

JULY 2011

LANCASTER

County

**TOUR THE
TURKEY HILL
EXPERIENCE
WITH**

**TURKEY HILL'S
PRESIDENT**

Quintin Frey

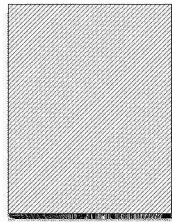
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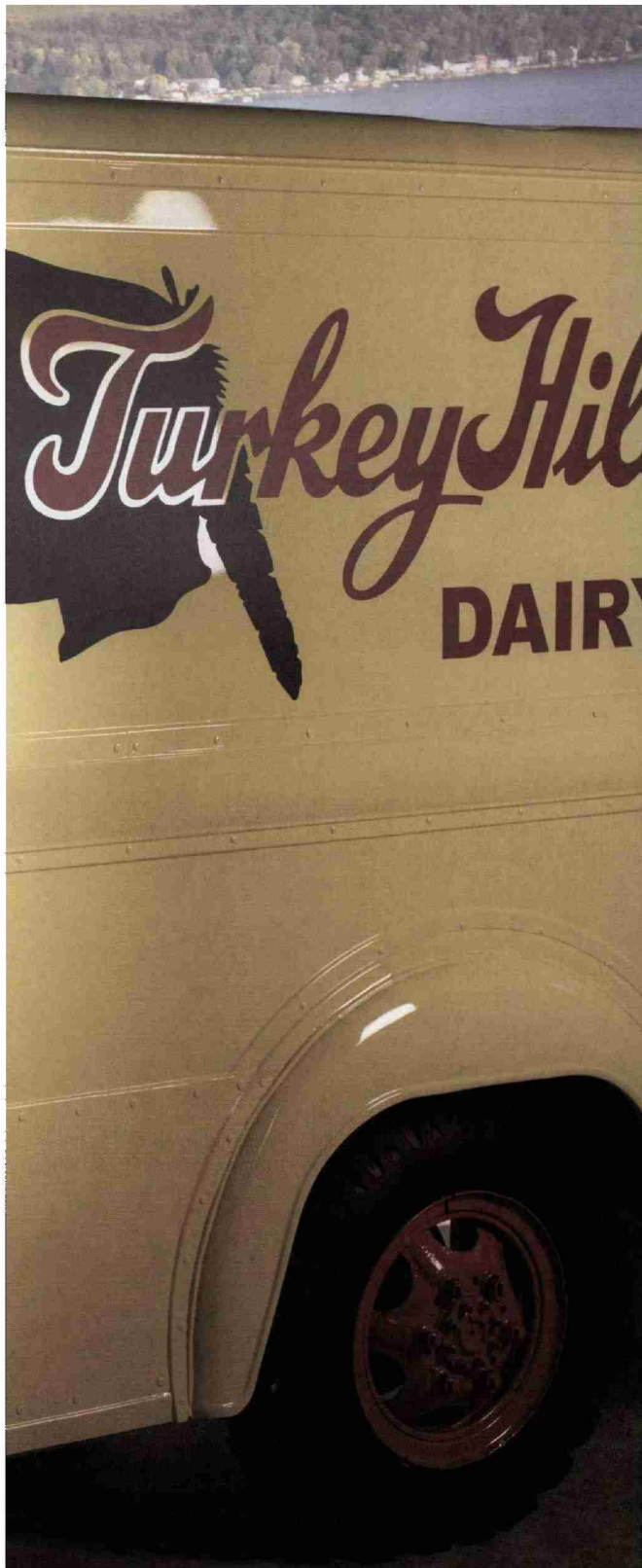
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**Turkey Hill President
Quintin Fry** aboard
an authentic 1960s
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Experience.



