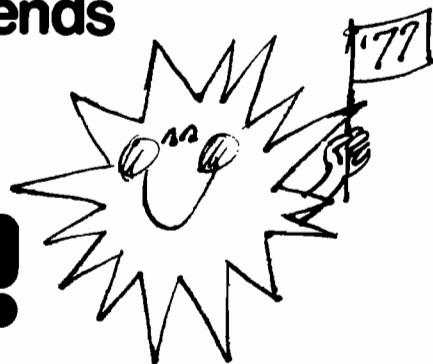


Dreyer's FULL SCOOP

Published Every Now and Then
For Our Employees and Friends



SUMMERTIME!

President's Report

The first issue of "The Full Scoop" rolled off the press (a very small 3M photocopy machine) on April 5, 1971. This was a time of major change, as with the retirement of Bob Boone and Al Wolff, I became the sole stockholder of Dreyer's Grand Ice Cream Company. With this change, the purchase of the Claremont building, new packaging for quarts, automatic fillers and many other variations from tradition, I felt it was indeed necessary to keep the "Dreyer's Grand Ice Cream Family" well informed along our Rocky Road to world fame.

It would take hours to read if I were to list all of the records and accomplishments we have achieved together in these past six years, but needless to say they would not have been reality without the dedication of all to the production, sales and distribution of the world's finest ice cream. We have been reasonably profitable and for the most part we have had fun traveling the Rocky Road together. History is the past and is well recorded in past issues of "The Full Scoop." As I scanned our files I marvelled at the accomplishments and fun times we have shared together.

By now most of you know that a group, headed by Gary Rogers, is the new owner of Dreyer's Grand Ice Cream Company. This group includes Charter House International Group LTD, from London, England, and William F. Cronk, Gary's partner in his restaurant business.

Gary Rogers will actively participate as Chairman of the Board and I will continue as President, hopefully until early retirement time at age 70.

Why did I sell my stock in a company that has been so much a part of my life for 19 years and our growth is so dramatic with a bright future ahead? Because, 1) we must have a stronger financial base to support the unlimited growth potential we will obtain and 2) I have complete confidence that the youthful and proven leadership abilities of Gary Rogers and his associates, working with our established team, can accomplish the impossible dream.

**Dreyer's Grand Ice Cream, Inc.,
5929 College Ave., Oakland, CA 94618**

I truly look forward to our future together, and I can't think of a more appropriate closing than the one I used in that first issue of "The Full Scoop" on April 5, 1971.

"It is my sincerest desire to see our company grow, by providing the very finest ice cream we can produce, without forgetting the ultimate importance of maintaining, adding to, and improving our Dreyer's Grand Ice Cream Family, who produce, sell and distribute it. -- With God's help and yours, we'll make it."

Ben Cohen



About Mr. Gary Rogers...

New Chairman Gary Rogers only recently assumed official control of Dreyer's Grand Ice Cream, but he's spent much of the past several months getting to know the past accomplishments and future potentials of the company. Although ice cream itself is a new field for Mr. Rogers, his education and recent background prepare him well to deal with the challenges immediately facing us.

Mr. Rogers grew up in the Bay Area, attended U. C. Berkeley and was active on the crew. He graduated in engineering in 1963, then spent two years in the Army. It was a relatively enjoyable tour of duty which included participation on the Army Crew in the '68 Olympic trials and a period of time stationed high atop Mt. Tamalpais in Marin County. His military obligation fulfilled, Mr. Rogers then spent two years in Boston earning a Master's Degree from the Harvard School of Business Administration.

In 1968 Mr. Rogers joined McKinsey & Company, a large international management consulting firm. His work in corporate organization and financial strategy included dealings with several large Bay Area firms as well as travel in Europe and Canada.

In 1972, Mr. Rogers' friend and fellow Cal alumnus William F. (Rick) Cronk enticed him into the restaurant field. Together they founded Vintage Management Company, and have since developed two successful Vintage House Restaurants in Orinda and San Jose. Vintage Management Company will occupy Suite 200 of the Dreyer's Building in June, and Mr. Cronk will be contributing his abilities as a Board Member of Dreyer's Grand Ice Cream, Inc. Mr. Rogers will continue to take part in Vintage Management Company, but most of his time will be spent on the further development of Dreyer's.

Mr. Rogers lives in the Berkeley Hills with his wife Kathleen and their four sons, ages 2 to 9. He continues his athletic interests as a avid tennis player and hopes he'll be able to slip away to the nearby Chabot Courts once in a while. Mr. Rogers also jogs regularly in the Berkeley Hills and recently competed in the annual Bay to Breakers marathon run in San Francisco.

Chairman's Report



As a long time Berkeley resident and ice cream lover, my image of Dreyer's Grand Ice Cream Company had always been that of a small family owned concern that operated a retail store on College Avenue, sold a super ice cream in a few East Bay grocery stores, and had some guy named Cook who liked to do radio commercials on KSFO.

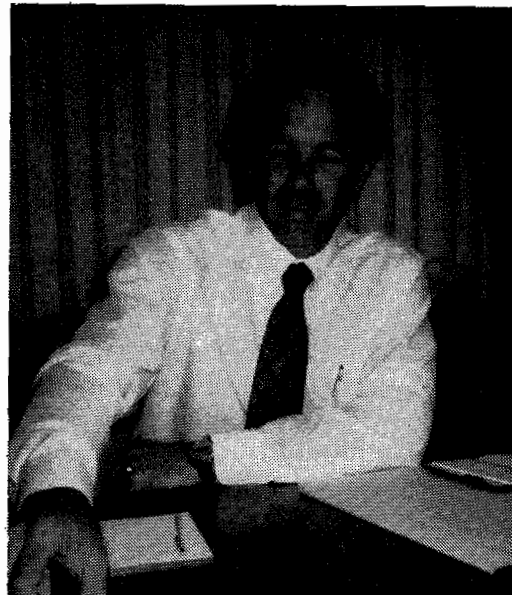
Imagine my surprise when, upon meeting Ken Cook for the first time last December, I learned that Dreyer's Grand Ice Cream Company would exceed two million gallons in production and five million dollars in sales in 1976, and that its distribution network reached throughout the west and over much of the Pacific. Since that first meeting with Ken six months ago, I've learned a great deal about Dreyer's Grand Ice Cream -- its rich history, the "family" that has made it the success it is today, and its current constraints and opportunities. I feel very fortunate that Ken's personal goals and objectives meshed so well with my own, and that I now have the opportunity to help continue the traditions and growth that he has so ably fostered in the past.

