

From Silver Bay to Manhattan and Beyond: Adirondack Creamery's Ice Cream

By Mirror Staff

"Even as a kid, he was passionate about ice cream," Julia Nasrani says of her brother Paul. "And one of the great things about Silver Bay was that we could have ice cream every night; at home it was reserved for special occasions."

Ice cream, of course, was not the only thing the Nasrani family treasured about Silver Bay; it was also the freedom they enjoyed, the lasting friendships they made, and the first life-giving plunge into the water they took when they arrived for their annual visit to the retreat on northern Lake George.

But when Paul Nasrani decided the time had come to fulfill his dream of becoming an ice cream maker, his thoughts returned to Silver Bay; his ice cream, he decided, would somehow evoke in people those memories of summer freedoms and friendships he associated with Silver Bay.

So in 2004, he left his job as a chief financial officer for a New York-based corporation and began making ice cream at Silver Bay while managing its general store. Today, his all-natural ice cream is sold in outlets from Manhattan to Silver Bay, and the business is growing exponentially.

"Last year we sold 800 pints a month; this year we're selling 5,000 pints a month. When we reach 10,000 pints a month, this will be my full-time job," he says.

According to Nasrani, making ice cream is the only thing he ever wanted to do. Even when he was working in an office, he was producing homemade ice cream in his Manhattan studio apartment. He made far more than he could eat, and began to share it with co-work-



ers and friends. The response, he says, was tremendous.

Anxious to learn more about ice cream production, he took a course in ice cream making from Penn State University and developed a habit of stopping into every ice cream shop he could find to talk about ice cream.

On one of those walks, he stumbled upon an auction at an ice cream shop in Grand Central Station. He made a successful bid for ice cream-making equipment, which he moved to Silver Bay and set up shop.

"What better place than Silver Bay to make and sell ice cream," says Nasrani. "The Silver Bay Store made and sold its own ice cream in the 1940s and again in the 1960s, but not since then. But it seemed like it should be a natural part of the Silver Bay experience."

Not only did Nasrani make all the ice cream for the store, which serves more than 300 people a night, he worked with Silver Bay to form internship positions which brought international students majoring in dairy and food science from Penn State and Cornell Universities to spend the summer developing ice cream flavors, producing ice cream and working in the Store.

Though the product was fantas-



Above left: Serving Adirondack Creamery's ice cream at Silver Bay. Above: Paul Nasrani, his wife Simi Mir and sister Julia Nasrani.

tic, Nasrani was unable to produce ice cream in pints to sell in grocery stores.

In 2006, Nasrani discovered Boice Brothers dairy in Kingston, which allowed him to turn Adirondack Creamery Ice Cream into a viable commercial operation.

Milk from hormone-free cows is delivered daily from eight family farms, and that's part of Adirondack Creamery's old fashioned recipe, which also includes cream, sugar and egg yolks. Nasrani then adds vanilla, chocolate, nuts, and fruits.

"We freeze our milk and cream

right inside the dairy so that the product is as fresh as possible," says Nasrani.

Although Nasrani has moved Adirondack Creamery Ice Cream from Silver Bay, he was at the campus last weekend to support the Adirondack Council.

The group was holding its annual meeting at Silver Bay, and Nasrani was offering its members free ice cream.

He lends his support to groups like the Adirondack Council, he says, because he shares their dedication to environmental protection.

"One of the reasons why we use milk from nearby family farms is that we want to reduce the fuel used to transport our ingredients and products," says Nasrani. "The people who buy our ice cream appreciate the fact that it's made within a 150 mile radius of their home, whether it's Manhattan or Lake George."

Eating Adirondack Creamery's ice cream may be correct, environmentally and politically. But it's so delicious, eating it is a guilty pleasure.