



THE **IZZY** SCOOP

2034 MARSHALL AVE., ST. PAUL, MN 55104
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HOT BROWN SUGAR BY JANE CARLSON WINS BEST IN SHOW!

It wasn't her first time entering the contest. Jane Carlson, an admitted "Izzy's Regular" has submitted flavor ideas before, but this was the first year her flavor was chosen to be one of the 24 to be made by Izzy's for the People's Choice Event. And then her Hot Brown Sugar idea ended up turning to gold.

"It started with a name," Jane said. "From there I knew what the ingredients would be." The name was the vision for the flavor, and the rest fell into place after that. "Hot" meant it had to have a bit of spice, "brown" ended up meaning caramel, "sugar" meant sweet.



2006 People's Choice Contest winner, Jane Carlson

Jane was surprised that she ended up with the ultimate honor for the show. "You never know, people have different tastes, some people like sour, and chocolate, and so I wasn't sure about hot, but I guess it was a good combination. I really like hot and sweet combinations. You find that a lot in Indian food. I love hot mango chutney, and so it is the sweet of the mango with the heat of the spices. So maybe there was a little of that influence there."

The contest drew over 400 taste-testers, so winning the grand prize is no small feat. Jane herself had to admit she has never tasted an ice cream like her flavor before. "Of course I had to try mine first," she admitted. She said she was immediately pleased at the way Izzy's had interpreted her idea.

Jane is an attorney working for Thomson-West as a project manager as part of a software team when she is not designing ice cream flavors. As the 2006 best in show winner, Jane's flavor will be featured in the cabinet for the next year (and possibly thereafter). She will also receive a plaque in honor of her award, \$100 certificate for ice cream, and an Izzy's t-shirt.

Come to Izzy's and enjoy Jane's flavor, Hot Brown Sugar.

PREPARATION FOR IZZY'S PEOPLE'S CHOICE AWARDS: LABOR OF LOVE

Written: By Kevin Hennessey and Lara Hammel

Finally, the day arrives. The ice cream contest, this year on June 25h, has been a long time in coming. Many people submitted flavors they want to see in the Izzy's cabinet, if not just in the small sample dishes for the date of the contest. It is obvious, however, that these flavored do not appear at the contest by magic. What actually goes into the journey of a flavor entry? Here is a flavor's story from entry to actually being tastes at the contest.

The Finalists

Of the 125 customer's flavor entries, Izzy's Production Manager and Chief Ice Cream Maker, Callie Sommers, and Owner, Lara Hammel, pick 24 finalists. Many factors go into choosing a finalist, but the criteria are always based on these three concepts: 1) Will it taste good? 2) Is it feasible to make? and 3) Have they made it before? By the way, if it has been made before, it's out. Hammel and Sommers sift through the flavors and put them in six different categories: Kids Flavors, Chocolate, Mix-Ins, Fruit,

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july events



Book event and ice cream social Sunday, July 23, 6-7:30 pm

Local author and "creature teacher" Stacy Lewis will read excerpts and sign copies of her newest book, "Java: The True Story of a Shelter Dog Who Rescued a Woman." It's an honest and intimate account of the trials, tribulations and triumphs of her work with her blood hound, Java. Come armed with your burning animal behavior questions and ravenous sweet tooth. Stacy will answer them all and then we'll indulge in the planet's best soy ice cream--from Izzy's, of course! (their IceCream Cafe happens to be just a couple miles from Fast and Furless on Marshall and Cleveland Avenues in St. Paul.) Jon Novick

**Fast and Furless Vegan Boutique,
 294 Snelling Ave. S., St. Paul
 Free, but rsvp to
 info@fastandfurless.com**



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Sorbet, and Specialty, which is a combination of several categories or a flavor that does not fit in any of the other five categories. The little best kept secret about choosing an entry is: Simple is better. Callie says, "one or two ingredients makes for a good formula, but the more ingredients that get added, the more complications can occur." Like too many cooks in the kitchen, too many ingredients in the ice cream confuse the taste.