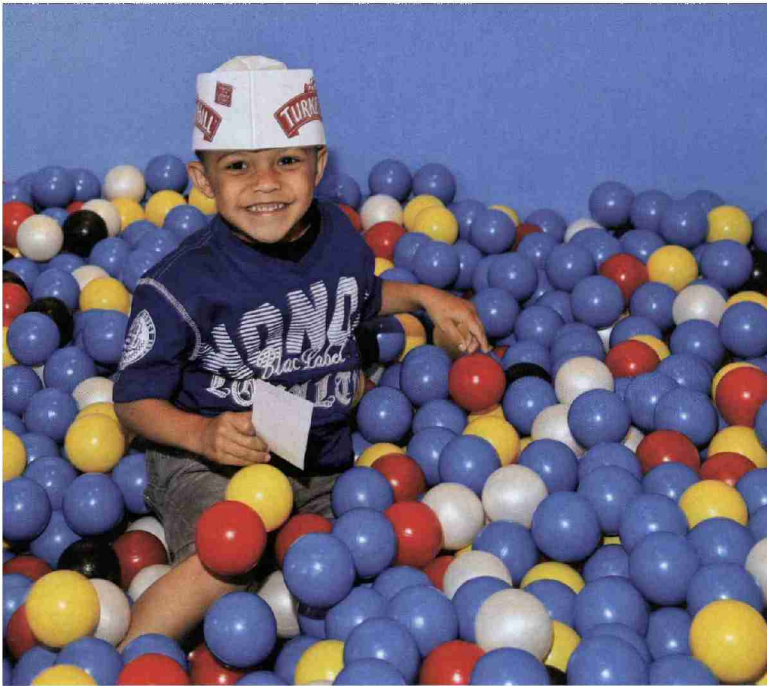
An ice-cream historian once told Turkey Hill that it should have a museum. Twenty-five years later, that suggestion is a reality.

But, it's not just a museum. It's...

THE TURKEY HILL EXPERIENCE

WRITTEN BY
Melissa Kashner

PHOTOGRAPH BY
Michael Lewis



TURKEY HILL DAIRY PRESIDENT QUINTIN FREY LIVED EVERY KID'S DREAM.

After all, as the grandson of founders Armor and Mary Frey, he could walk into the ice-cream plant and get free scoops almost anytime he wanted.

"Arnold Goss, who ran the ice-cream freezer, kept an ice-cream-cone dispenser right on the wall," Frey recalls. "I'd say, 'Arnold, I want a cone.' And, whatever flavor he was making, he'd just overfill a package. He kept a spatula there, and he'd scoop the top off and put it on a cone. There's nothing quite like fresh ice cream off the ice-cream freezer!"

Of course, most children aren't so lucky. But, thanks to a plan 25 years in the making, ice-cream lovers of all ages can now visit the next best thing: the Turkey Hill Experience, which opened last month in Columbia.

From Hershey's to Harley-Davidson to Herr's, factory tours are a huge hit with tourists. According to Chris Barrett, president and CEO of the Pennsylvania Dutch Convention & Visitors Bureau, culinary attractions always poll well in surveys of visitor interests, "from (food's) heritage to its preparation to its variety. So, the Turkey Hill Experience is a perfect fit for travelers to Lancaster County."

"People want to know how ice cream is made," Frey says. "Over the years, we've gotten request after request to tour our plant."

At one time, Turkey Hill did offer such tours; however, for

the sake of food quality and personal safety, they were halted. "You have to walk down on the production floor, right by the equipment, right by the forklifts," Frey explains. "It's not something we can do anymore."

True to its name, the Turkey Hill Experience allows visitors to do more than just tour how ice cream is made. Its hands-on exhibits encourage people of all ages to participate and engage the five senses in discovering the ice-cream-making process.

