



# the izzy scoop

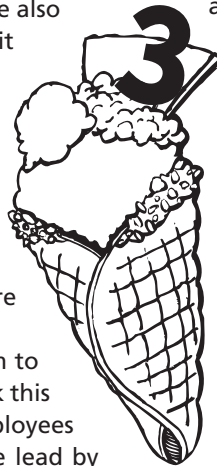
Issue 8 • Fall 2003

## FROM THE OWNERS

We just completed our third year in business here at Izzy's. We are very excited and grateful to our customers, both loyal and new, for your support of our business. We also want to thank our employees. We could not do it without them. They work very hard to provide you with excellent customer service that is knowledgeable, genuine, and competent in every way. You might be surprised to know that they even get homework here at Izzy's. We try to make the same commitment to our employees that we make to our customers. In return we hope the people working for us become stronger and more effective citizens.

With gratitude to our employees, we took them to an indoor go-cart track to celebrate their hard work this season. Everyone had a great time. A few employees have told me that when I was bumped out of the lead by one of our employees, all but one of them was cheering for their peer who went on to win the race.

So what is next for Izzy's? We have established our second shop in the Medical Arts Building at 9th and Nicollet



Mall in downtown Minneapolis. It has just completed its first year in business and is doing very well. You can get a great cup of coffee, espresso, or a signature iced coffee or coffee drink flavored with ice cream. My two favorite drinks are a chocolate malt with a double short of espresso on top and what I call the Trifecta, a double shot of espresso over blended ice, milk, and 3 Izzy scoops of ice cream – chocolate, dulce de leche, and dark chocolate zin. MMMmmm Good. Then to make things even better for us we opened up a new retail store with Marshall Field's in their downtown Minneapolis store. We are happy with how things are going and excited to also tell you that we now provide Izzy's Ice Cream to the 5 Twin Cities Marshall Field's restaurants.

As is the lore in the restaurant and food service business we have 2 years to go and then the odds will be much higher that we will be an ongoing and successful business for years to come here in the Twin Cities.

Please take some time to think about Izzy's and participate in our first ever survey. Thanks again for your support of our Izzy's... And please help us learn how to better earn your support in the future.

—Jeff Sommers & Lara Hammel

## SURVEY

by John Gleason

Izzy's Ice Cream Café is 3 years old and we feel it is time to get some constructive help from our customers. In order to facilitate this we have created our first ever survey. We always love to hear what you have to say when you visit us. This survey will give us a chance to ask specific questions and hear how we can do a better job for all of our customers. There are 2 parts to the survey. The first part has some fun questions that hopefully will make you laugh and

have fun. The second part gets more serious with some questions about specific aspects of the business. The survey is a little longer than a traditional survey, so please take your time and only fill out what you are able to.

You may ask for a survey from any Izzy employee. Please take your time filling out the survey. We thank you in advance for allowing us to hear what you have to say. When you are finished with the survey please turn it in to either the Medical Arts Izzy's in Minneapolis or the Saint Paul Izzy's.

**Please turn in all surveys by November 15, 2003.**



## VISIT **IZZY'S** THIS HOLIDAY SEASON

Izzy's will be closing December 23,  
St. Paul location opening again March 1, 2004

## A WONDERFUL AFTERNOON

by John Gleason

On Sunday June 22, 2003 Izzy's held its **3rd Annual People's Flavor Awards**. It was a great success. 24 flavors submitted from our customers were on the menu. The threatening rain held off. Our employees were in full gear. And almost 400 people came to sample the unique flavors. Good times were in full bloom.

The flavors ranged from a sweet, candied filled coffee ice cream to a habanera filled chocolate surprise. There was key lime, German chocolate cake, tequila, atomic fireballs, watermelon, anise, Darjeeling tea, chocolate covered potato chips, amaretto, cayenne pepper, lime... and the flavor list goes on and on.

It soon became apparent that this was the most successful Awards to date. All the flavors tasted great and everyone had a fun-filled tasting time. We want to thank everyone who entered a flavor request and everyone who attended the event.



