

A cone, a cup on camera

Snowflake Ice Cream's 'cannoli' a star on Food TV

By Liz Wood

RIVERHEAD—Customers are used to standing on line at Snowflake Ice Cream Shoppe, the West Main Street landmark whose owners, Stuart and Carolyn Feldschuh, concoct around 100 new and different flavors every year.

Last week, the line was longer than usual. For four or five hours, a camera crew from the Food TV network was there to film the Feldschuhs and their award-winning delectable invention called "Cannoli Ice Cream."

Here's the scoop, according to Stu Feldschuh. Food TV's Marc Silverstein and crew trek across the nation in search of "the best" foods, restaurants and food trends to feature on their daily show called (can you guess?) "the best of ..." Categories include best pizza, best hot dog, most decadent dessert and — coming soon — Snowflake's "best" Cannoli Ice Cream.

"They'd visited five ice cream shops in five different states. We were one of them," said Mr. Feldschuh, who admitted, "I'd never heard of them. Basically, I only watch 'The Three Stooges.' They convinced me not to hang up. They'll show us making different ice creams and ice cream cakes, and they interviewed customers and asked them for stories about the area.

"The 'Cannoli' just happened," he continued. He'd made a "Terrone" ice cream flavored with Italian nougat and, since there's a suggestion box in the store and customers whose ideas become reality receive a store T-shirt, someone asked him to make a cannoli-flavored one.

"I mixed up tiny chocolate chips and

that green stuff [angelica] I never liked in Christmas cakes, and broke bits of cannoli shells into it. Then a group of aficionados called Icecreamers

heard about it from an old guy who worked for an Italian bakery, so they tried it and served it up at their annual convention." Food TV followed, and "Cannoli Ice Cream" is now enjoying its 15 minutes of mouth-watering fame.

Based on Snowflake's longevity, the fame may last a lot longer. The store's been part of Riverhead history since 1953. It was owned and operated for 35 years by Herb and Joan Kunitz. The Feldschuhs, who then lived in Manhattan, used to buy ice cream there on their way back to the city from spending the week-

end here. The customers became owners in 1988. For 13 years now, other than three months in winter, they've been open seven days a week.

"I've done a lot of crazy things in my life, but how can you not love ice cream?" Stu Feldschuh asked himself. The Kunitzes taught the new owners everything there is to know about ice cream. "From the 1930s onward, Herb never changed with the times, never used cheaper methods or newer machines, and always used fresh ingredients," Mr. Feldschuh said. They'd managed to hold on while supermarkets and bottom-line dairy products were forcing Mom and Pop stores and parlors out of business.

"Herb was stubborn and proud," Mr. Feldschuh recalled. "His motto was: 'If you can't taste the quality, go somewhere else.'"

Customers came, and returned. They

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