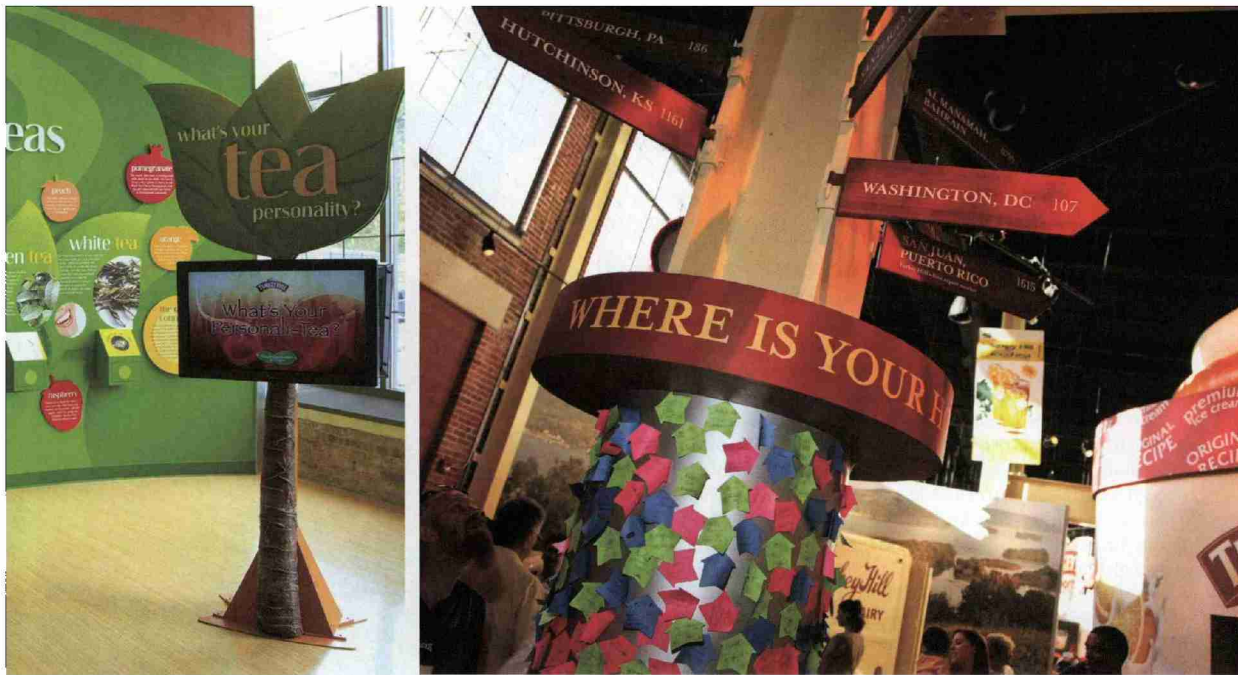
Visitors can explore the science of ice cream, from chemistry (stations squirt scents like chocolate, lime and hazelnut) to biology (giant microscopes zoom in on milk's bacteria) to physics (a giant freezer mimics what a gallon of ice cream must feel like in its natural habitat!). The complicated-sounding processes of homogenization and pasteurization are brought to life via multicolored balls and sliding boards. Visitors can even fashion custom flavors, design their own ice-cream containers and star in a commercial for their creations, which can be uplinked to their Facebook and Twitter accounts.

For those still interested in a traditional tour of the Turkey Hill plant, there are televisions that broadcast video straight from the factory floor. There's also an area dedicated to Turkey Hill's famous iced tea, which features a touch-screen kiosk that will match a flavor to your personality.

Ah yes, Turkey Hill iced tea. As anyone who grew up in Lancaster County can attest, the stuff is downright addictive. Frey chuckles and acknowledges the tea's "cult following," and "very, very loyal Turkey Hill fans" – fans that now span 46 states, making Turkey Hill the number-one refrigerated iced tea in the nation. (It also was the first diet iced tea to contain NutraSweet.)

