

# During the pandemic, we all screamed for ice cream

*Bill Hodgins*

This year's COVID pandemic may have robbed us of many of the pleasures we're used to, but there is always solace in ice cream.

One of the early coveted COVID wants — that seemed to go from toilet paper, then to flour and then to ice cream, says Jennifer Scates, one of the owners at Central Smith Creamery.

The ice cream producer, located on the Lindsay Road just east of Fowlers Corners, normally produces most of its product for the restaurant industry, Scates says, though they do have a scoop window at their location for those seeking a single serve.

At the beginning of the pandemic, their demand dropped as did their production, but about two months in, they noticed a big change.

It probably hit about June, which is traditional ice cream season for them.

“It caught us a little off guard. Up until then, the world was pretty much shut down,” she says. But people were turning up, and some were seeking the big tubs.

As a curbside promotion, Central Smith began to offer a variety pack — six one-litre offerings of different flavours, all for \$30. Each week, they'd mix up the pack with different flavours.

“It really caught on,” Scates says. People would drop in, maybe to get them for a cottage weekend or a dinner party, and find they liked new flavours they never tried before.