



HOME OF THE **IZZY SCOOP**®

**izzy**  
**SCOOP**

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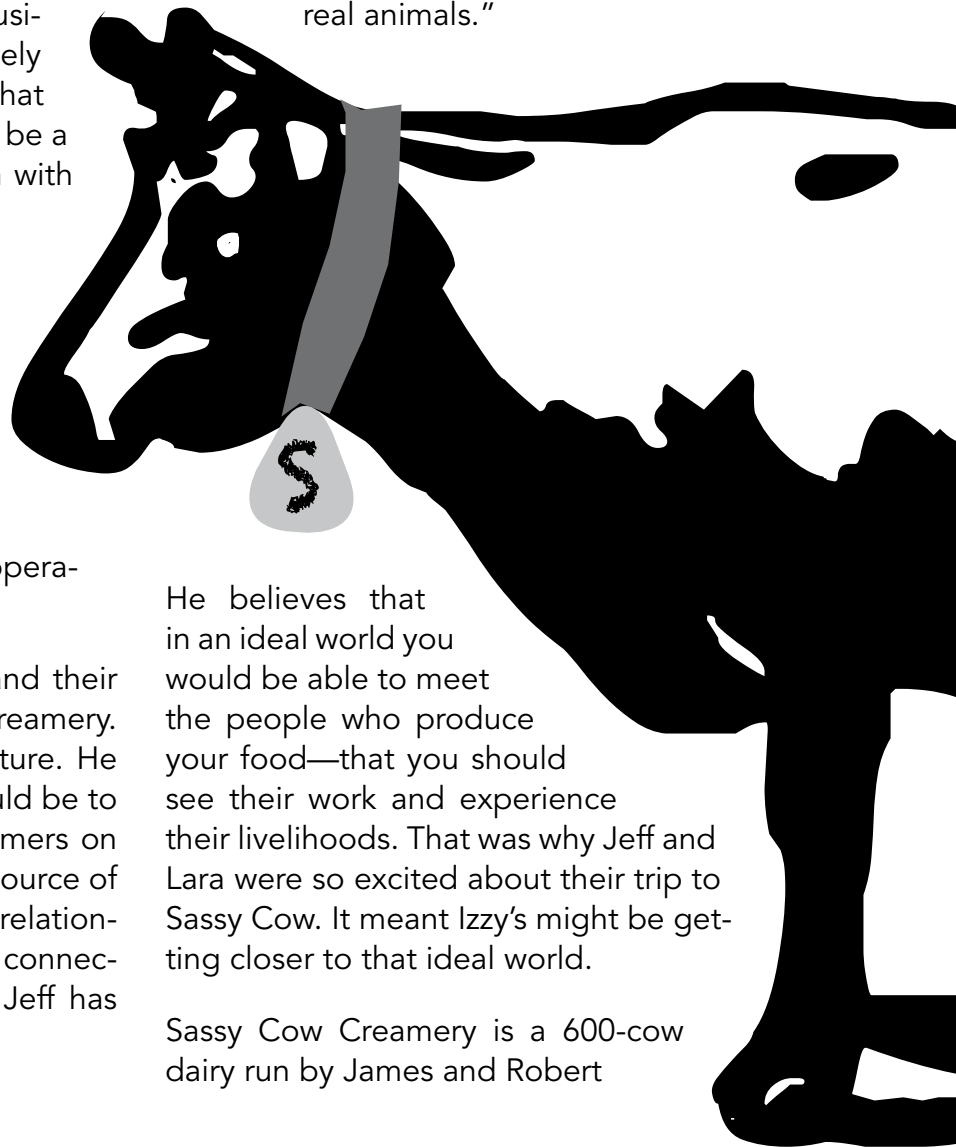
## The *Sassy* Cow Switch

Jeff Sommers and Lara Hammel try to use local vendors as much as possible. It is a business value that they must balance with their sense of quality. Fortunately, in the Twin Cities, people in the food business can find high quality produce relatively close to home, and Jeff has always felt that in the heart of the Midwest, there had to be a small, local dairy that could provide him with the main ingredient to Izzy's ice cream.