Any change in ownership or management invariable creates questions and concerns over how things might be different in the future. I hope that anyone with such questions will feel free to discuss them frankly with either Ken or myself at any time. My first priority over the next several months is to meet everyone associated with Dreyer's Grand Ice Cream and to become better acquainted with all aspects of the Company's operations, so please feel free to telephone or visit me at any time for any reason.

Clearly, Dreyer's Grand Ice Cream today has a great deal of momentum and many attractive opportunities for continued growth and success. Realizing these opportunities will involve many new challenges, difficulties, and hard work for everyone associated with the effort. However, given the enthusiasm and sense of commitment that is so apparent throughout the Dreyer's Grand Ice Cream family, I can't help but believe that our next ten years will be at least as exciting and as satisfying as the last ten. I look forward to our future together and trust you do as well.

A handwritten signature in cursive script that reads "T. Gary Rogers".

*Chairman
T. Gary
Rogers*





John Thomason

Many of the changes made in the Fountain this past March (see Li'l Scoops) happened under the direction of John Thomason. A new menu and prices, new hours and revised scheduling, as well as the actual direction of the major remodeling projects all took a great deal of John's time. Food management consultant Chuck Rovenstein of Dreyer's Ice Cream Parlour at Bayfair contributed a great deal of knowledge and was most helpful in smoothing out and improving the Fountain's operation. John has worked closely to get new retail manager Vernon Ward off to a good start, and thanks go to all members of the Fountain staff for their help and cooperation in carrying out the new ideas!

Factory expansion is a prerogative at this time and Mr. Thomason and Dick Wolff are working hard on improving and expanding our production facilities. Our new quart container (see Li'l Scoops) will be in use by mid-July, so a second Convocan machine will soon be installed on the second floor of the Claremont Building. A connecting conveyor line will carry the cartons down to a new quart filler in the production room. This is only the first step in a program towards greater flexibility in our production planning. The goal: Capability of freezing, hardening and shipping up to 5,000,000 gallons of ice cream a year!



Joe Avila & Sales

Joe Avila looks healthy and happy after a weekend at the Alisal "Dude" Ranch in Central California. He and wife Maxine spent two days with the "Illuminators" planning programs for the California Grocer's Show at the new Bonaventure Hotel in Los Angeles in November, and also for next year's Western Association of Food Chains (WAFC) convention in April of '78.

The Avilas have also traveled recently to Portland, Oregon and Dallas, Texas to help out our new distributors in those areas. Joe hopes his next trip will be a nice long one to Hawaii for a rest!

On the home front, we have two new accounts -- Don the Beachcomber and Captain Cook's, both in San Jose. Before long our Dallas distributor will have the accounts for the O'Henry's and Pedro Gonzales restaurants which belong to the same chain.

The Avilas recently sold their Mountain View home and purchased a townhouse in Sunnyvale. They are looking forward to babysitting their 7 month old grandson very soon, while daughter Toni and her husband Richard spend a well-deserved week in Hawaii.

Dick Wolff & Production

Extended production hours require more personnel, so Dick Wolff has recently added three new workers to the Production Department staff. Joining the team are Mark Sottano, Armand Covalli and Steve Hagman. Mark is newly-graduated from Dick Wolff's own alma mater, Cal Poly, San Luis Obispo, where he was also a dairy major. Outside his dairy interests, Mark is also an avid wrist wrestler and has taken second place for the past two years in the wrist wrestling matches in Weed, California. Mark has been working out and plans to take first place in this year's battle in mid-July.

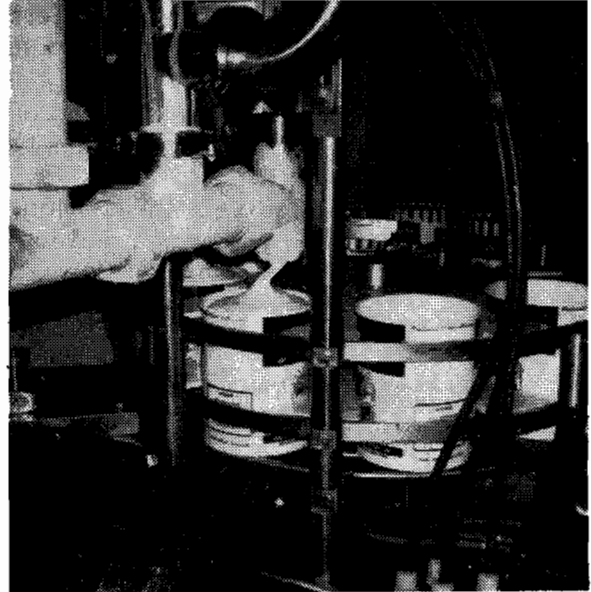
Armand Covalli is our newest boxman, replacing Chris Petit who is moving into actual production work as clean-up man. Armand comes to us from the Berkeley Challenge plant where he worked in the shipping department. He lives in Vallejo and appreciates the absence of commute traffic with his 3 - 11:30 pm workshift.

