



About Beachy Cream

Beachy Cream began making its delicious, organic ice cream products in 2009, as founder Ann Ryan imagined beachgoers gathering at the perfect ice cream shop in her Malibu, California neighborhood. Soon after, Ann began selling her homemade ice cream sandwiches from a cart at farmers markets, parties and high-profile events in the Los Angeles area, making the frozen delicacies in the kitchen of Dolores Rivellino, the proclaimed “Godmother of Malibu” and owner of The Godmother of Malibu Café and Catering.

In 2011, the company opened a kiosk in Santa Monica, California, and one short year later, the first Beachy Cream full-service ice cream shop opened on Wilshire Boulevard, also in Santa Monica. People flocked to indulge in Beachy Cream’s unique ice cream sandwiches, including Ginger Wipeout, Key Lime Cowabunga, Bitchin’ Chocolate Chocolate and other tantalizing combinations, as well as other ice cream flavors and cookies, hot dogs, grilled cheese sandwiches and chili, some of which are vegan. In 2014, Beachy Cream opened a “store within a store” at Vintage Grocers in Malibu, where its icy delights have become the seventh highest selling product. Today, 50 stores (and counting), including Whole Foods, carry Beachy Cream ice cream sandwiches and pints. The company continues its rapid growth, as Beachy Cream opens its own 13,000 square-foot factory in Long Beach, California in 2015, which will enable the company to accommodate increasing demand and to distribute its products nationally. Beachy Cream has received very positive media coverage in, and on, news outlets that include KTLA 5 Los Angeles, Angeleno, C Magazine, Huffington Post, Los Angeles Business Journal, Long Beach Press-Telegram and many others.

The idea for Beachy Cream came to Ann as she passed a tiny building for lease on a corner in Malibu, in 2009. Inspired by the ice cream parlors of her childhood, where her mother would take her and her sister, and by the summers she spent in Cape Cod, scooping ice cream at a Howard Johnson’s hot dog stand and restaurant, Ann knew she could take her knack for cooking and entertaining, along with her entrepreneurial spirit, and create an ice cream shop people would love. Unable to afford the initial cost of opening a store, Ann sold her treats from a cart, knowing her first product, luscious ginger ice cream sandwiched between her grandmother’s scrumptious molasses spice cookies, would be a hit. After tasting what became known as the Ginger Wipeout, Ann’s daughter, Beth Stockwell, joined Beachy Cream, and she wasn’t the only person impressed, as many began touting the company’s product as “the perfect ice cream sandwich”.

While driving by the beach one day, Ann had the idea to use pin-up style models wearing vintage swimsuits, known as the “Beachy Cream Girls” to represent the brand. The Beachy Cream Girls serve as homage to her father, Jack Ryan’s iconic creation, the Barbie doll. Much like the Barbie

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doll, which was inspired by the Rockettes' long legs, the Beachy Cream Girls maintain a wholesome, yet appealing, appearance and they add a unique and fun element to Beachy Cream's stores and catering business. Using "cigarette" trays to carry the frozen indulgences, 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.



Believing that ice cream should be a fun experience (just look at the retro-inspired Beachy Cream Girls), the Beachy Cream philosophy is that customers shouldn't have to worry about what's in their frozen treats. The company is California Green Business Certified and Organic Certified, and offsets carbon emissions with Carbonfund.org. Because of this, Beachy Cream uses only organic ingredients to create its smooth and creamy signature ice cream, all of which is made in small batches, with locally sourced and sustainable ingredients. Instead of using preservative-filled syrups to flavor its ice creams, Beachy Cream buys ingredients from local farmers markets to make its very own flavorings from scratch. For

example, Groundwork Coffee Company's Bitches Brew and homemade toffee are combined to make the flavorful Coffee Toffee ice cream, and similar processes are used to make all of the frozen products. The team is constantly experimenting with flavors to create delightfully unique ice cream flavors to be sandwiched between organic cookies that are made with a special formula to maintain their texture, even when frozen.

"Beachy Cream uses all-organic ingredients not only because they taste better and are better for us, but because we believe in supporting organic farmers who make the world a better—and cleaner—place. There are no GMOs, hormones or antibiotics in any of our products. Our dairy comes from the happy cows of Straus Family Creamery, and we source many of our fresh ingredients from local farmers markets," says Ann.

The classic ice cream treat with a delicious twist continues to impress customers and celebrities alike. Shaun White, professional snowboarder and two-time Olympic gold medalist, flipped out for the Bitchin' Chocolate Chocolate, Academy Award-winning Actress Jodie Foster loved the Key Lime Cowabunga and customers consistently ask for second and third servings.

With Beachy Cream's stores located by the beautiful beaches of Santa Monica and Malibu, the company supports local organizations such as Heal the Bay, Santa Monica Pier Aquarium, Surf Aid, and local schools and Boys and Girls Clubs, through direct donations and sponsorship. Always looking to make the world a better place, the company is a proud member of 1% for the Planet, which connects businesses, consumers, and nonprofits, empowering them all to drive big, positive change.

"While enjoying Beachy Cream, people don't have to worry about what they're putting in their bodies," Ann adds. "We love making people happy, one sweet, organic treat at a time!"

For more information on Beachy Cream and where to purchase its lip-smacking, organic ice cream, visit beachycream.com.