A few years ago, Jeff found an envelope on his desk at work from the Sassy Cow Creamery ([www.sassycowcreamery.com](http://www.sassycowcreamery.com)) which was located just north of Madison, Wisconsin. They had visited Izzy's and wanted to explore ideas about how they might work together. It was exactly the kind of local, family run operation that Jeff and Lara were looking for.

After several conversations, Jeff, Lara, and their kids hopped on an Amtrak to visit the creamery. Jeff was already dreaming about the future. He was thinking about how wonderful it would be to one day be able to take staff and customers on some sort of a tasting tour—to the very source of the raw material for Izzy's ice cream. A relationship to Sassy Cow could mean a direct connection to the food source—a connection Jeff has always felt it was important to make.

"I think it is important for people to understand that their food comes from somewhere, a real place—it doesn't come from the grocery store," Jeff says. "It is produced by real people and real animals."



He believes that in an ideal world you would be able to meet the people who produce your food—that you should see their work and experience their livelihoods. That was why Jeff and Lara were so excited about their trip to Sassy Cow. It meant Izzy's might be getting closer to that ideal world.

Sassy Cow Creamery is a 600-cow dairy run by James and Robert

(continued from pg. 1)

Baerwolf and their families. They are the third generation to farm the land their grandfather bought in 1946, and they believe every farm-related decision must be made in the best interests of their cows. In order to process their own milk, they built a creamery on site to accommodate the production of both their traditional herd and organic herds.

Baerwolf says, "Not many companies do what we do. Very, very few companies that produce dairy products get milk from only one farm. Usually you buy milk on the milk market."

When Jeff and Lara toured the operation, they could see that Sassy Cow was a good fit with Izzy's. What struck Jeff most was the care and respect with which these farmers treated every single cow. "These guys name their cows. They made cow cards that give you a sense of the personality of the cow as well as their owners."

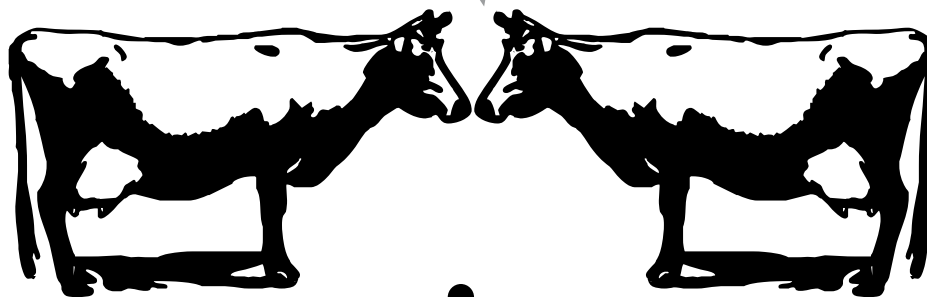
James Baerwolf says, "Our cows are the most important part of our operation, so we wanted to showcase the stars."

So Sassy Cow has produced sets of cow cards to help customers get to know the animals that produce their milk. "Millie is quiet, confident, and

knows what she wants. Cleo loves long walks, soft straw beds, and good feed."

At the end of the first trip down to Sassy Cow, Jeff knew there were some details to work out, but he was pretty confident he'd found like-minded business people. The operation was local, family run, and shared that same desire to maintain a connection between the people, animals, and plants that all play a part in the process of making food. "I've called them up during the day, and I can tell they are working in the pasture because I can hear the tractor and cows in the background. It makes their work very real, and we should honor that work."

Customers won't notice a difference in the taste of Izzy's ice cream. The transition to Sassy Cow was meticulously monitored and some flavors had to be slightly adjusted to maintain their consistency. But today, if you want to know the names of the cows that provided the milk in the ice cream you just enjoyed, you can visit Sassy Cow's web site. And someday, someday, you might just be able to visit them in person.