Steve Hagmann is a graduate from Cal Berkeley and will be continuing his schooling in pursuit of an MBA from Arizona State in the Fall. He will be with us through the month of August.

Other changes on the horizon include the new quart Convocan machine and a new quart filling machine which will both arrive around the end of June. About two weeks will be required for complete installation of the machines, and to rig up the new conveyors which will carry the cartons and lids down to the production line.

Dick and his wife Maud are in the process of moving to a new 2 bedroom home in San Leandro -- "Living out of boxes" at the moment and anxious to settle in once all the fresh paint is dry!

*Our New Half-Gallon
Filler in Action*



George Santos

Things are running smoothly in accounting, despite the great amount of paperwork required for the company's recent change of hands. Soon the books will close to mark the end of the '76 - '77 fiscal year -- and with sales over \$6 million, it's been a healthy year!

New in the accounting department is Diann Foley, taking over the accounts receivable duties. She and her 9-year-old daughter Lisa live in nearby Lafayette.

Chris Lirely



Six months ago Chris Lirely defined the immediate goal of placing new distributors in the few gaps that remained on the West Coast -- Portland, Northern Marin, San Luis Obispo and Santa Barbara. With those objectives achieved, Chris has set to work helping these new distributors get started. He's recently spent an overwhelming amount of time compiling sales and marketing information for every territory we cover, and with help from Mac DeMotto and Marvell he's also put together a complete Distributor Guidebook. Our new distributors are receiving a better, more complete education than ever before, largely due to Chris' coordinating efforts.

In the sales promotion department, new shelf strips for Vanilla and Diabetic ice creams have been developed, and special items are now being developed to make the most of Dreyer's Golden Anniversary.

Mac DeMotto

In January of this year Mac DeMotto assumed the newly created post of Coordinator of Distributor Affairs. It was clear that there just weren't enough hours in a week for one person to deal with all aspects of our Distributor program, so Mac has taken to the road, leaving Larry Burton to handle the operation of the San Leandro Distribution Center. This Spring Mac's travels have taken him to Seattle, Palm Springs, Orange County, San Diego and Eureka, and he'll be off soon for Paso Robles and Sacramento.

Mac enjoys visiting distributors near and far and is always gratified to be able to share the knowledge he's accumulated after so many years in our industry. Most important to Mac in his travels has been the opportunity to learn the problems individual distributors have run across, and how they've solved those problems. Mac finds he can use their experiences to better prepare our newest distributors for the problems they will face.

Of all his travels this Spring, Mac especially enjoyed the days he spent in Eureka where his oldest son and his wife live. Just a day after his departure (St. Patrick's day) his daughter-in-law gave birth to a new grandson!

Susan Snead

Training and advising new bulk accounts is an ongoing project, but it is especially important in the Spring with so many folks opening new stores. This Spring Mary O'Connell has trained folks from as far north as Redding and as far south as San Diego, with many, many in between. Once again, Mary deserves thanks and much credit for her patience and hard work with so many novice scoopers.

When new accounts can't come to us, we sometimes go to them, so Susan Snead (Have scoop - will travel) has done just that several times this year. Short trips to Fresno, Atascadero, Pismo Beach and Santa Barbara provide great opportunities to travel and meet new people.

When she's here in Oakland, Susan is busy with many projects. In addition to purchasing candy and gifts for the Ice Cream Shoppe and designing promotional literature for everything from Frozen Yogurt to the Kosher mark, she shares with Chris Lirely the many phone calls and questions Dreyer's receives each day about the West's Finest Gourmet Ice Cream.

Larry Burton

Larry Burton has been working hard since he took over as Distribution Manager out at the San Leandro Distribution Center. Our business in the Far East demanded a quick education in international shipping, and between that and the ever-increasing flow of ice cream through the Distribution Center, Larry's been extremely busy. He'd like to give special credit to "Super Boxman" Jack Silva who has done such a fantastic job organizing and setting up the orders for distributor pick-ups. Rich Desbiens and new boxman Larry Allphin (Barbara Allphin's son) have also contributed a large share to the effort. For the statistically-minded, Larry had the following figures to offer in exhibition of the busy time they've had: In the fourth quarter of 1976, the weekly average (37,290 gallons) broke down to an average of 58.3 gallons per man hour going through the San Leandro Distribution Center. This year, from January 1, 1977 through May, the weekly gallonage is up to 47,276, for an increase to 83.1 gallons per man hour!

Part of the overall increase has been on our own ICD routes, and three of our drivers, Chuck Oliver, Bob Lovejoy and Arch Thurman, were recently congratulated on record deliveries for a given week. Larry found a new way to recognize their achievements -- he sent flowers home to their wives!

With so much of Larry's time taken up with Distributor shipping, he has recently promoted Ken Murray to the position of Route Supervisor. Ken has been with Dreyer's since 1970 and with several years on the routes before he began driving our tractor/trailer rig, he is well qualified to handle the scheduling and supervision of the ICD routes.

On the wetter side, you may recognize the handsome young man below as Larry's son Jeff Burton, who will once again be taking us for all we're worth in his swim club's annual fund raising swim. Last year, after gathering pledges for as much as 25¢ per lap, young Jeff surprised everyone by swimming 60 laps! Actually, there is a less mercenary side to Jeff's efforts, and as a member of the Aqua Colts swim team of Hayward he is seeded 3rd among approximately 250 8-and-under swimmers from Concord to San Jose!



