



## THE YEAR IN REVIEW: 2007

It has been a terrific year for Malcolm Stogo Associates and Ice Cream University. We have traveled a lot, conducted many successful seminars, helped many clients move ahead with their dreams, and relocated to West Orange, New Jersey where we created our new larger Ice Cream University Culinary Institute.

One of the major highlights of the year was inviting Giacomo and Marina Schavion of La Sorbetteria, Bologna, Italy to participate in two workshops: one in Las Vegas with 26 participants and in Burlingame, California at our Second Annual Guittard Chocolate workshop with 29 participants. (Marina owns her own chocolate shop next door to La Sorbetteria.) His creativity, knowledge and enthusiasm were so infectious that we have invited him back in March and April 2008 for workshops in West Orange and in San Francisco.

Over the years we have preached the importance of mentoring and networking for individuals who want to go into the incredible frozen dessert business. To make our point, we created a contest to encourage and expand innovative thinking and to award the winner (s) with either one-year or half-year free consulting. This award allows the recipients to contact us 24/7 to answer questions and provide essential feedback to move their concept forward. We hope to visit each of the winners and provide hands-on consultation as well.

The inaugural Ice Cream University Entrepreneurial Consulting Award-WE HAVE PASSION- was presented to three recipients:

- **Sylvan Beach Foundation**- Baltimore, Maryland- one-year \$1,700 consulting award
- **TasteTea Gelato**, Brentwood, California- six-month \$850 consulting award
- **ICERY**, Manhattan, New York- six-month \$850 consulting award

Many of our students and clients had a wonderful year as start-ups and/or business expansions. Below is a brief review of their accomplishments this year. They have all worked hard, have had the passion, and are worthy of the successes they achieved.

- **Sucre**- Joel Dondis had an inspiration to develop a dessert concept that was all inclusive, which is very special and really working well in New Orleans. Building on his well-known reputation as a caterer (Joel's), he created Sucre, a dessert cafe which has achieved amazing success with gelato, pastries, chocolates, and a full line of espresso drinks.
- **Brennan's Big Chill**- Debbie and Brian Brennan have had a passion for their ice cream business from the day I met them. Starting their third year, their store is a huge success in Bloomsburg, PA. And now they want to do something more. They are having a contest and will select a nonprofit organization that loves what it does as much as Debbie and Brian love what they do. They will donate ice cream to the non-profit that submits the most passionate letter or e-mail as to why they should select them. What a perfect marriage!

- **Morrenko's-** Susan Soorenko has persevered for almost seven years in building her two-store chain into a great success. With the addition of her son joining the company to build on her already successful wholesale business, the year 2007 has brought them almost a 100% increase in wholesale business. Susan channeled her creative energies into getting a significant loan from Whole Foods to expand her business. When it comes to women entrepreneurs, she is an example of one who knows how to succeed, through hard work, great common sense and a fantastic product.
- **Gelato Blu-** Chuck Irvin of Houston, Texas is a great success today. (Three years ago I wouldn't have said this.) A novice then, he has proven that with letting one's creativity and imagination wander, one can produce great products. My prediction is that in three more years, he will have the most successful gelato business in Texas, if not the entire southwest!
- **Cape Cod Creamery-** Alan Davis of Yarmouth, Massachusetts has spent the last three years building a great seasonal business in the Cape. Showing significant increase every year, he is now the toast of Cape Cod when it comes to ice cream.
- **Izzy's-** Jeff and Lara Somers are my example of a married couple who have been able to run both a successful ice cream business and family life. Izzy's continues to add laurels to its success, and their appearance on the Food Network's *Knockdown with Bobby Flay* was a smash hit seen by millions all over the USA. We believe that Izzy's is the only ice cream store in the country that runs on 50% solar energy.
- **Bella Ices-** Take a novice with passion and hard work and you get a passionate ice cream guy. It's fitting that I say "guy" because his name is Guy Romano of Jacksonville, Florida who has already won three major ice cream awards in his first year in business.
- **Crème & Fudge-** When I first met Fred Mouawad I knew he would be successful. After all, he already owned over 200 espresso bars, pizzerias, and deli's before adding his ice cream brand to this mix. He took the mix-in concept and started an ice cream chain in Thailand and then expanded into India and Dubai that is growing by leaps and bounds. He also is opening three stores in Denver, Colorado in the spring of 2008, and will undoubtedly prove that a foreign concept can work here as well!
- **Shriver's Gelato-** We all should be so lucky to own property on a busy boardwalk on the Jersey Shore in Ocean City. What an idea they had to build a store serving a product no one else had on the boardwalk. Now in their second year in business, they have worked out most of the kinks in the operation and have shown a 25% increase in business.
- **Frozart-** In my opinion this start-up creative novelty mold company featuring frogs, cats, dogs and many other animals, has a very bright future. Look up [www.frozsart.com](http://www.frozsart.com) and see what I mean.