Our entry winner this year, Hot Brown Sugar by Jane Carlson of St. Paul, started right here along with all other entries. This particular entry had two ingredients Izzy's had never made before: burnt caramel with spiced pecans, thus passing the third test, "Have We Made It Before?" It was also a flavor Hammel knew made for good desserts; That's always a tip in that you've got a winning flavor. In addition, the balance of sweet, spice, and burnt flavors just seemed like they would taste good. Test number one, "Will It Taste Good?" was a go. And lastly, can we make this? Although, Hammel and Sommers were not sure how to make the burnt caramel, they did know it was possible and that it was a good enough flavor that they wanted to take the challenge on.

Making Of A Contest Winner: The Ice Cream Makers: Lara Hammel, Jeff Sommers, and Callie Sommers.

Once the entries become finalists Lara and Callie make a production schedule, order ingredients, hunt for unique ingredients, make recipes, and make the flavors. They give themselves about one month to complete all 24 finalists. Flavors are assigned to each ice cream maker, Lara, Jeff, and Callie; Jeff and Callie are brother and sister and Jeff and Lara are husband and wife. Sometimes, one of the ice cream makers consults with the actual author of the recipe to get advice. This year Jeff consulted with finalist Anne Marie Rierdon, who entered the flavor The Big Izzy. Ms. Rierdon ended up making beignets, a New Orleans doughnut pastry, because the ice cream makers couldn't find them available in any local stores. All three of the ice cream chefs consult with each other, taste each others' ice creams, give out samples to employees for suggestions and comments; All to make sure it is the best they can do. If they need to add an ingredient or completely make a flavor over, they will. In making of the recipes, the chefs stay true to the flavor entry as much as possible. They do, however, make their own unique recipes, using Izzy's ice cream base, and deciding on the quantities of ingredi-

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Employees Callie Sommers and Michelle Kuehn prep for ice cream production.



HOME OF THE IZZY SCOOP!

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Editor Kevin Hennessy
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EMPLOYEE SPOTLIGHT



NAME:
Amy Schneider

HAS WORKED AT IZZY'S

SINCE: The summer of 2001, and is now entering her 6th summer at Izzy's.

Amy began as a scooper and moved through making waffle cones into shift leading and novelties (Izzy pops, ice cream sandwiches, etc.) while she worked at Izzy's year-round throughout high school. She currently manages Novelties while she is home for the summer from college.

BIOGRAPHICAL SKETCH: Amy graduated from Cretin-Derham Hall High School in 2005. She attended Drake University in Des Moines, Iowa this past year. At Cretin she had a strong interest in theatre, mostly in scene design, but also appeared as an actress in the children's show Wagon Wheels a' Rollin. Amy has two younger brothers who also work at Izzy's, John (age 17) and Matt (age 14).

OTHER WORK HISTORY: Amy worked this past school year in Drake Theatre's Scene Shop as a Technical Assistant.

SUBJECTS SHE MIGHT NOT BE ABLE TO STOP TALKING ABOUT: (1) Amy is a Theatre and technical design major at Drake, and this is her number one interest. (2) Books of any variety, from Science Fiction to Murder Mystery to Non-fiction.

FAVORITE IZZY'S FLAVOR SO FAR: : (1) Strawberry Cheesecake. (2) Irish Moxie.

"Labor of Love"—continued

ents, down to how much vanilla extract to put in. Some entrants allow the ice cream makers to make discretionary decisions. For instance, a recipe might say use milk chocolate ice cream or peanut butter ice cream. This year the Mintaloupe finalist said she uses fresh mint when she makes the sorbet, but we could use a peppermint flavor; Callie Sommers who made this flavor, choose to add both.

The finalist flavor, Hot Brown Sugar, was actually the last flavor to be made this year. It was made by both Callie and Jeff Sommers. Callie prepared the spicy pecans. Jeff made the burnt caramel and made the ice cream in the batch. After the initial tasting, Jeff knew the flavor was a special one. His ice cream instincts were validated when the flavor went on to be the Best in Show.

The Tasting

Now each flavor is tasted and voted upon by Izzy's customers. Each category has a winner. Category winners receive a free Izzy's T-Shirt or Hat. The Best in Show winner receives an award plaque, a \$100.00 Izzy's gift certificate, recognition on our wall plaque of contest winners, picture in the Izzy Scoop and their flavor showcased in our dipping cabinet for one year. We make all our past winners from time to time. The flavor entry Hot Brown Sugar is now the Best In Show and goes down in history.