

The Best ICE CREAMS in America

JULY 2001

Chocolate
A TASTE OF THE GOOD LIFE

Handel's Homemade Ice Cream & Yogurt

Principals: Leonard Fisher, President; Jim Brown, Chief Operating Officer; Howard Fisher, Director of Advertising

Philosophy: "We are so much more than ice cream. We are a baby's first taste, a family's night out, a first date, a diamond and a commitment, a couple's anniversary, and a winning team's celebration."

Description: Handel's mini-chain is nothing less than an icon from Pennsylvania to Ohio. The shops are community fixtures where customers line up around the block in sub-zero mid-winter temperatures to order their favorite ice cream through the window. No fluffy chairs or vinyl booths, Handel's is an unchanged 45 year-old institution with fresh, homemade ice cream made on each of the premises daily.

To give back to their beloved customers, each shop sponsors a reading program that encourages kids to read for free ice cream cones. And they keep local Girl Scouts busy by buying up boxes of cookies for the shop's Thin Mint Girl Scout Cookie Ice Cream.

The ever-expanding company headquarters will be moving to a new location in York, Pennsylvania later this year, much to the delight of their celebrity clientele, including such fans as Bill Cosby. Still, Jim and Leonard see their company as a revolution in progress, an on-going experiment that uses ice cream as a balm for the craziness of the world.

"We're just wild and nutty guys," Jim and Howard said in response to what inspired their Raspberry Jalapeño Ice Cream. "We were sitting around and thought, of course, jalapeños in ice cream make total sense." We're not convinced, but their fans certainly are.

Signature Flavor: Chocolate Pecan Ice Cream — a blend that uses the best cocoa and pecans as big as a man's fist — is a must-have for serious ice cream aficionados who will covet the rich chocolate flavor and creamy satin texture.

Owner's Favorite: Chocobolic Chunk — the darkest, richest cocoa allowed by law, chock full of chocolate candy chunks. Children who eat the ice cream are known as "Muddy Faces" for the sticky sweet imprint the ice cream leaves on little cheeks. Note: this flavor is not for the faint of heart, it is for the serious chocolate-obsessed only!

HANDEL'S HOMEMADE ICE CREAM & YOGURT

Locations throughout Pennsylvania and Ohio, call 330-702-8270 for the store nearest you.

