

# In the Spotlight...



**Our Mission** – SoCo Creamery's mission is to make you smile. We accomplish this by making ice cream and sorbet that you love and trust.

**Our Background** – SoCo's roots in South County go back 30 years when Bev Mazursky started Bev's in Lenox. The original vision called for making food with fresh ingredients. This included ice cream, but it wasn't until 2004 when Danny Mazursky created SoCo as a company and Railroad Street scoop shop that exclusively made ice cream and other frozen desserts. SoCo is now owned by a group of local people, led by Erik Bruun of Great Barrington. SoCo has grown to include:

- The original SoCo Scoop Shop on Railroad Street (selected as the best ice cream store in western Massachusetts by MassLive in 2015);
- Two mobile scooping operations that will be in festivals, fairs and events throughout the northeast as well as a permanent presence at the SoWa Farmer's Market in Boston this spring and summer;
- Our fully equipped ice cream kitchen on Route 7 where we make all of our frozen desserts;
- Oasis on Main Street that features frozen yogurt, Sprout Brothers raw pressed juices, and a variety of wholesome grab-and-go treats such as salads and side dishes;
- Wholesale pints and boxes that are sold through distributors from Maine to the New Jersey Shore;
- A new line of 4.2-ounce cups with wooden spoons featuring six of our most popular flavors—Vanilla Bean, Dirty Chocolate, Salted Caramel, Mint Chip, No. Six Depot Coffee, and Raspberry Sorbet.

All told, more than 60 people will be working for SoCo this summer, from 15-year-old high school students in their first jobs to our general manager who has been in the ice cream and dairy industry for more than 30 years.

**Our Blueprint for Success** – SoCo's success is directly tied to bringing meaning to our work. This means creating ice cream with integrity, treating the people who work at SoCo with respect, and creating joy for our customers.

### Ice Cream with Integrity

SoCo makes ice cream the old-fashioned way. Our own children eat SoCo. We want their ice cream to be wholesome and real. Our ice cream mix comes from a farm-owned cooperative in Vermont with a proprietary recipe that gives richness to all of our ice creams. Unlike most ice cream stabilizers, we do not use carrageenan which has been banned from infant products in the European Union. We partner with local producers such as No. Six Depot in West Stockbridge, Grey Raven Farm in North Adams, Sweet Brook Farm in Williamstown, Berkshire Mountain Distillers in Sheffield, Bola Granola in Monterey, Ronnybrook Farm in Ancramdale, and most recently Rawson Brook Farm in Monterey to make our distinctive flavors that also help build the Berkshire food economy and community. We also scour the world to get the best ingredients. Our vanilla comes from Madagascar. The black raspberries are grown in Oregon's Marion Valley. The Alphonso mangos ("the king of mangos"!) hail from India. SoCo believes the best ingredients with simple recipes make the best food.

### Treating Workers with Respect

If you treat the people who work for you with respect and intelligence, you increase the likelihood they will bring respect and intelligence to their tasks. This is especially true for young people whose first jobs are at SoCo scooping ice creams. All scoopers are required to take Ice Cream 101, a full day training at our kitchen on how SoCo ice cream is made, followed by a 20-question test. All management participate in professional training. We want all SoCo workers to find pride in their work and feel invested in SoCo's success.

### Bringing Joy to Our Customers

Nobody walks into a scoop shop or opens a pint of ice cream with a scowl on your face. We want your SoCo experience to make you smile. We all live very busy lives and you have very few opportunities in your life to savor the moment. Ice cream is the perfect vehicle for just those moments. This can come from the delight of sharing ice cream on a first date or giving your child his or her first ice cream cone. It can also come from the nostalgia of walking into an ice cream parlor and eating an old-fashioned ice cream that reminds you of childhood. SoCo's mission is to help fashion that joyful moment. All we do is directed toward that goal.

### Contact Information –

### SoCo Creamery

5 Railroad Street  
Great Barrington, MA  
413.644.9866

[www.sococreamery.com](http://www.sococreamery.com)