## EXTENDING THE SEASON

by John Gleason

Every year the Izzy's on Marshall Avenue in Saint Paul closes for the winter months. The past few years we have closed on Thanksgiving and opened up again the following March. This year we have decided to stay open for the holiday season. The demand for holiday cakes and parties has increased and we want to serve our customers who would like Izzy's ice cream for their special occasions and those hardcore customers who just love eating ice cream in the cold winter air. This year Marshall Avenue Izzy's will close on December 23, 2003, opening up again March 1, 2004. Make sure to stop in and order your cakes and ice cream for all your holiday needs now. The Medical Arts Izzy's and the downtown Minneapolis Marshall Field's Izzy's remains open all year.

### THE WINNERS OF THE 2003 PEOPLE'S FLAVOR AWARDS



**BEST IN SHOW** Irish Moxie by *Steffanie Moxon & Russell Bradley-Cook*

Irish cream (coffee) and whiskey base with oreos and heath

\*See their coffee flavor and names on our Flavor Awards Plaque and look for Irish Moxie the next time you visit Izzy's.

#### MIX-INS

**Parrot-head** by *M.G. Stinnet*

Birchwood's key lime pie in a cheesecake base.

#### SPECIALTY

**Tequila Mockingbird** by *M. Okerlund*

Orange ice cream with tequila, lime, and black cherries.

#### FRUIT

**Monkey Tea Time** by *Bruce Blacher*

Banana ice cream with chai tea.

#### COFFEE

**Irish Moxie** by *Steffanie Moxon & Russell Bradley-Cook*

#### CHOCOLATE

**Rainy Lake Chocolate** by *Michael Fallon*

Chocolate with cinnamon and anise.

#### KIDS

**Orange Ocean** by *Alex Celeste*

Orange sherbet with a blueberry swirl.



## COLORING CONTEST

by John Gleason

It is that time of year where all eyes, thoughts, and attention turn towards Izzy's and the yearly coloring contest. This year the contest will be to color in your favorite cake design using a cake template. There will be winners in the age categories of 0-7, 8-12, 13-19, and 20 and older. The winners will be determined through a drawing. All winners receive either an Izzy's T-Shirt or an Izzy's hat. Pick up your coloring form at the Medical Arts Izzy's or the Marshall Avenue Izzy's. The deadline for entries is October 31, 2003.

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## MPR'S NAME THAT SCOOP CONTEST

by John Gleason

Izzy's teamed with Minnesota Public Radio in an online contest to create a flavor of ice cream that best reflects MPR. There were over 100 entries but one stood out among the rest, **Minnesota Radiocream**. Look for it the next time you are in Izzy's.

Created by Paula, a listener from Minneapolis, **Minnesota Radiocream** is a lemon buttermilk ice cream swirled with honey-sweetened blueberry puree, topped with a flurry of pine nuts. **Minnesota Radiocream** reflects the flavor of MPR in that it is tart and sweet; refreshing; sophisticated, elegant and just a tad quirky.

Also—Look for us at the Food & Wine show in February at the MPR booth.

## ICE CREAM CAKES

by John Gleason

Are you having a wedding, birthday, baptism, graduation, anniversary, office party, holiday party...? Izzy's Ice Cream is happy to custom make an ice cream cake for your special events. Our cake sizes range from a 6" cake serving 6 people, to a 14" cake, serving 30+ people. Filled with your favorite ice cream, you will love having Izzy's at your event. We are able to put a custom message on the cake and decorate it accordingly. We also have over 30 edible images available to accent your cake.

To order please visit your nearest Izzy's or call 651.603.1458 (St. Paul) or 612.338.0022 (Minneapolis). Please order 2 days in advance of the pick-up date. Flavor availability changes, so order today!



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## EMPLOYEE PARTY

by John Gleason

This year's employee party was held at Pro-Kart Indoors in Burnsville. All that attended agreed that it was a wonderful and exhilarating time (see pictures). The go-karts were able to reach speeds of 40 mph and the track was a challenging one of many twists and turns. The time trials and subsequent heats were filled with friendly competition, fun, and multiple crashes and bumps. Luckily everyone was able to walk away from the crashes with only minor 'injuries.'