*Swimmer
Jeff
Burton*

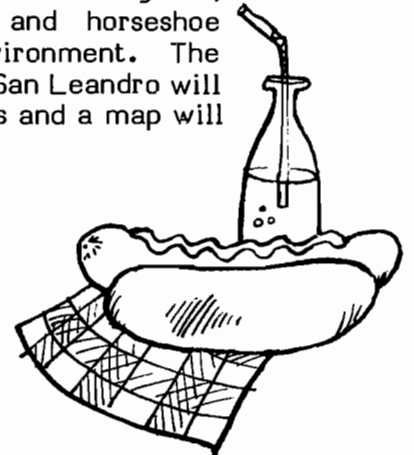




LI'L SCOOPS



THE SECOND ANNUAL DREYER'S FAMILY PICNIC will be held on Sunday, September 25th, and it's a pleasure to invite our distributors and their families to this year's festivities. Once again hamburgers, hot dogs and lots of beer will be provided by Dreyer's Grand Ice Cream, with hors d'oeuvres, salads, side dishes and desserts contributed on a "pot luck" basis. We'll be meeting this year at the Curry Creek campground in Clayton Valley, which offers a large pool with lifeguard, baseball field (conveniently located!), volleyball, basketball and horseshoe facilities, a dance pavilion with juke box, and a lovely rustic environment. The second annual (grudge match!) baseball game between Oakland and San Leandro will be a major attraction. Hope you'll all plan to attend -- more details and a map will follow as the date draws near!



THE SIR-LOIN RESTAURANT IN OAKLAND was the site on June 7th for a retirement luncheon in honor of Alice Buckley. After almost 20 years of hard work Alice will be enjoying lots of traveling and (hopefully) much good luck in the South Tahoe casinos. Alice received a beautiful gold clock in appreciation for her many years of service to Dreyer's Grand Ice Cream, and a lovely piece of luggage from her friends in the Fountain and Ice Cream Shoppe. We'll miss you, Alice!

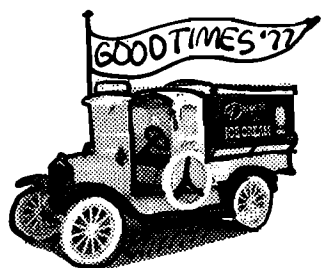
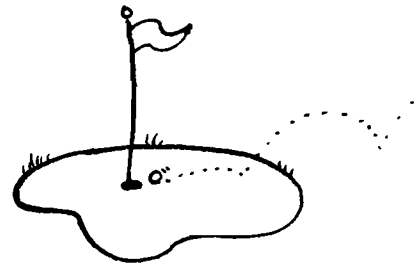
JUST A REMINDER -- 1978 is not far away, and with it Dreyer's Golden Anniversary! We're looking forward to celebrating our fiftieth year of producing and selling the West's Finest Gourmet Ice Cream!

ON APRIL 27TH the Northern California Ice Cream Manufacturers and Retailers Association held its annual Spring meeting. The topic of the day was frozen yogurt and the eighty people in attendance were in unanimous approval of the Dreyer's Blueberry Marble yogurt served as dessert. New officers for the organization were appointed, and Susan Snead joins the staff as secretary for the coming year.

THE NEW SHORT QUART -- with production volume continuing to increase, another packaging change is just around the corner. Very soon our quart package will take on a brand new look, with the same diameter but half the height of our Convocan half-gallon container. We'll top it off with the same type of peek-a-boo lid used on the half-gallon package, and like the Convocan halfgallon it will come as a flat panel to be formed as we need them. The advantages are many: the new quart stacks easier in the freezer case, more units will fit into a given space, less storage area is needed for the unformed panels, and like the half-gallon the top of the new quart package can be decorated.

SPEAKING OF YOGURT, Dreyer's four flavors of Frozen Yogurt Dessert (Lemon, Vanilla, Blueberry Marble and Strawberry) have met with such enthusiasm in the 3-gallon bulk container that they will soon be available in our package line as well. Look for all four flavors in the new "short quart" carton around the end of July.

THE CAMERAMAN SAID "ACTION!" and with a graceful swing and his best Hollywood smile, President Ken Cook shot a hole-in-one for KCRA's "Weeknight" show. The crew from the Sacramento-based TV station was visiting Mr. Cook's "Rocky Road" golf course to do a short film for their nightly "magazine" format show. With characteristic good luck, the hole-in one (Mr. Cook's first since he installed the small home course in 1974) happened on May 19th, his birthday!



ON MAY 22ND, KNBR radio in San Francisco celebrated the joy of life in general with its fourth annual "Good Times Parade." Joining in the mayhem, and receiving lots of recognition and applause all along the parade route, was our own 1920 Model T Ford truck. We'd like to take this opportunity to extend our thanks to Mr. Ed Archer, who not only owns and pampers our famous truck, but also appears with it on countless occasions. Mr. Archer's incredible moustache is a delight to all who see him, and his enthusiasm for both the truck and our ice cream, make him a valued representative of Dreyer's Grand Ice Cream Company.

THE ANNUAL JUNE DAIRY DANCE, sponsored by the California Dairy Industries Association (CDIA) was held on June 14th at the Castlewood Country Club. A lovely dinner and dancing were enjoyed by people from all facets of the dairy industry.



ON APRIL 30TH, Mr. Cook's daughter Cindy became Mrs. Richard Campbell III in a small ceremony at her parents' home in Lafayette. Following the ceremony a lovely reception was held at Hs Lordship's Restaurant at the Berkeley Marina, complete with a sundae bar featuring Dreyer's Grand Ice Cream, of course! Cindy's new husband Richard is employed by Sierra Reclamation and Disposal Systems in Martinez, but he has recently purchased a welding rig and has plans to start his own welding business in the near future. The Campbells have recently moved to a new home in Pleasant Hill.

OUR INNOVATIVE BROKER IN THE FAR EAST, Bill Hirsch, has recently discovered a fantastic potential market on the island of Guam. Each month nearly 5,000 Japanese tourists pass through this tropical island's duty-free shop, and many would love to take some American ice cream back home with them. Chris Lirely is now working to develop an "export pack" capable of keeping two halfgallons intact for the seven hour trip back to Japan. Dry ice is unavailable on Guam, so this packaging job is a little trickier than most, but you can be sure that if there's a way we'll soon be shipping out close to 3,000 gallons a month to the South Seas.

