



Denzel's pre-Oscar turn as 'The Hurricane' is on Fox tonight.

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# Accent

SECTION F

THURSDAY  
JULY 3, 2003

THE NEWS-JOURNAL

TODAY'S FOCUS: FOOD

# Ice Age

Cool innovations, especially holders, cream of the crop

By CATHERINE KLASNE  
FOOD EDITOR

Florida native and ice-cream lover Joshua Braunfeld has that Italo Marchiony spirit.

Marchiony, for anyone who doesn't know, is often credited as the inventor of the ice cream cone. Although five other men also claimed the invention, Marchiony gets extra points for having paperwork. In 1903, the New York City pushcart vendor and restaurateur received a patent for a mold that produced an edible cup with handles, making this year the official 100th anniversary of the "cone."

These days, Braunfeld is dipping into the ice cream business, hawking his own holder for the cool treat. His invention is called Pint Pal, sort of a neoprene wetsuit for pints of ice cream, frozen yogurt and sorbet.

Marchiony pushed his cart up and down Wall Street a century ago, and Braunfeld also worked there for about six years, in investment banking. "I lost my job in October 2001, after a second round of cuts," he said recently during a phone interview.

Braunfeld said he wasn't drowning his sorrow in a pint of ice cream when he came up with the idea for Pint Pal. He was just eating straight from the carton for pure enjoyment, but the ice cream was so cold his hand was freezing, and condensation was dripping everywhere. "The first thing that popped into my head was 'pint protector' and that's what I screamed out," he said.

These sudden revelations apparently failed to scare away his then-fiancee, who was also in the apartment at the time. She stuck with Braunfeld through the development of the product, which was re-named. The two married and were

SEE ICE, PAGE 2F

The ice cream cone concept is at least 100 years old, but it's a brand new thing for 1-year-old Davis Berry of Port Orange.



FAST  
FOOD



### Diet Spotli

"Takeout tonig a familiar ref given the busy most people lea one solution for t at the end of a day — but there i a better way to pret the concept, cially if you want for health and putting on weigh

How about eas pes for making takeout favori home? A new coo collection. "W watchers Take-O night!" (Fireside \$13.95 paperback *fers some 150 r rant-type dishe the home cool make, many sho color photos.*

From the Gree sine, there's a Souvlaki With R make at home th more than rivz takeout versio cause it's still p with flavor, but i fat and calories. Once you've doi marinating, it's i ter of minutes to the savory skewe

RECIPE, PAGE 6

### Race fans: S your true co

Mitch Hedberg, who recently visite Florida, has a diffie on the boyhood fant ing a race car drive to be a race car pe just a guy who bugs er," he says. "Say I turn on the rad should slow down. we gotta keep goin cles? Can I put my the window? Man, y like Tide..."

For Pepsi 400 pa who relate strongly ticular driver, can among the items th ordered in team col as orange. Che www.colorworks. M&Ms in 21 custom like black, red and honor the late Da hardt or red and blu Gordon fans.

Colorworks eve "preselected mix" and yellow for a " #36 (which doesn't year) party," but th customers order a combination. The are available in packages for \$3.99 e shipping and handli

News-Journal/KELLY JORDAN

RECIPES ON PAGE 2F: Boysenberry Compote ■ Honey Almond Ice Cream ■ Vanilla Ice Cream

— Staff and Wi

# ICE

CONTINUED FROM PAGE 1F

together on vacation in Colorado when Braunfeld told the story of his ice cream insight. They recently celebrated their fourth anniversary.

Since April, Braunfeld, a former Publix bag boy who grew up in Westin, then a part of Fort Lauderdale, has seen his product stocked at that store and at several other major chains.

Local entrepreneurs are also inspired by ice cream. Earlier this year, Mossie Fay Mayo, who operates Flamingo Home-made Ice Cream on Beach Street, started making waffle cones on premises from her own recipe, to replace the sugar cones that crumbled too easily in their packages.

Flamingo serves the home-made cones with marshmallows stuffed in the bottom to prevent leakage and also offers cake cones purchased from an outside source.

Mayo has owned the store since January, but Flamingo has been open since 1946. She recently said it has the oldest soda fountain in Central Florida — aside from one of the same age in St. Augustine — and that's part of what drew her to it. "I just love tradition," said Mayo, who is originally from Michigan and has lived in Pierson for about four years.

She has added her own touch, though. One of her new flavors is "chocoholic," made with four kinds of chocolate and served with a cookie. She is loathe to name her own favorite flavor but allows that it's probably strawberry.

One of the newer shops in the area, Cold Stone Creamery at the Ocean Walk Village Shoppes, allows customers to customize their own flavors.

"You're the creator," said Al Murro, one of the shop's four owners, who all live in the Or-



Pint Pal was designed for people who eat directly from the carton.

lando area. The creations start with any of various ice cream bases, to which any of 42 different "mix-ins" may be added. Servers cut the mix-ins

into the ice cream on a frozen stone.

One of Murro's favorites is a "coffee lovers" combination suggested by the store. Toffee bar bits, caramel, brownies and almonds are mixed into coffee ice cream. Sometimes he changes out the almonds for pecans.

Braunfeld, being an eat-straight-from-the-pint kind of guy, likes his ingredients already mixed. An early favorite was the legendary Chunky Monkey by Ben & Jerry's, but lately he has been favoring a new B&J flavor with cinnamon swirls and oatmeal cookie chunks.

Many of us regard pints as a great way to try a variety of flavors, Braunfeld said. His research shows 20 million people in the United States choose pints, and, of those, "50 percent of the people eat directly out of the pint."

Marchionni and his fellow

coneheads have given us other choices. Choices that may require a little grace and maturity and some practiced finesse.

Or not. The little guy on the front of this section shows an ice cream cone is fun, no matter how messy.

Paul Lomartire of Cox News Service contributed to this story.

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