEMBERS

Ice Cream Works!
14 George St.
Owego, NY 13827
607/222-5639
Diane Franz
Mike Franz
1 FD

Woods Soda Fountain
301 W. Main St.
Mountain View, AR 72560
870/269-8304
Fax: 870/269-5120
Dana Woods
Annette Woods
1 FD

SAVE THE DATE!

NICRA is proud to announce its 80th Anniversary Annual Meeting will be held November, 5-7, 2013 at the Hilton Frontenac Hotel in St. Louis, Missouri. We have negotiated a special \$99 room rate which includes complimentary parking and free internet access. The Hilton Frontenac is located in the heart of St. Louis and with a touch of French influence it combines comfort, style and impeccable service. You will delight in the many restaurants, shops and attractions within easy reach.

Make your plans now to join us for this great celebration of 80 years of ice cream people helping ice cream people.

**MAKE YOUR PLANS
TO ATTEND
Hilton Frontenac Hotel
St. Louis, Missouri
November 5-7, 2013**

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Bonita Springs, Fla.

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Todd Truax, Almost Heaven, Canton, Ohio

Immediate Past President

Dan Messer, Eskamoe's Frozen Custard, Monroe, La.

Executive Director

Lynda Utterback, Elk Grove Village, Ill.

Terms Ending Annual Meeting 2013

Jim Brown, Penn State University, University Park, PA

Mary Leopold, Leopold's Ice Cream
Savannah, Georgia

Jim Marmion, Advanced Gourmet Equipment
Greensboro, North Carolina

Neil McWilliams, Spring Dipper
Mammoth Spring, Arkansas

John Pitchford, JP's Custard Cart,
Albuquerque, New Mexico

Terms Ending Annual Meeting 2014

Valerie Hoffman, Yummies, Warsaw, N.Y.

Jim Oden, Debbie's Soft Serve, Smithsburg, Maryland

Bob Rada, Stoelting, LLC, Kiel, Wisconsin

Bob Turner, Dairy Corner, Urbana, Ohio

Terms Ending Annual Meeting 2015

Cliff Freund, Cliff's Dairy Maid
Ledgewood, New Jersey

Vince Girodano, Sno Top
Manlius, New York

Juergen Kloo, Joy Cone Co.
Hermitage, Pennsylvania

2013 SUPPLIER OFFICERS

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Vice President

Andrew Jones, Lloyds of Pennsylvania, Exton, PA

Secretary/Treasurer

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Chairman

Margaret Anderson, Taylor Freezer of New England
Norwood, Massachusetts

COMMITTEES AND COMMITTEE

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David Zimmermann, Royal Scoop Homemade Ice Cream
Bonita Springs, Fla.

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Ice Cream Clinic Committee

Mark Leichtman

Scholarship Committee

Cliff Freund, Cliff's Dairy Maid
Ledgewood, New Jersey

Web Site Committee

Juergen Kloo, Joy Cone Co.
Hermitage, Pennsylvania

MISSION STATEMENT FOR NICRA

The mission of the National Ice Cream Retailers Association (NICRA), a non-profit trade association, is to be the leader in the frozen dessert industry that others look to for help, support and education. NICRA will promote business growth and development throughout the industry.

VISION OF THE ASSOCIATION

NICRA will associate with similar associations dedicated to the same interests. NICRA will facilitate communication and education that both newcomers and veterans in the industry desire to be successful. NICRA will maintain a feeling of family within the association as it grows, and be dedicated to responsibly managing the association while maximizing value to the members.

NONDISCRIMINATION POLICY

NICRA is committed to a policy of nondiscrimination in all of its endeavors. To that end, NICRA shall not tolerate any words or acts of discrimination, harassment or any inappropriate behavior in general against any person affiliated with NICRA, including its members and guests, with regard to race, sex, color, creed, religion, age, national origin, disability, marital status or sexual orientation.

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