The Turkey Hill Experience showcases such tea trivia, as well as the evolution of Turkey Hill's drinks. For example, flavored iced tea was invented when a valve containing Orangeade accidentally squirted into a bottle of plain iced tea. That mistake begat Turkey Hill's Orange Tea Cooler and a hugely successful line of ice-cold combos soon followed that today includes Cherry Pomegranate

PHOTOGRAPHS FROM TOP LEFT: JEFFREY HUTCHINSON. CPP © 2011 HUTCH GRAPHICS, LLC; STEVE VILLELLA; JEFFREY HUTCHINSON



Black Tea, Green Tea Mango, Strawberry Kiwi Lemonade and 22 other flavors. (Some flavors, such as Blueberry Oolong and Mojito Green Tea, have been retired.)

Speaking of flavors, Turkey Hill's top ice-cream taste is Vanilla Bean, with nearly 13 million gallons sold over the past decade. Number-two is Neapolitan, with Butter Pecan rounding out the Top Three. Believe it or not, plain chocolate is nowhere in the Top 10, but Chocolate Peanut Butter Cup ranks in eighth place – and has a special place in Frey's heart. "My father figured it out," he says of Emerson Frey's very own, heavily guarded recipe for chocolate ice cream laced with ribbons of peanut butter. "You won't see Chocolate Peanut Butter Cup in the Top 10 for other companies," the younger Frey states. "Other ice-cream makers still can't make it as good as ours." (See page 28 for the rest of the Top 10.)

Emerson Frey learned his mother's secrets well. "Grandpa gets credit for starting the dairy," Frey says. "Grandma gets credit for the ice-cream recipes." Indeed, Mary Frey not only developed some of Turkey Hill's original ice-cream flavors – serving them to her grateful family long before they were produced for the public starting in 1954 – but she also made the dairy's ice-cream mixes and even supervised ice-cream production.

When asked what his favorite flavor is, Quintin Frey answers, without hesitation: Vanilla, Chocolate & Butter Almond (part of Turkey Hill's All Natural Recipe line). "Neapolitan never made sense to me," he says, admitting that he can't stand strawberry with chocolate, but "butter almond and chocolate is a fantastic combination!"

Today, Turkey Hill's varieties include its original Premium Ice Cream; All Natural Recipe (containing pure cane sugar but no stabilizers or emulsifiers, giving it a slightly different mouth feel); Stuff'd (packed with nuts and candies); Light (low-fat and low-sugar); No Sugar Added (Sucralose is used instead); Venice Premium Ice; Sherbet; Frozen Yogurt; Sports Teams

(flavors inspired by the Phillies, Eagles, Steelers and Yankees); and Scoop Shop (available only in ice-cream shops). The Turkey Hill Experience features its own scoop shop, the Creamery, which offers nearly two-dozen flavors including onsite exclusives like Whoopie Pie and Lemon Gelato, plus soft-serve vanilla and chocolate. (The Creamery also features a light lunch and dinner menu of sandwiches, soups and desserts.)

All told, Turkey Hill offers 75 flavors – its newest is Lady Liberty Mint, honoring the 125th anniversary of the Statue of Liberty and inspired by an employee's trip to Ellis Island. Frey describes it as "cookies & cream meets mint." (A portion of the sales of Lady Liberty Mint will benefit the Statue of Liberty Foundation and People of America Foundation, which maintains Ellis Island.)

Of course, in more than 55 years of ice-cream making, Turkey Hill has had its share of flops, too. "We did Peanut Butter & Jelly once," Frey says. "That didn't go over very well." Shoo-Fly Pie was another non-starter. "It tasted like a shoo-fly pie, and I think that was the problem!" he laughs.

The Turkey Hill Experience hosted a "soft opening" one week prior to its June 4th grand opening. Though not widely publicized, this event still attracted a healthy flow of visitors from Philadelphia, Baltimore and other points north and south. Coupled with a projected 250,000 visitors annually, it's a testament to the dairy's ever-growing popularity.