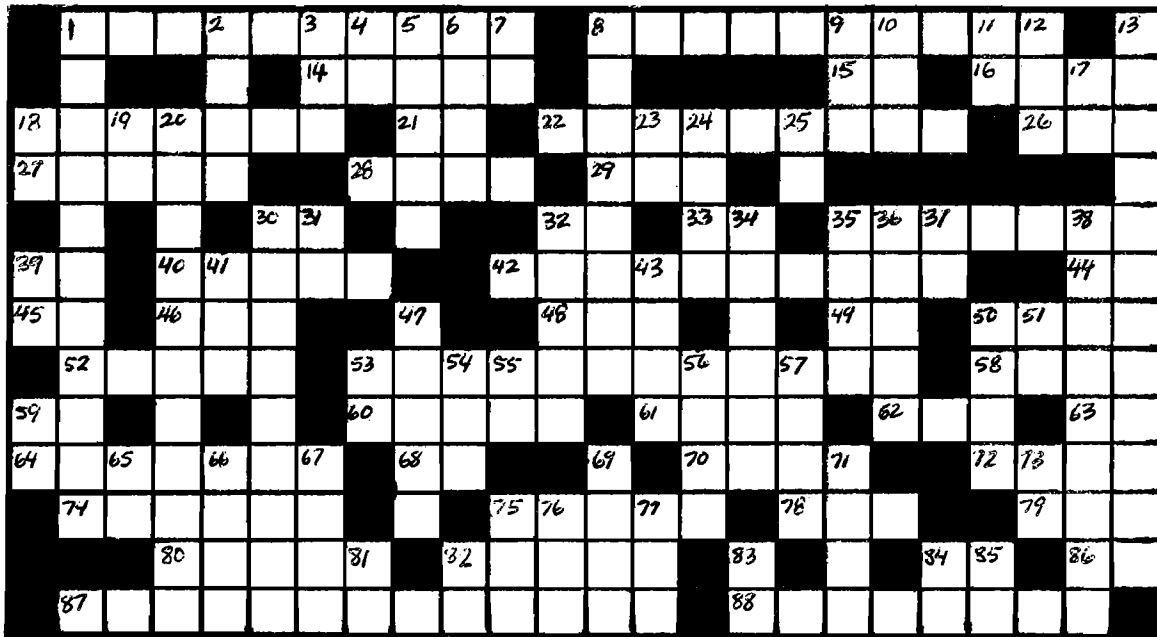
ON JUNE 6TH, Ken Cook was elected to another presidency, this time to the office of president of the Oakland Chamber of Commerce. His ex officio duties include presiding over the monthly meetings, and in August he will attend a conference of Mayors and Chamber Presidents in Seattle, Washington. We're sure he'll do much good for the city of Oakland.



MANY OF YOU ARE FAMILIAR with Bill's Place, "Home of the Hamburger," at 2315 Clement Street in San Francisco. Proprietor Bill Frey has been a friend and good customer of Dreyer's Grand Ice Cream for many years, and he has recently written us with a special request. For 25 years, Bill and a small group of friends have sponsored a rummage sale, with proceeds going to the poor through the Society of St. Vincent de Paul. In recent years, according to Bill, the growing popularity of garage sales and flea markets has made it harder and harder to collect merchandise. Bill would very much appreciate the help of the Dreyer's Grand Ice Cream "family" in saving articles (other than furniture) for their December sale. A box will be provided in the late Fall for donated items, but if you'd like to bring things in earlier please give them to Susan Snead. Many thanks from Bill for your help.



CROSSWORD PUZZLE!



The asterisked ones are easy!

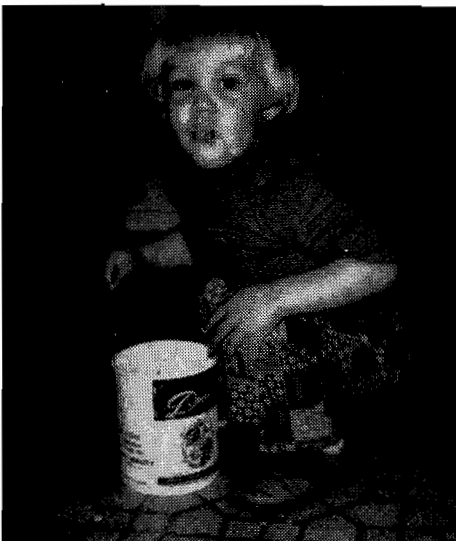
ACROSS

- * 1. Newest member of the accounting office staff.
- * 8. Our new Chairman.
- * 14. Mrs. Buckley.
- 15. Suffix which designates genus of plants or animals.
- 16. Western State.
- 18. Obvious.
- * 21. Initials of our Far East broker.
- * 22. Cindy and her new husband.
- 26. Affirmative response (slang).
- 27. Type of fabric design often associated with Scotland.
- 28. A gas.
- 29. Prefix meaning "new".
- 30. House of Lords, abbr.
- 32. Wholesale Distributors, abbr.
- 33. Obstetrical, abbr.
- 35. Lack of rainfall.