During the party Jeff and Lara honored those workers who have been with Izzy's for the longest time. Thank you Kong, Catherine, Erin, Devin, Nick, Amelia, E.B., Alicia, Russell, and Wahid. A special thanks goes out to Andrew. For the last 2 years Andrew has helped make ice cream for Izzy's. We thank him for his loyal service and wish him the best of luck as he embarks on a career in photography and film. In thanks to Jeff and Lara for the wonderful party, all the workers pitched in and bought them a gift certificate at Chet's Taverna.



Mitchell Brinkman (holding the flag) took first place.



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## FLAVOR WIZARD TEAMS

by John Gleason

We at Izzy's provide the best products and customer service we can to our customers. We are always looking for ways to improve and become better. One way we attempt to do this is through our Flavor Wizard Teams. All our employees are separated into teams, led by a team leader. Each team is assigned a specialty. For some it is coffee, others it is nuts or vanilla... The team members work together to become experts in their specialty and then teach everyone else at Izzy's all they know about it. They do research and go on field trips. The teams also work together to learn all the flavors of ice cream and the ingredients as well as special and interesting facts about the flavors.

We feel that by working together in small groups our employees are some of the best employees in the country at providing customer service. We hope that you agree.

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## CUSTOMER COMMENTS

We welcome all comments. If you wish to write a comment, the silver comment box is in the seating area next to the Izzy Wall.

The following is a poem submitted by one of our customers. Enjoy.

### Izzy's In Heaven?

I was sitting at Izzy's, my most favorite place to be  
Enjoying a delicious ice cream cone when a question  
came to me  
Will there be an Izzy's in heaven, I asked myself  
quizzically  
Certainly to be without it would be a misery  
The very thought of floating 'round heaven enjoying  
my favorite treat  
Where there'd be no such thing as "calories" would be  
so very neat  
There'd be Coconut, Banana, and Cherries Jubilee  
To have any time I wanted for all eternity  
I pondered this question for quite a while until my cone  
was done  
And figured an answer was beyond me, so why try look  
for one  
But just then a mighty voice rang out, with purpose and  
with verve  
"Izzy's in heaven?" the voice boomed loudly... "Why it's  
the only kind we serve!"

—E.M. Cunningham

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## SOMETHING ABOUT FRUIT

by Russell Bradley-Cook

Have you ever seen the ice cream dance? Vaguely prompted by music, but more due to the excitement of a cone of ice cream waiting to be eaten. But this is supposed to be about fruit. Well if you had to write about fruit what would it be about I ask some customers? "Ah, the mix of strawberry and banana" one said "or chocolate and banana, you have to mix them you know." Ahhh, the beauty of a strawberry shake with real banana chunks, delicious. Another replied, "I would write about the texture, something succulent and abstract." It sounded so easy to imagine at Izzy's. Perhaps the rich creamy peach would deserve such praise, but September is when peach season winds down. Since Izzy's only uses fresh, hand peeled peaches the disappearance of our peach ice cream means the leaves are changing and cold weather is arriving. Perhaps the pumpkin ice cream, made with pumpkin puree and spiced with Vietnamese and Chinese cinnamon. Not only does it bring back memories of my father's favorite pie, it will carry the torch of the fruit flavors for a new season. Better yet it will keep the people dancing.

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## VANILLA IS WORTH EVERY CENT

by John Gleason

Vanilla originates from Mexico. Explorers brought the plants back with them to Europe, Asia, and Africa. Soon vanilla was known as a wonderful ingredient in all sorts of food, including ice cream.

Madagascar is the largest producer of vanilla beans in the world. More specifically, the Bourbon Islands (Madagascar, Comoro, Seychelle, and Reunion) produce the vanilla. Thus the name arose, Madagascar Bourbon Vanilla. This vanilla is considered to be the highest quality vanilla in the world. It is creamy, smooth and sweet.

