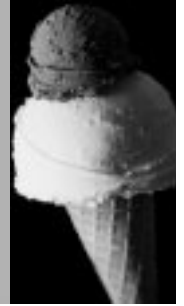




# THE **izzy** SCOOP

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



December 2005

## CUSTOMER FAN MAIL

When I bought my first Izzy's of '05 last March, a little idea froze in my head. This idea sometimes seems like the best idea ever and, at other times, just seems wrong. I enjoyed the ice cream so much and already knew I'd miss it in December when Izzy's closes again (please note that this year, Izzy's is open year round).

"Please no," I thought. "Don't take this away; make it last forever." My only recourse is to eat as much Izzy's as often as possible.

"Izzy's every day!" A chilling thought; extremely pleasant but still chilling. Could I eat Izzy's every day? And, should I eat Izzy's every day? The logistical problem would be my first challenge and answers to the moral/dietary problem can come later. If nothing else, this would be a fun mental exercise with a pleasant reward for success.

The fine folks at Izzy's usually see me four days a week. I live in Stillwater and work the second shift about 2 miles from the Cleveland & Marshall store: the epicenter of Izzy's. For the past two years, when I could, I'd stop in for a single in a cup to eat while I reviewed the days' emails. The latest work crisis or dilemma never seems quite as bad when accompanied by grapefruit sorbet or praline pecan. That covers four days, what about the other three? Driving from Stillwater on my day off for a couple frozen pints is too extreme even for me.

The every day solution arrived when the Stillwater Kowalski's opened in July. That was the longest remodel project in history! All the logistic problems are finally solved. Now, it's the moral/dietary issue.

It hasn't really been every day but almost. Some days I'm running a little late for work or just too busy. Some days find me near another source of ice cream. Some days are for family choices. But most days find me at Izzy's.

Tom

**Yet another solution Tom: Izzy's will be open all winter!!**

Sincere thanks for your note. —ed.



**Don't forget  
Izzy's Ice Cream cakes  
when planning your  
December celebrations!**

## SHOP HOURS

### November and December

Sunday – Thursday: 12 – 9 pm.

Friday and Saturday: 12 - 10 pm.

Saturday, December 24: 12 - 4 pm.

Sunday, December 25 – Sunday, January 4, 2006: Closed

### January 5, 2006 through February

Monday – Wednesday: Closed

Thursday – Sunday: 2 – 9 pm.

**March 1 current shop hours will resume.**



## COMING IN JANUARY!



January 5 – 8

**KIDS WEEK**

Fri. Jan. 6, 7-9 pm:

Fun with Science,  
ages 12 & under,  
hosted by Mr. Schumacher,  
Science teacher.

Sun. Jan. 8, 3 pm:

cake walk & face painting

January 12-15

**DRESS IZZY'S WEEK**

January 19-22

**COLLEGE DAYS**

January 26-29

**CUSTOMER  
APPRECIATION WEEK  
FOR OUR  
DOWNTOWN  
MINNEAPOLIS  
CUSTOMERS**



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

## HIGH NOON SOLAR POWERS UP

Izzy's High Noon Solar Project took a giant leap forward November 23 when electricity was produced from the 200 panels for the first time. The inspectors from the City of St. Paul gave the system the green light. The project is moving into its final fundraising push in December and the solar panels are currently generating power every day. Izzy's High Noon Solar Project began in May of 2004 and is now 18 old. The production and storage of ice cream consumes a lot of electricity. This project is set to cut Izzy's peak power demand by 30%. This locally produced power reduces electrical demand on the St. Paul grid, which a plus for everyone, while also producing

—continued

## EMPLOYEE SPOTLIGHT

### NAME:

**Chelsea Duke**

### HAS WORKED AT

**IZZY'S SINCE:**

September 2005

### BIOGRAPHICAL SKETCH:

Graduated from Edina High School in 2004, currently a sophomore at the University of St. Thomas, double-majoring in English and Marketing . . . played goalie for high school lacrosse team, which won the state title in her freshman year when she was the only freshman on the team. Her father likes to remind her that her second college choice was the University of Connecticut, where she could have played Division I lacrosse . . . loves everything about going to school at St. Thomas, however . . .

### OTHER WORK HISTORY:

Worked for three years at Breadsmith in Edina during high school, becoming a shift manager . . . spent last summer at Brunswick in Lake Forest, Illinois (where her parents have since moved) in the accounts payable department . . . originally wanted to work at Izzy's to fill time, but is finding it to be much more rewarding and fun . . .

### SUBJECTS SHE MIGHT NOT BE ABLE TO STOP TALKING ABOUT:

(1) Football, watches it, is a big fan (even subscribes to ESPN The Magazine) and (2) Advertising. In her spare time she rips ads out of the paper just to analyze them!

### FAVORITE IZZY FLAVORS SO FAR:

(1) Peppermint Bon-bon for the mainstream favorite, (2) Umeshu for a little off-beat.



One more great idea from our downtown focus group . . . Corporate Ice Cream Tasting Contest on Peavey Plaza . . . —Stay Tuned.



HOME OF THE IZZY SCOOP!

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**Writers** Kevin Hennessy, Lara Hammel

**Editor** Lara Hammel

**Layout** Kay Fulton

## FAREWELL DOWNTOWN MINNEAPOLIS IZZY'S

Izzy's has closed its downtown Minneapolis shop after a four year run. Izzy's downtown was an important stop to a group of fiercely loyal customers who wanted an afternoon ice cream snack. Our employees Lauren, Kari and Adriana got to personally know many of our customers there. Izzy's was located inside the Medical Arts Building; with no street access it was hard to market to new customers.

That didn't stop our customers from trying to help us. Izzy's held two focus groups consisting of customers who came up with fabulous marketing ideas. We implemented some of them, including e-mailing coupons and an open house. In the end, owners Jeff and Lara determined that the lack of street access prevented Izzy's from getting enough sales to support the shop.

The good news is we still service downtown customers through our catering and corporate tours departments. Many businesses, big and small, have Izzy's cater an ice cream social at their site. Some businesses have even attended team building classes through an Izzy's Corporate Tour. Birthdays, promotions and other special events happening at the office are an opportunity for us to deliver an ice cream cake to downtown locations. And of course, if you miss your afternoon Izzy's cone, try us at Marshall Field's Food Market. It's the same good ice cream that you would get at our downtown shop.

—continued, High Noon Solar

clean energy. The 200 panels will generate 8.6 kilowatts of power when during peak production. On a cold and sunny day in January when all the Izzy's Ice Cream makers are at home resting, Izzy's will be selling some of these kilowatts back to the grid.

This is the fun part of the solar project—the actual use. In its unique vision, Izzy's includes a sense of responsibility to the community in which it operates, and is committed to promoting the use of renewable energy, and in particular solar energy systems. The owners look forward to using their system as an opportunity to educate the public about solar energy. They also plan on sponsoring a \$500 annual grant to individuals or businesses who wish to install solar energy systems in the Twin Cities metro area.

There are still approximately 150 panels available for sponsorship on the roof at Izzy's. Each panel's sponsorship is \$100, and as an incentive Izzy's gives a gift certificate for \$25 in ice cream. It's a great gift idea for the energy-conscious friend or relative who loves great ice cream!

Izzy's is planning a grand opening to celebrate the activation of the solar system. Check the store, future newsletters or the website for the date and time.