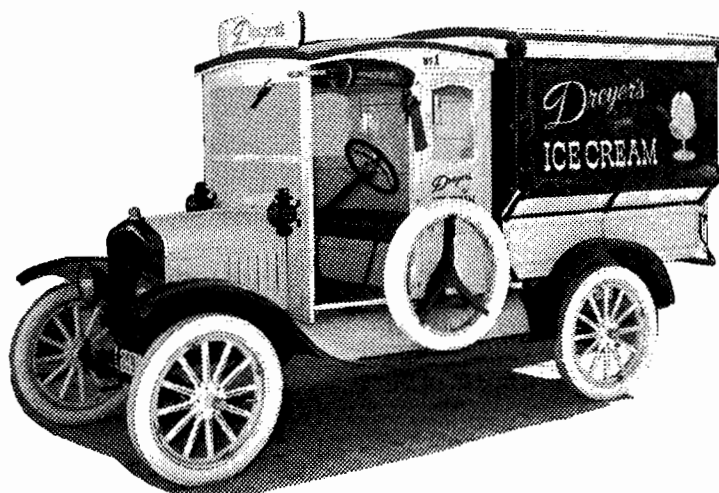
DOWN

- * 1. Tim Sullivan's new home.
- 2. To be in want of something.
- 3. Overweight.
- 4. Suffix designating chemical compound containing hydroxyl.
- 5. Written or oral defamatory statement.
- 6. The repetition of a sound caused by the reflection of sound waves.
- 7. Old English form of the pronoun "you", kept alive primarily by pizza parlours.
- * 8. Newest addition to Mac DeMotto's family.
- 9. Where Texan and Arab money comes from.
- 10. Girl, slang.
- 11. Symbol for Ruthenium.
- 12. Place where pigs live.

39. Singular form of verb "to be".
40. Deep glen.
- * 42. Country Club where June Dairy Dance was held.
44. Old English, abbr.
45. Preposition.
46. Snake - like sea creature.
48. Excessive
49. Olive Oil's initials.
- * 50. Local radio station which hosted "Good Times" parade.
52. Strange or foreboding
- * 53. Our newest addition to package line.
58. Expression of negative surprise.
59. Strong as an _____.
60. Wanderer.
61. Practice boxing, verb.
62. A male child.
63. Common Chinese surname.
64. Official document necessary to arrest someone.
68. Negative.
70. Therefore, hence.
72. Spiritual leader.
74. A way to attach something, two words.
75. Twirled by majorettes.
78. Santa's helper.
79. Past tense of verb "to be".
80. Dummy with a cap.
82. Type of fir tree.
84. Expression of surprise.
86. Symbol for tellurium.
- * 87. Our new Santa Barbara Distributor.
- * 88. Our upcoming anniversary.
- * 13. Our new English benefactors.
17. Account executive, abbr.
18. Beautiful People, abbr.
19. Alcoholics Anonymous, abbr.
- * 20. Wife of our Hawaii distributor.
23. Pronoun.
24. Body of water, sometimes enclosed by cement.
25. Editor, abbr.
- * 30. Mr. Cook's latest achievement on the Rocky Road golf course.
31. "_____ and behold!"
32. A precious commodity in the Bay Area.
34. Someone with "the hat out".
35. Portal.
36. Alex Haley's book.
37. Overdose, abbr.
- * 38. The vengeful anger of a migratory worker who often travels by train.
39. Suffix, same as 15 across.
41. Hawaiian garland of flowers.
43. Playthings.
- * 47. Mr. Rogers' partner in Vintage Management Company.
50. King _____.
51. New Hampshire, abbr.
53. Friar, abbr.
54. Pertaining to eggs, suffix.
55. Zelda Eberhardt's initials.
56. Opposite of closed.
57. Strong motivation.
59. Overweight, abbr.
65. Registered Nurse, abbr.
66. Play on words.
67. A senseless combination of letters.
69. Male deer.
71. Norwegian name.
73. Underwriter, abbr.
75. Insect with a sting!
76. To compute.
77. Raw metal.
81. Symbol for Europium.
82. Symbol for Chlorine.
83. Preposition.
84. Greeting!
85. Middle English for "one".



One of Gene Cervelli's young sons, caught enjoying his favorite midnight snack!



THE DISTRIBUTOR PAGES

Before we get into the letters The Full Scoop received this time around, we'd like to officially welcome the four new distributors who have joined us since the last issue. In December, Rick Sturgeon of Sturgeon Dairies began distributing our product from Paso Robles to Santa Maria in Central California. Tom Rogers and his wife Pat, former neighbors of the Pat Cervellis in Fresno, have taken over the Portland, Oregon area and are doing terrifically well. Down in Texas, Dreyer's Grand Ice Cream is off to a fresh start and in good hands with our youngest (26!) distributor Tim Sullivan. And in beautiful Santa Barbara Wayne Rutledge and his wife Wanda complete Dreyer's distribution in the state of California. Best of luck to all!

For lack of a better way we'll go through our letters in a geographical sweep, beginning up north with news from John and Nancy McCarthy in Seattle: "One year has now come to pass, our sales are no longer zero, which makes them better than those first few months. Gong to a new state, not knowing anyone, in this beautiful state of Washington, has been to say the least an experience we certainly are glad happened.

There have been a lot of tough months, but now we can begin to appreciate the hard work of Dreyer's Oakland/San Leandro, for all the help then and now. It is good to see the other distributors starting out in the new states, helping to spread the name Dreyer's, and the quality product it represents. This has been the hardest part, showing the Washingtonian that something of such superb quality can come from outside of Washington. Hope the other distributors haven't had this problem. Would you believe that this is Mr. Cook's hometown state, they should have been indoctrinated long before we came. Mr. Cook you're slipping!

We have had some interesting times. When we want to defrost the trucks we have to use heaters, because it's freezing outside too, and when it rains we have to make sure that we don't get wet, or inside the freezer we freeze in action, clothes wise, that is. That isn't so much a problem for us as it is for all, but this is Washington and we do have rain.

We do have weather problems, since we cover from the Canadian border to the Oregon border we go from sunshine (occasionally) to rain, and then into the snow. Well, that should let you know a little of what we are up to, just trying to make some sales, service our accounts and spread the word of Dreyer's Grand Ice Cream.

Invitation to all, when you are up our way, do look us up! We would love for suggestions and a familiar face. Wish you all a good year."

