

Rotary Club of Oakville West

SERVICE ABOVE SELF

2011 Midnight Madness Ice Cream Waffle Sales a Huge Success

As reported in the Rotarooter, by chief editor Bruce Norman, RCOW raised over \$2800 from the evening's activities.

The steady stream of waffles being toasted and ice cream being cut, led to a lot of happy customers on a night when the ice cream was melting fast, let alone on the perfectly toasted waffles.

A great success that got almost everyone in the club involved



How many Rotarian do you need to sell Ice Cream Waffles?

Apparently quite a few and even then there never seems to be quite enough to meet the peak demand.

Photos courtesy of John deBelle



The layout and assembly just never seems to get any easier. Each year, we carefully mark the pieces but a year later it is just a big puzzle.



It is 6:00PM and the club is ready to go for another year bring on the customers.



Just some of the many happy customers served by the excellent group manning cash.

RCOW members in action





About our Sponsors:

For all the effort that RCOW members put in, it is the generosity of our sponsors that makes this event possible for us.

This year we received strong support from our friends at **Metro** providing much of the food and sundries. The **Metro** store (1011 Upper Middle Rd. Oakville, Ontario L6H 4L4) at 8th line and Upper Middle Road, managed by Vic Valliere, took the lead and we should take every opportunity to thank them when in the store.

The ice cream was provided by **Chapman's Ice Cream**, a Canadian family company producing high quality ice cream and frozen yogurt products from 100% Canadian Milk.

The seemingly endless supply of **Eggo** waffles came from Kellogg's Canada.

Late Breaking News:

A source close to the project revealed that with a target of selling 1300 ice cream sandwiches, it took a supply of some 2600 Eggo waffles and up to 130 bricks of ice cream to make this happen.

Given that it was extremely hot that evening, the 4000 serviettes that we gave out, came in handy to wipe up a lot of happy Oakville faces.

We did not manage to sell the entire inventory although we did a fine job over the 6 hours we were in operation. The remaining Eggo waffles and ice cream were donated to the Salvation Army Food Bank and so again people benefitted from the generosity of our sponsors.

A huge RCOW thank you to our sponsors

metro

Metro Inc. With annual sales of over \$11 billion and over 65,000 employees, Metro Inc. is a leader in the food and pharmaceutical sectors in Québec and Ontario, where it operates a network of more than 600 food stores.

<http://www.metro.ca>



At Chapman's, we're very proud to be Canada's largest independent ice cream manufacturer but we'll never outgrow the community of Markdale, Ontario in which we live and work. A sense of belonging and a feeling of family permeates the atmosphere at Chapman's Ice Cream. We may be located in a village and a little off the beaten track, but we'll never be out of touch with our customers and we'll always respond to their needs with quality products at affordable prices.

<http://www.chapmans.ca/about.aspx>



[Kellogg's Canada](http://www2.kelloggs.ca/)

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The Rotary Club of Oakville West

Rotary is an organization of business and professional persons united world wide who provide humanitarian service, encourage high ethical standards in all vocations and help build goodwill and peace in the world. Objective of Rotary The object of

Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise. If you want to be part of a highly energized group of business people who are trying to make Oakville and the World a better place, check us out.

Rotary International, founded in 1905 has over 34000 clubs world wide.

Learn about Rotary:

We meet Tuesdays at 7:15 AM

Holiday Inn

590 Argus Road

Oakville, Ontario L6J 3J3