- **Sundaes at the Beach-** Bob and Natalie Heleniak have fashioned a warm atmosphere where all beach visitors are welcome to go crazy with their sundae creations. There is an abundance of selections that one may choose from for the perfect dessert masterpiece. What a great ! Their process of getting off the ground was long and arduous but with a little bit of luck, and a lot of skill, they hit the ground running in mid June with their opening in Moody, Maine. From Bob's comments, he is thrilled at their early success especially the great accolades they have received from many of their customers.

### **2007: YEAR OF PROGRESS - EQUIPMENT AND INGREDIENT SUPPLIERS**

**Fabbri North America-** Congratulations to Fabbri North America for being the first gelato ingredient company in the USA to obtain the STAR K – Kosher and Kosher Dairy Certification – for Fabbri for many of its ice cream, gelato and pastry ingredients. For more information, contact John Yodice at 718-326-1070, ext 141 or email him at [jyodice@fabbrinorthamerica.com](mailto:jyodice@fabbrinorthamerica.com)

**Emery Thompson-** They have done it again. This 100-year old company is totally invigorated at its new home in Brooksville, Florida and they have recently brought two new products to market. They are now the USA distributor for the Cattabriga Effe vertical batch freezer, and they have introduced a tabletop 5-quart batch freezer. For more information, contact Steve Thompson at 718-588-7300, or email him at [etfreezers@aol.com](mailto:etfreezers@aol.com).

**Electro-Freeze-** They are finally entering the batch freezer equipment business with their own line of batch freezers and training schools. With a broad distribution system throughout the USA, the year 2008 should turn out very successful for them.

It has also been a very interesting year for inductees into our “Out-of-the-Box Hall of Fame” and “Passion Award” recipients:

- **Linda and Rick Mercurio** of Mulberry Street Creamery, Kittanning, PA., completed the second season at their new location in downtown Pittsburgh, proving that with a great product and a good location, life could be great.
- **Maraline Olson and husband, Kurt Olsen**, of Screamin Mimi's, Sebastopol, California are sailing along wonderfully. They have only one store, but everyone in Sebastopol (and Napa) knows who they are. Maraline was the first person we know who successfully got an SBA loan over 10 years ago.
- **Sloan Kamenstein** of Sloan's, West Palm Beach and Boca Raton, Florida, has done it again! With the opening of his fourth store, at City Place in West Palm Beach, Sloan channeled all of his fantasies into creating the most incredible ice cream store we have ever seen. A combination of great ice cream, a zillion kinds of candy in a 40-foot floor-to-ceiling display, fudge, and a huge array of kid gifts, that account for a significant amount of their business, it's a wow experience!

- **Judd Levy** of Ripple's of Atlanta, Georgia, has expanded his Gelato Mio pint business for distribution in supermarkets all over the East Coast- a 300% growth in three years.
- **Christie Haulk** of Bravo Gelato, Nashville, TN, through tremendous hard work, has successfully re-branded his concept at the Opryland Hotel to great success this year. The biggest surprise for him was the all-day business his new location has garnered.
- **Marc Boccaccio** of Fresco Famous Italian Water Ices, Holbrook, NY, has slowly transformed his company over the last four years from relying on the sale of Italian water ices only to a full- service manufacturing frozen dessert company.

### **The Passion Award Winners**

Our Passion Award winners have each had an exceptional year, and we are very proud of their successes:

- 2004- Izzy's Ice Cream, St. Paul, MN- see above
- 2005- LaLo's Goat Milk Ice Cream, Napa, CA
- 2006- Mulberry Street Creamery, Kittany, PA- See above
- 2007- Whitey's Ice Cream, Moline, IL

We wish everyone good luck in 2008. Keep on moving forward with your successes in the incredible frozen dessert business.

Happy holidays!

***Carole & Malcolm***