



THE **IZZY** SCOOP

2034 MARSHALL AVE., ST. PAUL, MN 55104
RETAIL 651.603.1458 PRODUCTION 651.603.6929



January/February 2006

CUSTOMER FAN MAIL

This is really true. Tamara, Gaius and I—we like our treats. All I have to do is wander a look over at those two and ask if they would be interested in having a little something. Tamara, who knows her cues, will smile with the question, "You mean something cool and creamy?" Off we go to Izzy's. Now Gaius, he enjoys the fruited ice creams—big chunks of fruit. Tamara's favorite is the cotton candy—bright blue tastes just like the spun sugar. But I love the chocolates—the Mexican one with cinnamon, the one with wine added, the one with the peanut butter chunks—I love them all. There is also the coffee flavors and the cream cheese ice cream—that's the one that is so good I could cry. We all love Izzys—and especially the Izzy itself—just try to keep us away this winter!

—Merri Fromm
MacGroveland Resident
Long time fan of Izzy's

IZZY'S ICE CREAM DOES DEMOS AT KOWALSKI'S MARKETS IN DECEMBER

—by Nick Jorgenson

If you haven't been to the Uptown Kowalski's before, well, it's the place to be. You can sip on your luscious Izzy's Coffee Break Shake in the car as you make the mad dash, though somehow not so mad while sipping that shake, to Uptown. If you would have only been several weeks earlier, a delicious surprise would have awaited you when you got there. Don't worry, though, Kowalski's Uptown is still the place to be (and still one of the many places to buy pints of that succulent Izzy's ice cream), even if you have already missed the complimentary Izzy's Ice Cream Tasting.

Experience what I described above, and you will have experienced the Saturday morning adventure of high class Izzy's employees Nick and Eric. What a fine quality, high-line, classy experience it was, too. Leaving St. Paul Izzy's, we prepared ourselves in the car ride over by speaking of politics, changing the world, and international music (these we assumed were classy things to talk about). We

—continued

SHOP HOURS

January 5, 2006 through February

Monday – Wednesday: Closed
Thursday – Sunday: 2 – 9 pm.

March 1

Regular shop hours will resume

JANUARY EVENTS!

January 12-15

DRESS IZZY'S WEEK

- * One t-shirt raffle
- * Ski hat raffle
- * If someone is wearing an item with an Izzy's logo they get 20% off a cone!

January 19-22

MARKET SALES WEEK

- * Sampling of products
- * 20% off the market
- * Raffle one market product of the winner's choice

January 26-29

DOWNTOWN CUSTOMER APPRECIATION WEEK

- * Three cake raffles for delivery
- * Three t-shirt raffles
- * Special e-mail coupons available this week!

Check next month's newsletter or the calendar in the store for more details!

NEW FLAVOR FEATURE: BIRCHWOOD KEYLIME PIE

Ideas Come

How do we come up with new flavor ideas? By eating food. The owners, Jeff and Lara, love to eat food and we are especially fond of the Birchwood Café, 3311 East 25th Street in Minneapolis, www.birchwoodcafe.com. We are really into finding independent and locally owned businesses who value natural ingredients. The Birchwood fits right in. Upon trying the Birchwood's famous key lime pie Jeff and Lara asked themselves, how can we get this flavor into an ice cream?

From Idea to Action

So we put on our aprons and got to work. Several batches were made and taste tested. Jeff took time to find a

—continued

—continued, Demos at Kowalski's

arrived early afternoon with a bag full of ice cream, and hands full of tasting spoons and cute little soufflé cups. The friendly employees helped us with grace to set up a prime location booth, right by the ice cream section. After all, what right-minded Uptowner doesn't stop to get ice cream? Seconds after setting up shop, we got swarmed by customers stopping to taste some fine ice cream.

It was an afternoon of introductions, fine conversations, and some great tastes. Many customers had never heard of us before (imagine that) and were pleasantly surprised to know our location. Okay, pints at Kowalski's are classy, but what's classier than an Izzabella Cone with Tiramisu ice cream and an izzy of Dark Chocolate Zin, side kicked by a dollop of whipped cream and a slightly browned Oblaten Cookie? Not much. We learned a bit ourselves, too. Customers told us that Minnesotans eat more ice cream per capita than anywhere else in the world, and that Kowalski's keeps it real by buying locally and independently as much as possible, and on and on. We left Uptown full of grace (Kowalski's employees and customers rub off on you). The best part is, although you've missed out on this superb incident, we're still just down the way across the Lake Street Bridge. So for all of you Minneapolis residents, don't hesitate to come by and experience the experience of the marvelous Izzy's experience.

You can find 8 flavors of Izzy's Ice Cream in pints at 9 different Kowalski's locations.

SEE YOU AT **IZZY'S!**



HOME OF THE IZZY SCOOP!

2034 MARSHALL AVE., ST. PAUL, MN 55104
RETAIL 651.603.1458 PRODUCTION 651.603.6929

Writers Kevin Hennessy, Nick Jorgenson
Editor Kevin Hennessy
Copy Editor Lara Hammel
Layout Kay Fulton

EMPLOYEE SPOTLIGHT

NAME:

Adriana Christians

HAS WORKED AT

IZZY'S SINCE:

Summer 2001

BIOGRAPHICAL SKETCH:

Adriana graduated from Beaufort High School, South Carolina in 1998 and the University of Wisconsin, La Crosse in 2004; she majored in Communications with a Sociology minor. During college she spent summers in Twin Cities, applying for a job at Izzy's in summer of 2001. She has been at Izzy's since then, working full-time since 2004. She has worked at Izzy's in Minneapolis (now closed) during her five years tenure. She currently holds the title Assistant Manager and was recently promoted to Assembly Manager in addition (in charge of cakes, novelty production and catering events.) She especially enjoys friendships made at Izzy's with fellow employees and customers.

OTHER WORK HISTORY:

She worked at Java Drive at Marshall and Snelling before signing on at Izzy's.

SUBJECTS SHE MIGHT NOT BE ABLE TO STOP TALKING ABOUT:

- (1) Running. She has run in races as long as 10 miles so far. She likes to run races with her dad.
- (2) Movies. She likes them all. New, old, and especially scary, no matter how bad they are.

FAVORITE IZZY FLAVORS SO FAR:

- (1) Chocolate Hazelnut, when available!
- (2) Birchwood Key Lime Pie.

—continued, New Flavor Feature

unique lime oil that would cut through our 16% butterfat cream. We wanted to add the actual Birchwood pie into the mix. After a couple of months we perfected it!

To You

Today's version of the flavor has received rave reviews. When you taste this ice cream you should taste three ingredients: sweet and sour lime, creamy custard and lip-smacking Birchwood pie crust. It's another one of the flavors that we feel proud to share with you. Give it a try this winter. Perhaps the taste will end up taking you south on Highway 1 despite cold and snow outside. Let us know what you think!