So, just how did Turkey Hill go from a local favorite to the number-four ice cream and top refrigerated tea in the nation? Well, it's hard to miss the Turkey Hill logo behind home plate during a Phillies game. Turkey Hill also partners with the Eagles, Steelers and Yankees to offer tickets, joins with players in community-service projects and sponsors the Lancaster Barnstormers, York Revolution and Philadelphia Union soccer team.

Tony Soprano may have helped the word, too. In an episode of *The Sopranos*, the camera catches tough-guy

LEFT TO RIGHT: Bright balls illustrate the process of homogenization; colorful, interactive displays showcase Turkey Hill iced tea; street signs and hand-written notes from visitors demonstrate Turkey Hill's worldwide appeal.

Tony scooping himself a huge bowl of Turkey Hill ice cream; in another scene, wife Carmela is shown pushing a shopping cart with Turkey Hill Premium right on top. The employees of *The Office* love Turkey Hill ice cream, too: in the episode where Jim and Pam get engaged, look closely at the Dunder-Mifflin fridge and you'll see a Turkey Hill magnet. And, when Jim finally proposes to Pam at a rainy rest-stop convenience store, she says "yes" while standing next to a sign for Turkey Hill iced tea. "We hired an agency to do product placement," Frey says. "We don't pick the episode. We don't pick the show, necessarily." (In fact, he didn't even realize his company was featured on *The Sopranos* until after it aired.)

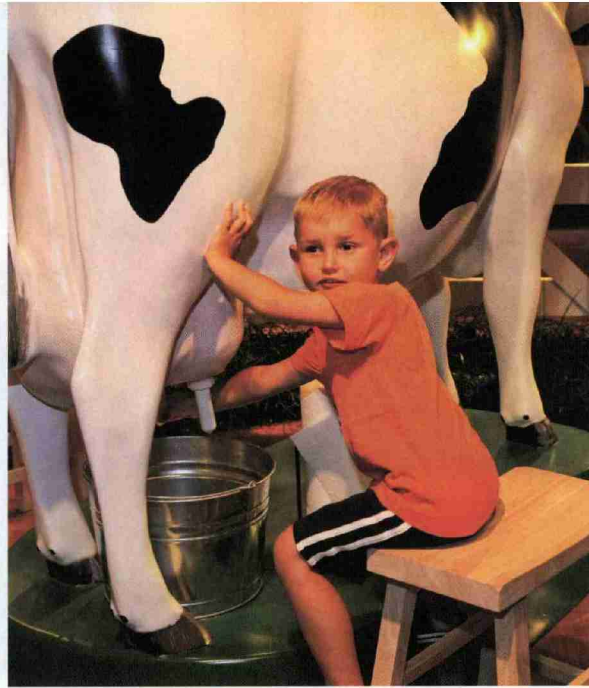
But, Turkey Hill was making inroads into the national market long before Tony, Jim and Pam. From 1954 until the 1960s, Turkey Hill ice cream could only be found in Lancaster County. Through the '60s and '70s, the company – thanks in part to Turkey Hill Minit Markets, a separately managed retail chain that first opened in 1967 – started to inch its way into surrounding counties. Then, in the early 1980s, Turkey Hill scored a coup by hiring a former Breyers executive, who helped the company break into the seemingly impenetrable supermarket industry. "We began calling supermarket chains, primarily in Philadelphia," Frey says. Philly was soon hooked, and grocery stores up and down the East Coast followed. Today, Turkey Hill ice cream is available from Maine to Mississippi, Puerto Rico and parts of the Midwest – plus, thanks to international trade shows, Peru, Chile and Bahrain.

As for iced tea, Frey says that market is still growing, so it's easier for a new name like Turkey Hill to develop a following – which it has, all the way out to the West Coast and even into Alaska.

Ice cream, on the other hand, is comfort food. "Not all food products are as emotionally connected as ice cream is," Frey observes. "People have a lot of fond memories of it."