HOME OF THE **IZZY** SCOOP!®

# GAKU SATO Reveals Inspiration for *Best in Show Winner*

## MANGO DJANGO

### of This Year's People's Flavor Award Contest

About a decade ago, we lived in San Francisco, just up the hill from the Mission District. The whole local/artisanal food movement is completely different than here in the Twin Cities. There were year-round farmers' markets. I could walk down the hill to Lucca Ravioli (an Italian market) and Chinese fish markets, and the Latino mercados, and the Mission Market. I'd go shopping three times a week because it was so fresh and made cooking so improvisational.

Anyway, for a dinner party, I had the happy confluence of four ingredients: coppa (the utterly delicious cured pork from the bottom of the neck), balsamic vinegar, shrimp, and mango. Those totally work together, with a bit of honey as needed (depending on the sweetness of the mango), poppy seed for crunch and taste, and just about everything tastes better with a pinch of cayenne. Pink peppercorns added the grace note.

So yes, shrimp and pork weren't going to fly in any People's Choice winner, but the other elements were in that dinner.



Right: **Gaku Sato**, Best in Show Winner, Izzy's People's Flavor Awards 2011.

*Mango Django is mango ice cream with honey, balsamic vinegar, poppy seeds, dash of cayenne pepper, and dash of ground pink peppercorns.*

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## Flavor Up Update

The Flavor Up system alerts customers when their favorite flavors are available so they can make sure the flavor they want will be waiting for them when they visit. One of the most satisfying elements of the new system is knowing that we avoid disappointing people who have been thinking of their favorite flavor all day. Unfortunately, during this hot, humid, summer, some of our flavors

have moved faster than customers could get to the store—even when they were notified by the Flavor Up system. Thankfully, one customer let us know on our FaceBook page that she'd hoped for almond biscotti and missed it. We can't do it every time, but this time we made up another batch and saved her a pint. Visit our Izzy's FaceBook page to chat with other ice cream fans, let us know what you think of our flavors, or share pictures of your recent visit.

## For the Sake of Conversation...

Jeff Sommers is always thinking. Sometimes he's thinking about cows and butterfat content; sometimes he's thinking about how he can apply the concept of nested looping to serving customers better. What? Not familiar with nested looping? The Science Friday web site ([www.sciencefriday.com](http://www.sciencefriday.com)) touches on the concept when it explores how leaves have evolved pathways that are incredibly adaptable and absolutely essential for the trees survival. Damage to a leaf necessitates the use of alternate pathways to deliver nutrients to the rest of the leaf.

In the Science Friday video "Lighting Up Leaves," physicist Marcelo Magnasco suggests, "There is a connection between beauty and utility." Besides the impressive physical beauty demonstrated in the video, this provocative concept can be applied to situations in which changes in demand



affect the delivery of information or products—for instance ice cream. And the idea can also be applied to finding alternative pathways to solving problems in organizations.

Ask Jeff about it next time you see him—you might want to clear your schedule first.

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## Mango Sorbet

It is hard to enjoy a stateside mango when you've had the chance to eat one that was so perfectly ripe it dropped from its branch onto the grass roof of your hut. Once again, Izzy's accomplishes much, not just with flavor but with texture. The smooth feel of the mango sorbet is shockingly similar to the sensual experience of a soft, ripe mango on your tongue. Too many mangos are furry—it is because they are picked way too early and have traveled many miles in refrigerated trucks. This flavor provides a close approximation to the way a mango feels and tastes when it is so ripe it falls from the heavens.

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## Ice Cream Ideas for Fall and the Holidays

One of my family's traditions, inherited from my wife's side of the family, is unbelievably simple. After holiday meals (usually Thanksgiving or Christmas, but it's perfect for any meal with family and friends) we serve a small scoop (an Izzy) of vanilla ice cream with about a tablespoon of Chambord black raspberry liqueur. The tartness combines with the creamy vanilla that makes a perfect finale to a hearty meal.

So how would someone with access to dozens of flavors of ice cream decide what is their favorite treat? When Jeff Sommers wants a special treat, he makes a peace coffee shake with a double shot of espresso poured slowly over the top so the frothy crema sticks to the top of the shake. He says, "There is no better food moment in life—the only thing that could compete is well-made bacon."