Indonesia is the second largest producer of vanilla. This vanilla is more woody and phenolic. Together Madagascar and Indonesia produce 90% of all the world's vanilla. Mexico and Tahiti compromise the remaining 10%.

Recently, the price of Madagascar Vanilla has risen to \$300.00 per gallon. This drastic pricing is a result of a series of bad growing seasons in Madagascar. Too much rain has ruined crops for the last few years and since it takes about 3 years for a plant to grow and up to 6 years for the whole cultivation process, the vanilla industry has been decimated.

—con't on p. 5

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## THE QUALITY OF PEACE COFFEE

by Kari Maxwell

Second to oil, coffee is the largest traded commodity in the world. With so many options and so much to choose from, why does Izzy's in downtown Minneapolis choose to brew PEACE COFFEE? PEACE COFFEE is a local company that specializes in fair trade, organic coffee. I was sold on their product with my first sip of Guatemalan Dark Roast back in 1997 and then I learned more...



PEACE COFFEE works directly with farming cooperatives in Asia, Africa and South America. With coffee in such demand, it is difficult to believe that most of those who produce it, live in remote poverty. PEACE COFFEE believes in paying a fair price (this is at least three times the amount

that conventional coffee traders pay). PEACE COFFEE purchases their beans directly from the farmers and maintains relations with them for life. PEACE COFFEE pays "ahead". This gives the farmers an opportunity to live and work under good conditions and participate in low impact farming which has long range benefits for the environment. To sum it all up, a tiny, local company in Minneapolis is doing their best in supporting their belief in a global humanity and environment.

Have you seen any PEACE COFFEE people around town? Well, maybe on a bike. PEACE COFFEE does the majority of their deliveries on bikes with trailers. They pedal pounds to many Twin Cities businesses (including Izzy's) daily. They are a passionate, energetic company who love what they do.

If you are a coffee drinker, consider becoming a conscientious coffee drinker and come on in to Izzy's Ice Cream Café in downtown Minneapolis. Say hello to Jeff or Kari and taste our PEACE COFFEE. You'll notice a difference. Oh, and by the way, the first 15 customers to mention this article will receive a free PEACE COFFEE magnet for their fridge. How's that for incentive?! See you at Izzy's!

## WORK DOWNTOWN MINNEAPOLIS?

Take a break  
at **IZZY'S**



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COFFEE & ICE CREAM

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—“Vanilla” con’t from p. 4

As a result of this rise in cost, many users of vanilla are beginning to use an artificial vanilla flavoring in their products. Izzy's, however, will continue to use the highest quality vanilla extract on the market in order to continue making the best ice cream we can. We feel that the price we pay for our vanilla is worth every cent.

[www.izzysicecream.com](http://www.izzysicecream.com)

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# NEW FALL HOURS AT ST. PAUL **IZZY'S**

Beginning Monday, Oct. 27

Monday - Thursday Noon - 9:30 pm

Friday & Saturday Noon - 10:00 pm

Sunday Noon - 9:00 pm

## i-zakuska @ **IZZY'S**



The Jeni Fleming Trio delighted us with a musical i-zakuska.

# DRY ICE

ALWAYS AVAILABLE AT OUR ST.  
PAUL LOCATION  
**\$1.50 BLOCK**

## Private Party?

Izzy's in the Medical Arts Building  
is now available to be rented out  
after-hours and weekends  
for private functions.

*For more information please call  
Jeff Sommers*

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## HANDYPERSON NEEDED!!!

- Plumbing
- Fun Environment
- Electrical
- Tasty Treats
- Construction
- Fun Projects

*For more information please call Jeff Sommers*

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**Writers** John Gleason  
Jeff Sommers  
Lara Hammel  
Russell-Bradley Cook  
Kari Maxwell  
**Editors** John Gleason  
Lara Hammel  
**Layout** Kay Fulton

[www.izzysicecream.com](http://www.izzysicecream.com)

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