Memories are a large part of the Turkey Hill Experience. Touch screens take visitors through decades of Turkey Hill milk and drink packaging, from glass bottles to paper cartons to plastic jugs, and illustrate how and why ice-cream boxes went from rectangles to round gallons to oval tubs called "scrounds." Huge replicas of yesteryear's drink and ice-cream containers decorate the Experience, and in the middle of it all sits an authentic 1960s Turkey Hill delivery truck that's just waiting for visitors to hop aboard. Vintage Turkey Hill toys and tchotchkes are on display, while some of the overhead lights are encased in old-time dairy cans. Plus, the famous Turkey Hill cow greets visitors as they enter. The Turkey Hill cow – she has no official name – was born in 1967 as a promotion for the Minit Markets. Over the years, four bon vivant bovines have traveled to Maine, Kansas, Florida and Puerto Rico; one has even floated in the Three River Regatta in Pittsburgh and another starred in the Mummers Parade.

But, the Turkey Hill Experience isn't just about nostalgia.



The museum also gives equal weight – and equal fun – to the history and agriculture of Lancaster County, from how the actual "Turkey Hill" got its name (prior to the dairy, Susquehannock Native Americans used the Manor Township land for hunting) to how to milk a cow (well, at least a fiberglass one!).

Turkey Hill Dairy's history began 80 years ago – at the start of the Great Depression – when Quintin Frey's grandfather, Armor Frey, began selling spare bottles of milk to his neighbors. Eventually, the dairy-delivery business spawned a fleet of trucks and iconic Turkey Hill milk boxes by everyone's front door.

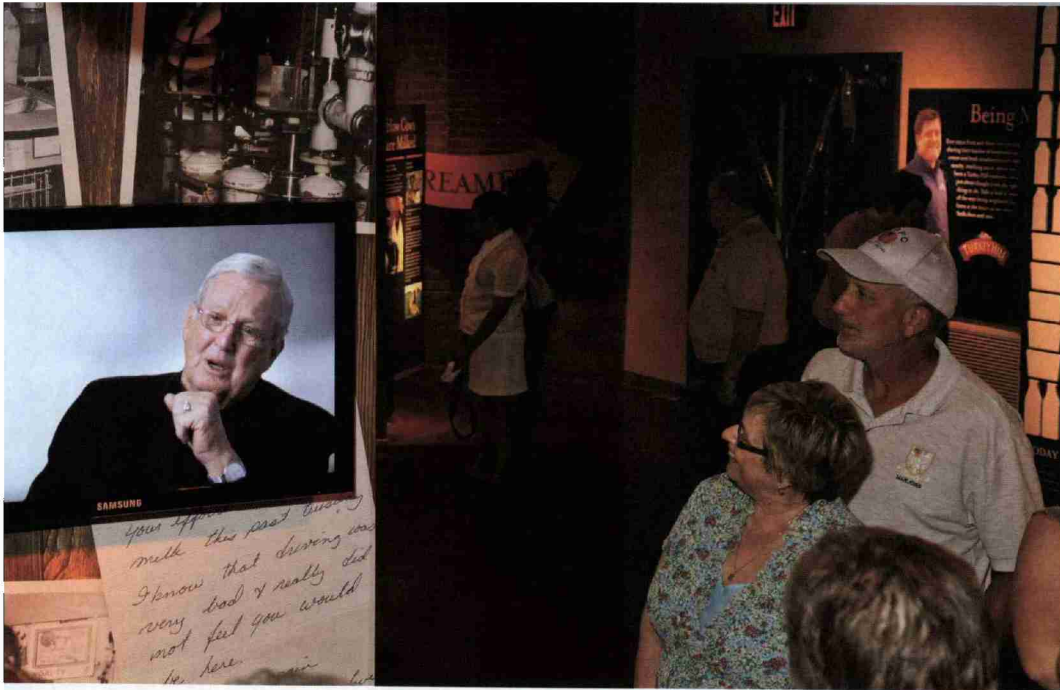
The Turkey Hill Experience's Columbia location is a nod to the dairy's history: Armor Frey's first non-neighbor delivery route was in Columbia. The museum's site – the former Ashley & Bailey Silk Mill – also demonstrates Turkey Hill's commitment to historic and agricultural preservation.

