



# CUSTOMER SPOTLIGHT: THE ICE BOX

## SERVING SUSTAINABLE SCOOPS

### THE INSIDE SCOOP

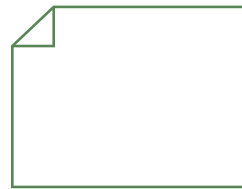
The Ice Box has been a Brooklyn, Connecticut institution for over 40 years. The ice cream parlor opened in 1978 in a renovated gas station, where it's still located to this day.

Local resident Jenn Nemeth landed her first job at The Ice Box in 1998. Jenn enjoyed the community feel and how the shop brought locals together under one roof, all for the love of ice cream.

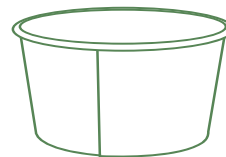
### ANYTHING IS POPSICLE

Having a personal passion to reduce plastic has led to The Ice Box being an eco-conscious business for the Brooklyn, CT community. Jenn regularly receives positive feedback from customers on both the quality of her ice cream and the Vegware packaging!

#### THE ICE BOX USES VEGWARE'S PLANT-BASED:



**WAX PAPER**  
for lining trays



**CONTAINERS**  
for scoops of ice cream



**COLD CUPS**  
for shakes & sundaes

# THE CHERRY ON TOP

Jenn and her husband, Matt, discovered Vegware in its early days, where it was sold in a local Connecticut distribution center open to the public during the mid-2000's.

They became passionate about the plant-based packaging right away and adopted plastic-free living into their day-to-day lives.

Jenn and Matt began using Vegware for their at-home gatherings and parties. They even served their wedding meal on Vegware for their outdoor affair!

# MINT TO BE

In 2018, 20 years after joining the team, Jenn went from employee to owner, purchasing The Ice Box and making her own sweet sustainable switch to its operations. One of her first business decisions, was to use Vegware.



She reopened The Ice Box in January 2019, committing to serving quality products with a strong eco ethos:

*Create small batch ice cream, handmade in-house, using premium local ingredients, and served in plant-based Vegware containers.*

Additionally, she refocused the shop to support healthy lifestyles by putting forethought into the menu. Today, gluten-free cones and a selection of sugar-free and vegan ice creams – all served in Vegware containers to assist with portion (and waistline) control – are available on a daily basis.



*Customers are constantly impressed, and excited, about the quality of Vegware. They're amazed it's made from plants, not plastic, and feel good about doing their part to support a local business while doing something good for the planet...all for the love of ice cream.*

