



Ann Ryan, Founder and President of Beachy Cream



Ann Ryan is the founder and president of Beachy Cream, a company that creates delicious, organic ice cream and ice cream sandwiches served by pin-up style brand ambassadors known as the Beachy Cream Girls, who have served icy delights from their “cigarette” trays at events for Elton John, Maria Shriver and the American Idol Los Angeles Auditions. Ann is responsible for the company’s vision and general management and operations. She started the company on her own in 2009, and she continues to be the creative genius behind frozen culinary creations such as Ginger Wipeout, Surfin’ Safari Chocolate Chip and Strawberry Surfer Girl.

Ann and her business partner, her daughter Beth Stockwell, have transformed what was a wildly successful ice cream cart into a rapidly growing company with delicious products in 50 stores (and counting), including Whole Foods. The company is poised for national distribution with plans to open its own 13,000 square-foot factory in Long Beach, California. Ann enjoys being a creative entrepreneur and mistress of her own destiny, while also collaborating with her partners and team to distribute Beachy Cream through new channels.

Born and raised in Los Angeles, California, Ann is the daughter of Jack Ryan, creator of iconic toys such as Mattel’s Barbie doll, Hot Wheels, and the Chatty Cathy doll, which he created using Ann’s voice. With a famous designer for a father and Zsa Zsa Gabor as one of five eventual stepmothers, she grew up surrounded by creativity and chaos on a five-acre estate in Bel Air, built on a scale meant to rival Hugh Hefner’s Playboy mansion, where many parties and events were held. More about this will be included in her memoir, ***Dream House—Growing up with the Father of Barbie***, which will be released in 2015.

Ice cream has many positive associations for Ann, such as childhood memories of her mother taking her sister and her to Wil Wright’s ice cream parlor in its old-style building; summers on Cape Cod, where she scooped ice cream at a Howard Johnson’s hot dog stand and restaurant; and the toasted coconut ice cream the family’s Trinidadian chef used to make.

Ann’s interest in cooking began at a young age, beginning with the “very salty celery salad” she made when she was five years old for the guests/family members she and her sister had invited to a backyard play. Ann continued to develop her culinary skills by watching the family’s chef, who had trained in France, and she began experimenting in the kitchen. Over the years, Ann absorbed all that she could by watching Julia Child and *The Galloping Gourmet*, and reading cookbooks and *Bon Appétit*. With ice cream-filled childhood memories and her commitment to learning and making great food, Ann was laying the building blocks for future success in the frozen food industry.

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While food had become a great love for Ann, she decided to take a different direction when it came to her college studies; though, she catered people's weddings and parties to make a bit of money on the side. After graduating from UCLA with a degree in theater arts, Ann became a producer fellow at the American Film Institute's Center for Advanced Film Studies. Through the 1980s and early 1990s, she owned and operated Atlantic Editorial Inc., a successful television post-production facility in Hollywood, California. When she could fit it in, she worked as an actress and explored theater, but left the film industry to work in the investment advisory and financial industry in 1995. Ann joined Frole, Revy Investment Co., Inc., in Los Angeles, California and held the position of vice president of institutional marketing. There she made huge strides, gaining six new public pension and insurance company accounts with total assets valuing over \$500 million. In 1999, Ann became a real estate analyst at Brentwood Partners and was responsible for screening and underwriting real estate debt and equity proposals, including preparation of financial analysis reports and commercial real estate loan documentation.

Although Ann achieved great success in the film and financial industries, her passion for food never waned. She expressed her love for food by entertaining friends, experimenting with new ice cream flavors and catering events for her children's schools. In 2009, the idea of opening an ice cream shop came to Ann one day as she was walking by a tiny building for lease in her Malibu, California neighborhood. It was a perfect location, with a grassy area for picnic tables, easily accessible to beachgoers and local residents. Due to the high cost of opening a business in that location, Ann quickly thought of a solution. She purchased an ice cream cart, used her grandmother's scrumptious molasses spice cookie recipe and began making ice cream sandwiches with local, sustainable ingredients. To bolster her baking knowledge, Ann took a professional pastry class from Mary Bergin, who was the Executive Pastry Chef for Spago and other world-class Wolfgang Puck restaurants. Soon Ann had access to a kitchen at a local café and gained her first commercial customer, which enabled her to launch Beachy Cream.

Ann's creativity and love for inventing never ceases. It was her genius idea to use the Beachy Cream Girls to represent the company. The girls serve as homage to her father's creation, the Barbie doll. Much like the Barbie doll, which was inspired by the Rockettes' long legs, the Beachy Cream Girls maintain a wholesome, yet appealing, appearance and add a unique and fun element to Beachy Cream's stores and catering business. The Beachy Cream Girls have served the crème de la crème at many high-profile events and parties, including the Elton John Aids Benefit Oscar Party, the American Idol Los Angeles Auditions, serving cast and crew (including Ryan Seacrest), a wedding for two Facebook executives with attendees including Mark Zuckerberg, Maria Shriver's Best Buddies Fundraiser and a variety of others.



With the belief that people shouldn't have to worry about what they're putting into their bodies, Ann uses all-organic ingredients in Beachy Cream's frozen treats. To create its smooth and creamy signature ice cream, Ann and the Beachy Cream Team make the frozen products in small batches, with sustainable ingredients from local sources. For example, organic bananas are roasted until they are nearly caramelized to create the Roasted Banana ice cream, which doesn't even need sugar. Similar processes are used to make all of Beachy Cream's frozen products. Ann is constantly experimenting with flavors to create delightfully unique ice cream flavors to be sandwiched between the company's delicious organic cookies.

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With the company's products in West Coast retail locations, participation in celebrity events, a store in Santa Monica, and a large factory and national distribution on the horizon, Ann continues to dream big when it comes to her plans for Beachy Cream. Beachy Cream has received favorable coverage in news outlets such as KTLA 5 Los Angeles, Angeleno, C Magazine, Huffington Post, Los Angeles Business Journal, Long Beach Press-Telegram and others, and anticipates more national news coverage as the company grows.



"I know it's a cliché, but I believe that when life hands you lemons you have to make lemonade. After having a couple of successful careers, I found that as a middle-aged woman, there weren't a lot of opportunities for a rewarding career working for someone else," says Ann. "After surviving breast cancer I realized that if I wanted to do something fulfilling with my life, I had to take the responsibility to make that change. I'm passionate and fearless about what I do, and I am so grateful to have the opportunity to have a career that brings me so much joy."

Ann's favorite ice cream sandwich is the Ginger Wipeout, the first product she developed, which uses a family recipe. She loves traveling, cycling, horseback riding, and gaining inspiration for ice cream creations by visiting art museums.

For more information, visit beachycream.com