Built in 1899, the mill at its peak employed several hundred people, but was abandoned in the 1970s. For more than 30 years, the building sat silent, its façade crumbling beneath a growing tangle of weeds, as officials in Columbia Borough – which had purchased the property – debated its fate. At one point, the borough attempted to tear it down completely. Then, the state designated the property as a Keystone Opportunity Zone.

PHOTOGRAPHS BY JEFFREY HUTCHINSON, CPP © 2011 HUTCH GRAPHICS, LLC.

TURKEY HILL'S TASTY TOP 10: Gallons sold from January 1, 2000 to March 15, 2011





The Turkey Hill Experience pays tribute to the 80-year-old dairy and the area's rich agricultural history. It's expected to draw nearly a quarter-million visitors annually.

It was the perfect location for the museum the Frey family had wanted to build since the 1980s, after an ice-cream historian had suggested it.

Frey says that once Columbia officials learned about the Turkey Hill Experience, "they were very enthusiastic about finding somebody who would finally do something with this site." Through state funding, the borough finished the property's cleanup. Turkey Hill then took possession and Boston Productions, Inc. – a museum-design company that also created The Hershey Story – developed it. The old mill's stone and brick, plus some of the flooring, were integrated into the Experience, but the rest of the structure had to be totally redone.

It was a time-consuming process, to be sure – the construction crew, which hadn't had a day off in eight weeks, was still adding some finishing touches a few days before the grand opening – but to Frey, the mill's rehab was well worth the effort. "One of the reasons we were interested in doing this site as opposed to a green-field site is because it just didn't feel right to pave over some of Lancaster County's fertile, rich soil, which I like to call a national treasure," he says. (Lancaster County is the most productive, non-irrigated agricultural county in the nation.) "I'm not anti-development," he adds, "but when you have an opportunity to reuse a site like this, it's good to get." In addition, Turkey Hill Dairy has been involved

with the Lancaster Farmland Trust for 15 years, hosting the annual Country Classic benefit run/ride (which this year attracted nearly 400 bicyclists) and funding the preservation of family farms.

Turkey Hill also has incorporated an astonishing amount of green technology into its daily operations. Perhaps its most visible project is the wind-turbine system installed in 2010, in partnership with PPL and Lancaster County Solid Waste Management Authority; the two turbines have supplied 30 percent of the plant's electricity so far this year. Another alternative-energy project with PPL and Waste Management involves piping methane gas created from landfill burning. "In that case, the water they use to cool those generators creates steam, and we use that steam in our plant," Frey explains, noting the plant's yearly diesel needs have been reduced by about 100,000 gallons. Turkey Hill's location away from public water and sewer systems means it must treat its own wastewater – a situation that's created another eco-friendly opportunity. "The digester of the waste-treatment plant creates methane gas as a part of purifying the water," Frey says. "We burn that methane gas off, which we use to heat the digester tank. Prior to that, we had used propane."

Of course, the concept of "green" isn't new. "One of the greenest things that's about as old as dairies is the return of the milk crate," Frey says. "It's reusable. And, that's one we don't often think about."

This year marks Frey's 20th anniversary as Turkey Hill's president. Two of Frey's four children, sons Derek and Ryan, have joined their father at the company in purchasing and accounting roles – and it seems a fifth generation may not be far behind. "About the second words my granddaughter learned to say were, 'Turkey Hill,'" Frey laughs.

The Turkey Hill Experience is located at 301 Linden Street, Columbia. Open daily, 9:30 a.m.-8:30 p.m. Call 1-888-9TOUR-TH or visit www.turkeyhillexperience.com.



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