



THE **izzy** SCOOP

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“WHO DO YOU CALL? ...GHOST BUSTERS!”

—by Jeff Sommers

Owner Jeff Sommer's account of the Food Networks recent filming of Izzy's Ice Cream on August 28-30, 2006.

What do two shop owners do when the Food Network calls? We answered the call, “Izzy’s Ice Cream, Jeff Speaking.” From this point on the process was fun; fun in the way that bailing hay must be fun because like the smell of malted waffle cones the smell of freshly cut hay leaves an impression on ones mind that is so intoxicating that all memories of hard work fade; you know the day to day work that makes life and ice cream worth it and gives us all reason for hope, cause for passion and the courage to face potential disappointments.

What to do when there are not Ghost Busters to call and you have spent the last 10 years of your life actively not watching television, no TV, no CABLE at least not in the house...I of course hit the road to see an important game here and there.

We jumped at the opportunity to share the Izzy’s story by answering questions in phone interviews, sending a written description of our business and our vision of and for Izzy’s, sending a video of me talking about Izzy’s, sending pictures of me “smiling”, conducting more phone interviews, conducting phone conference calls, setting schedules, and more.

“Hi I know you, you’re the ice cream guy.”
“Yes. Thank you, I’m Jeff the owner of Izzy’s, how are you?”
“Good, Thank you.”
Etc.



I have this type of conversation every so often...and before I owned Izzy’s I had these conversations as well in an other way it was more like “Hi Mr. Sommers”, from one of my former middle school students.

The long story made only slightly shorter is that Izzy’s was selected from some 12 ice cream shops nationally to be the sole representative of ice cream in a Food Network series with the working title “Great American Food.” I was thrilled, and a bit concerned...how as one custodian of Izzy’s do I represent us well? What will television do to and for Izzy’s?...setting aside the concern that I might in an over-blown-ego-sense need to call in the Ghost Busters to “fight fiction with fiction...old school comedy meets to chase the ice cream guy down.”



Izzy's owner, Jeff Sommers with Food Networks celebrity chef, Bobby Flay.

Some might even say that given the state of Izzy’s fortune to date it was inevitable that the community of Izzy’s Ice Cream Café would get invited to the stage of national television and endless cable re-runs through our collective “hard work”. No amount of “reverse particle flow” will stop our Food Network run if we set foot in the world of television. And so *I had a plan!*

Izzy’s would not only promote itself, our ice cream, our Izzy Scoop: Home of the Izzy Scoop; we would also promote our High Noon Solar project here at Izzy’s and thank our customers, hundreds of donors, volunteers, partners, and employees for their contributions to Izzy’s and our High Noon Solar Project. I had the plan at the beginning of the solar project that our primary goal was to promote community solar energy projects and energy conservation. In an aside, it is a little known fact that here at Izzy’s we have delivered ice cream for 6 years to all of our local restaurant and grocery accounts with a high tech insulated bag – no freezer truck – lots of energy saved. What better time to promote our vision for business than during an invitation to the Food Network and before a national television audience.

It turns out that my lack of knowledge about television really worked in favor of the Food Networks programming aim, because during the second day of filming celebrity chef Bobby Flay showed up to have a throwdown for his program, “Throwdown!” with Bobby Flay”. If you were not there I must first say that it was a very wild and unusual experience. I was demonstrating how to make ice cream on the sidewalk of Izzy’s when all of a sudden a “quiet” afternoon became “star crazy” we then stated making ice cream in a head to head competition for national television. Bobby Flay, his “assistant” and two Food Network sous chefs competing against Izzy’s. Here the story gets great! I had chosen this years Peoples Flavor Award Winner to demonstrate for my ice cream demo....so when Mr. Flay showed up I had the confi-

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[Top] Jeff Sommers with St. Paul Mayor, Chris Coleman.
 [Bottom] Jeff Sommers prepares ice cream for Food Networks
 "Throwdown with Bobby Flay."

EMPLOYEE SPOTLIGHT

NAME:

Catherine Cuddy

HAS WORKED AT IZZY'S

SINCE: The summer of 2002, making a total of 5 summers now at Izzy's. She began working some production, but has spent the bulk of her time on the retail side. This past summer she also worked as an office assistant at the Izzy's Annex and helped in the production of novelty items.

BIOGRAPHICAL SKETCH: Catherine graduated from Cretin-Derham Hall in 2004. She currently attends St. Benedict's/St. John's and is studying Communications and Art.

OTHER WORK HISTORY: Catherine has held other jobs at college. These include working in the Admissions Office, giving tours, and acting as Overnight Host Coordinator, where she matches prospective students with current students of similar interests when the prospects visit campus.

SUBJECTS SHE MIGHT NOT BE ABLE TO STOP TALKING ABOUT:

- (1) Ultimate Frisbee. Catherine is Co-Captain of the women's team and Co-President of the UF Club at college.
- (2) Photography. Catherine likes to shoot black and white but has been taking more digital color lately. She has worked with 35 mm and large format (4"X6") negative sizes.

FAVORITE IZZY'S FLAVOR SO FAR: (1) Soy-Peanut Butter.

- (2) Norwegian Chai.

Jesse Mortenson, the Green Party candidate for the State House of Representatives, District 64-A, will be appearing at Izzy's Thursday night, September 14, at 7:00 pm.

All campaigns have an open invitation to appear at Izzy's for an evening of scooping ice cream and meeting the public. If your campaign is interested, please call Kevin Hennessy at 651. 492. 2298 to arrange a date and time.

cover story—continued

dence that our flavor had the edge because it was an Izzy's flavor tried, tasted, tested and a true champion already.

Local chefs Steven Brown of Levain and Issac Becker of 112 Eatery were on hand to judge the "Throwdown with Bobby Flay". It was Izzy's—Championship Flavor of the 2006 Peoples' Flavor Awards: submitted by Jane Carlson: Hot Brown Sugar: a burnt brown sugar caramel ice cream with praline pecans toasted in cayenne pepper—up against Bobby Flay's Double layered raspberry ice cream with raspberry swirl and a white chocolate crackle. The local chefs, in a close call, voted for Hot Brown Sugar. I think everyone participating in the show was the winner; I am looking forward to hearing what people have to say about the show. "I have a plan..."

To all Izzy's customers thank you again for support of our business...Jeff.



HOME OF THE IZZY SCOOP!

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