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Anytime, Anywhere

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E-NELSON NEWSLETTER

It's a New Day, It's a New Year

And it's welcome. The winter has finally arrived in Northwest Ohio. Winter weather watches are posted for the first time this year and we're expecting 6 inches of snow. I don't mind the snow, it's the howling north winds that bring the chill factor below zero that I don't like. The only sub zero temps I want to see in are in our cabinets.

As I drove along the Lakeshore home from work last evening, the lake reminded me of giant perch slushy, sounds good huh? After the constant wind off

the lake blew the light snowfall across the road all day, the surface was solid ice. By morning the lake surface was frozen over.

On a cold clear day like this you can see the Bass Islands and even Pelee in Canadian waters. I could see smokestacks as far as Monroe, MI.

Ice fishing is a big winter business in this tourist town and I know the buzz going around. The ice is later

than usual but is much anticipated. Soon comes the annual first across contest. Let's pray for no casualties this year. If you haven't had Walleye or Perch out of the ice cold water, you haven't had a good fish. Shortly the shanties will be seen dotting the ice.

Where I will skate, the water is shallow, only to my knees. If I would break through the only thing I could lose are my toes. I could also break something at my age. Wish me luck as I am determined to put on those skates this year.

Tammy



About these photos

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The Next Generation

Nelson is proud to announce the Third generation of Smiths to join the Company! Miss Sabrina Smith and Derek Smith are the third generation Smiths to work at the plant.

Sabrina joins the family business in the position of Production control and scheduling. Sabrina at-

tended Denison University earning a BS Degree in Communication. After working in the Big Apple more than 4 years, she's home. She adds a high level of organization to our Nelson family. Her NY style of dressing shows through the work coveralls.

Derek Smith is Kelley Smith youngest son and

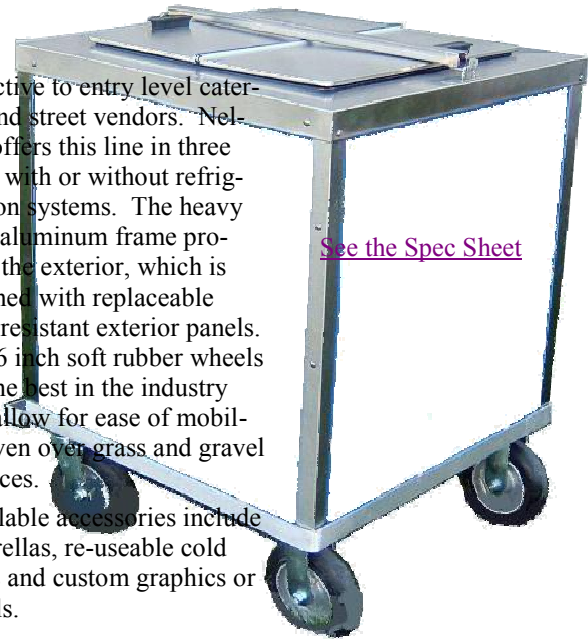
also joined the nelson family this summer. Derek is a graduate of Ohio State University (Go Buckeyes!), is our Mac Geek, in house stand up comedian and operates some of the CAD operated punching and bending machines.

With 3" of poured in place insulation our carts boast 25-50% more than imported bunker freezers

Italian Ice Carts

These were BIG sellers in 2011. Italian ice vends well in these mighty little carts. Nelson Model CLT4NR is light and compact measuring 30 inches by 30 inches and weighing an at all of 125 pounds empty. With three inches of poured in place insulation our carts boast 25-50% more than imported bunker freezers. More insulation will hold frozen product longer without cold plates and makes our cart more energy efficient than other carts. Our CLT line's low cost is

attractive to entry level caterers and street vendors. Nelson offers this line in three sizes with or without refrigeration systems. The heavy duty aluminum frame protects the exterior, which is finished with replaceable dent-resistant exterior panels. The 6 inch soft rubber wheels are the best in the industry and allow for ease of mobility even over grass and gravel surfaces. Available accessories include umbrellas, re-useable cold plates and custom graphics or decals.



[See the Spec Sheet](#)

Smart, Sexy, and Seriously Cool Show Cart!

One of our many favorite Artisan ice and gelato manufacturers, [High Road Craft](#), asked if we could. So we did. We started with our 8DIP-HV curved glass cabinet. It was placed onto a heavy duty dropped frame to maintain a good height for dipping. We

then added our soft rubber wheels for mobility. The dry storage on each end is perfect for show material, cleaning supplies, and your ipad. Custom graphics made it personal for High Road. It was seen at The Fancy Food Show this month in San Fran-

cisco. "with this consistently solid pricing and service, you're our definite go-to company for gelato cases. We are thrilled to see a USA product in this category." Keith Schroeder Chef and Entrepreneur High Road Craft



YUM!

We love to see what you're selling out there.

My favorite this week is red velvet ice cream cookie sandwich made and sold by [Big Gay Ice Cream](#)





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This picture was sent to us by a homeowner who found it in the pool house. Vintage 1950 or before. Made in our St.Louis Facility. Cool

Nelson Serving The Ice Cream Industry since 1898

- Conventional Chest Type Double and Single Row Cabinets
- FlavorRail Cabinets
- Visual Dipping cabinets, Straight Glass
- Curved Glass Gelato Style Dipping Cabinets
- Sliding Glass Models
- Buffet and Self Serve Style Cabinets
- Vending Freezers
- Mobile Scooping Carts for Ice Cream, Gelato, or Italian Ices
- Cold Plate Novelty Pushcarts
- Electric & Dry Ice Carts
- Sinks and Specialty Carts



You can see us a whole lot better, now

New Stuff

Everybody here at Nelson continually strives for a higher standard. We spend time engineering better ways economically, environmentally, and ergonomically in the manufacturing and use of our ice cream cabinets and carts. That's why we're heading into our 114th year of producing the best in the industry. We continually strive for new material, new ideas, new products to serve our customer in the great ice cream industry.

Look for our [Next Gen Sabrina](#) cart this year. Based on the best selling

cold plate pushcart in the world, (our BDC8) Sabrina's stylish new design will knock your socks off. She uses the same panels as the BDC8, she doesn't have the compressor tunnel inside so you have more room, and she's lighter and trimmer.

Last season we introduced our [re-useable cold plates](#) with great success. Folks like you are finding a batch of uses for them from catering with hawkers bags to use in our dry ice and beverage carts to chilling wine.

Our [curved glass cabinets](#) have found their way into

all the stylish new ice cream stores where you can see us in a whole new light. The LED bulbs and the wide open cabinets are a beautiful and affordable alternative, made by Nelson in the United States. We also heard a story of how well they're made when one of our Distributors dropped an 8DIP-HV off of his lifgate! He said "I about S__T! AND IT STILL WORKS!" He didn't even break the glass. We want to see the competitor do THAT!