Heading south the next stop is all the way down to Sacramento. Vince Monte-Verda of Valley Ice Cream wrote us another very nice letter: "There are so many things that are happening at Valley Ice Cream, Inc. it is hard to decide what might be interesting to readers of the Full Scoop. However, here are a few things that have happened and are happening.

We are proud to announce that we have hired Mr. Pete Tencati to assist with the sales effort on all Valley Ice Cream Company programs. Pete is well versed in the dairy business, having had his own dairy distribution business in Arizona which he operated very successfully until illness in his family made it necessary to sell his business and move to California. Fortunately for us he wound up in Sacramento where he held several very responsible executive positions. Welcome aboard Pete.

We now have a complete staff of sales girl-order writers who pre-write orders for all deliveries. This eliminates the possibility of a route driver being out of flavors or product required in each store for the display case and back room stock. Each store get's just what is needed and should never be out of flavors, particularly Vanilla. In addition every delivery truck goes out completely loaded and comes back to the plant completely empty. No need to unload when finished with a day's run and no partly soft ice cream on the real hot days. Further, more deliveries made per driver because he does not have to pick material or write invoices at each stop.

Have now completed our move into our new offices at our main warehouse on Fee Drive. They are very functional. Also that fifty by fifty foot Dreyer's Grand Ice Cream sign on top of our building, which is lit up at night, is really something. It should be helping everyone in the state that handles Dreyer's because about 90,000 cars per day pass on the four freeways that converge within 100 yards of the building.

We have just purchased a new Trailmobile 40 ft Reefer for hauling our Dreyer's Ice Cream and other products to Sacramento, Stockton and Reno. It has been painted with Dreyer's brown and white colors just like our smaller trucks. It really looks great and will help to promote the Dreyer's image.

Although we do not have the distribution on Dreyer's Grand Ice Cream in Fresno we have just taken a long term lease on the Arden plant in Fresno which will be our distribution center for the southern valley on our other products. This is a great location and we were fortunate to get it.

We are in the process of moving our Reno, Nevada operations to a larger warehouse and adding an additional route. This has been made possible by our dedicated Buzz Welch who is salesman, driver and warehouseman combined. The growth of Dreyer's Grand Ice Cream in northwestern Nevada has been just great.

Valley Ice Cream Company invites all the Dreyer's family to visit us when you come to Sacramento. We're just across from Cal-Expo. If you loose all your dough on the races come across to our place and we will pep you up with a great FULL SCOOP of Dreyer's Grand Ice Cream."

Swinging down to the Bay Area, Jim Hutchinson writes: In your distributor "Classified Section" please list our need for a 14' or 16' ice cream box and truck. Prefer cab-over and fairly late model. Would be glad to find the box only and buy a new truck and chassis to put it on. 6 or 7 door box. Thanks.

As far as our business goes we have been fortunate to continue to have increases in our sales and new customers to a moderate degree. One of the sales helps has been making call backs on accounts that need this extra service. We are listing in the yellow pages to reflect a closer tie with Dreyer's and we feel this will have an impact on prospects."

Also contributing to our "classifieds" was Rainbo Ice Cream, with this notice:
"FOR SALE - ICE CREAM TRUCKS:

1 - Ford, C-600, with LIFT GATE, good condition - \$5,995.00

1 - Chevrolet, 6 cyl, new engine, WALK IN TYPE, 1500 gallon capacity - \$5,995.00

Our new distributor in Santa Barbara, Wayne Rutledge, wrote us about his new storage facility. Wayne just moved from Scottsdale, Arizona: "What a transition from "hot Arizona" to "cool Santa Barbara" -- but it's a real pleasure to be here and operating! All things considered, it is beginning to go more smoothly.

Certainly there are always problems in a new venture and area. I exhausted all possibilities of finding existing storage facilities in this area and have had to order a walk-in freezer to be constructed by July 15th. No one could guess where this unit will be built. Would you believe the famous Nautilus Conditioning Center? That's right! Isn't that ironic?

It is managed by two former professional football players, Rex Kern and Rich Uphof. Many notable sports figures use their equipment here in the off season. I have two agreements with them -- one signed -- that's my lease and other unsigned -- that's my free membership to Nautilus. Of course they just happen to love Dreyer's Grand Ice Cream! I'm not sure whose getting the best deal but I think they are.



However, they have constructed a special workout room for athletes. The total program will involve about 400 young men a day. The walls are mirrored so they can see how beautiful they are getting while listening to stereo music. It's the same principle of playing music to cows so they will give more milk! However, the similarity ends much before that!

You might ask how this could possible concern me. Well, Rex and Rich are recommending a food supplement to be mixed with -- you guessed it -- ice cream for weight gain!! They wanted to open a fountain in the back of the building, but I know the Santa Barbara health inspector would never go for that!"

Moving south, we heard from our broker Tom Bell: "Time for another edition of the "Full Scoop"? Where does the time go? Hope the following helps make news for your readers.

Some wag -- probably from San Francisco -- said that Los Angeles was a thousand towns looking for a city. The fact is that he was not too far wrong, but also a bit jealous, perhaps. Anyway, our current count of numbers of "towns" where Dreyer's Gand Ice Cream is sold is now 112!!!!

These 112 "Towns" cover for the most part areas of demographically middle to high income areas. Basically, however, this geographic distribution affords us a great "floor" for our advertising dollars.

Our advertising is becoming more and more effective, and with the superb efforts of our Southern California distributors -- now five -- sales are on the continous increase.

As we approach the next fiscal year of '77 - '78 we'll see record sales -- Look out San Francisco! !"

