



Newsletter

Richard Draper, CEO & Co-Founder, The Ice Cream Club®, Inc., Speaks at International Dairy Foods Association (IDFA) Dairy Forum 2013:

January 28, 2013 - International Dairy Foods Association (IDFA) held their annual Dairy Forum in Orlando, Florida. Attendance at the Forum totaled over 1,000 members. The panelists for the General Session titled: "Strategies for Innovation: Key-hole or Black Hole", were

Richard Draper, CEO & Co-Founder, The Ice Cream Club®, Inc, Barry Calpino, Vice President of Global Breakthrough Innovation, N.A., New Product Development, Kraft Foods Group, Inc, and Kristi Jankowski, Senior Vice President, Innovation, Sargento Foods, Inc. The Moderator, Mike Neu, SVP, Cultures & Enzymes, Chr. Hansen, Inc lead the panel in a healthy discussion of the importance of innovation for survival and the varied approaches to innovation by The Ice Cream Club®, Kraft

Foods Group and Sargento Foods. This session received tremendous audience participation in the form of numerous questions submitted to the moderator during the discussion for the three panelist to address. Richard Draper stated that, "The Ice Cream Club® approach to innovation is pretty straightforward; we study the competition, many present in the room today, we try to figure out what they can't do or won't do and then charge forward on those items in an effort to survive. We'll never be the low-cost producer so we focus on the hard-to-make flavors, value-added flavors and multiple ingredient flavors. We still fill our tubs, one at a time, hand-filled, to replicate the artisan style we started with, albeit

on a bigger scale." So much industry buzz was created by this session that **Cheese Market News** ran this story as its cover story in the February 8, 2013 edition. For those of you who do not receive this industry newspaper you can view the entire article at: <http://www.cheesemarketnews.com/stories.html#story5>.



The Ice Cream Club®, Inc. wins National Ice Cream Award:

Each year the National Ice Cream Retailers Association (NICRA) sponsors an ice cream clinic for members who make their own ice cream. At the 79th annual convention held in November 2012 in Greenville, SC, The Ice Cream Club® received a Blue

Ribbon Certificate for their submission of Vanilla Bean ice cream. The Ice Cream Club® also received ribbons for Captain's Chocolate, French Vanilla, Vanilla and a Best New Flavor award for Butterscotch Bomb.

Exciting New Flavors to make the upcoming 2013 Season a success:

Butterscotch Bomb - Butterscotch ice cream with a butterscotch weave loaded with brownies, heath bars, cookies and peanut butter cups.

Salty Caramel Peanut - Salty caramel ice cream with a salty caramel weave loaded with salty roasted peanuts.

Red Velvet Cake - Red velvet ice cream with pieces of red velvet cake and a cream cheese icing weave.

"C" is for Cookie - Vibrant blue vanilla ice cream with cookie dough pieces and crushed cookies.

Magic Mint - White mint ice cream swirled with rich chocolate cookie crunch.

Chocolate Cookie Cheesecake - Cheesecake ice cream swirled with rich chocolate cookie crunch.

Chocolate Peanut Butter No Sugar Added, Reduced Fat Ice Cream - Chocolate ice cream swirled with peanut butter weave.

Palm Beach Daily News Features The Ice Cream Club® in article titled Here's the Scoop:

January 24, 2013 - Palm Beach Daily News ran a 2 page story profiling The Ice Cream Club®. The story starts from the company's humble beginning in 1982 to their growth today into the leading regional manufacturer and distributor of premium parlor style ice

cream, yogurt and mixes. It touches on Americans love of ice cream. Did you know that George Washington bought an ice cream machine for Martha in 1784? A link to read the entire article can be found at www.icecreamclub.com on 'About Us' tab under Press Release Section.