Also, another crazy contribution from Dreyer's Los Angeles: "Hello again Friends and Employees this is Rona B. here with the Full Scoop from Hollywood. We're sure all of you are just dying to find out how Mae West is "making out" with those 18 delivery men. But first we must tell you how those 18 delivery men are "makng out" with Mae West. Quite well we hear, quite well. There is definitely more then just ice cream deliveries being made to Mae, but we are uncertain at this time exactly what it is. Miss West seemed reluctant to inform us that she is presently expecting. Expecting what? We're sorry but that information is unavailable at this time.

Yes folks we have a sad story for you this issue, a story we are sure all of you Oakland employees, especially Chris Lirely, will be able to relate to. We know you thought it couldn't and wouldn't happen, but here in L. A. we have been saddled with another squirrely, screwy, and often silly-minded Snead. Yes folks you read it right, Dreyer's of L. A. also has a Snead working for them. She has claimed that she is closely related to your irreplaceable Susan Snead. We're sure all of you can sympathize.

Moving right along we have a special feature for all of you who just love playing games. Yes that's right, we are offering \$1,000 to the contestant that can match the star with his or her favorite flavor of Dreyer's Grand Ice Cream. Just match the below and send to Dreyer's of Los Angeles, 3615 N San Fernando Road, Burbank, California 91505. In case nobody can complete it properly, we are offering a consellation prize for the person that comes the closest. One FREE pint of Dreyer's Vanilla Ice Cream.

- | | |
|---------------------------|--------------------------|
| 1. Mary Tyler Moore | A. Chocolate Chip |
| 2. Robert Redford | B. Butter Brickle |
| 3. Florence Henderson | C. Mint Fudge |
| 4. Johnny Carson | D. Toasted Almond |
| 5. Ann Margret | E. Lemon Custard |
| 6. Paul Newman | F. Vanilla |
| 7. Dinah Shore | G. Black Walnut |
| 8. Bob Hope | H. Coffee |
| 9. Connie Stevens | I. Maple Nut |
| 10. Peter Siderius | J. Strawberries 'n Cream |
| 11. Marlo Thomas | K. Pumpkin |
| 12. Burt Reynolds | L. Rocky Road |
| 13. Farrah Fawcett-Majors | M. Brandied Peach |
| 14. Steve Lenci | N. Banana Nut |
| 15. Doris Day | O. Mocha Chip |

Love,

Rona B.

Next we got a real nice letter from Bud and Alta Marsh in Orange County: "We, too, celebrated an anniverstary in the month of May. It was May 5, 1975 that Dreyer's Grand Ice Cream came to Orange County. And, we have been received here in Disney-Nixon country with such favorable style that our monthly deliveries have increased from averaging 1500 gallons a year ago to over 6500 gallons per month now. In fact each of the past two months we have delivered over 7000 gallons of Dreyer's. SAN FRANCISCO'S FAVORITE is fast becoming ORANGE COUNTY'S FAVORITE.

Orange County, stretching from La Habra (north) to San Clemente (south) is, as you may know, the playground and bedroom (not that one necessarily relates to the other) for the entire Southern California megalopolis. The county's famous orange groves are being "bulldozed" under so rapidly in some areas and being replaced by shopping centers, office complexes, restaurants, industrial parks, condominiums and homes that it almost appears to happen overnight. Rumors have it that the name Orange County will soon be changed to People County. All this makes great potential for new package and bulk accounts.

Remember those "Boy What A Good Ice Cream" buttons - well one of our ice cream parlors (a former Baskin-Robbins) located in a large bowling alley not only has all the shoppe's employes wearing the buttons, but most of the personnel in the bowling alley wear them too. Included with our bulk accounts is a Blum's of San Francisco at Lake Forest and we'll be making our initial delivery to a second Blum's in Tustin next week."

Last but not least we take a swing out to sea and end up in Hawaii for a letter from Tinker and Phil Brady. Wouldn't we all like to end up in Hawaii right about now?: "Full Scoop -- Yikes -- what with moving, some of our mail got buried and what Phil saw, I didn't. Hope it's not too late as we have a couple of fun things to say.

First of all, our landlord returned and wanted his house back so we scrambled to find another and were super lucky to find this one only $\frac{1}{2}$ block from the beach. We love it!

Secondly, in keeping with Dreyer's progressive spirit we have hired as our new driver -- a woman, the first in Hawaii as far as we know. Everyone is having trouble believing it at first but she is making a big hit with her warm, friendly personality. She's doing a great job to boot!

Must tell you, Dreyer's Grand Ice Cream goes through some high adventures! In April we sent several packages of half gallons to The Village Hotel in Ponape (one of our accounts) via some friends traveling out there. I quote from an April 23rd letter from one of the hotel owners. ". . . your ice cream (heavenly!) came in with typhoon Patsy. That is what I call the proper fanfare. . . .Knowing the typhoon would cause all the power to go out in town including Air Micronesia office, Bob jumped in the truck midst terrible winds to rescue our ice cream. (Hotel is several miles from town and roads are very rough coral) Is this not devotion to your incomparable product? He, unlike the rest of us, managed to keep a cool head about him, so took the chain saw along. Seemed odd, but who am I to comment when trying to cope with terror? I just figured he'd flipped; what the heck, chainsaw carrying seems a harmless enough manifestation of insanity in the middle of a typhoon, no? Turned out he used chainsaw thrice on fallen trees that blocked the road (clever fellow) and because of his efforts kept the road open as well as rescuing our ice cream which we put in the relative safety of our own freezers run by our own generators. We got eats and a minor hero as well!"

Dreyer's Grand ICE Cream is becoming an integral part of Hawaii. We are collecting evidence of this as more and more people call us to ask us to please put their favorite flavor in some particular store. We also get quite a few questions about the ice cream in general and what other lines we might have (sherberts, dietetic).

Most of all we enjoy talking to people (and they are many) who come up to us while we're delivering just to tell us how good our ice cream is!"

Well, thanks to all who wrote! Look forward to hearing from everyone one of these years!