



BRAD LOPER/Mid-Cities News

Milwaukee Joe's owner Joe Libowsky pours the base ingredients into the ice cream freezer.

## Joe's:

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the cows painted on them. The tables, made by Libowsky and Trasser, are decorated with the spots of cows. Large glass windows let the customers look in and see the ice cream being made. Even the signs proclaiming the flavors are hand-painted.

"It takes us longer to paint the sign than to make the ice cream," Libowsky said. He said the servers often have to tell customers what the flavors are because they change daily and the signs aren't always up.

Speaking of flavors, there's not one that Libowsky can't make. His flavors range from the routine triple chocolate to the extreme jalepeno pepper. Raspberry chocolate truffle, a raspberry ice cream with chocolate chunks stirred in, is a customer favorite. For coffee lovers, Libowsky makes mocha mint.

"We have total control over the product," Libowsky said. "We have the flexibility to make any flavor."

Libowsky said he has made several flavors suggested by customers.

Perhaps most amazing in Libowsky's ice cream heaven are the

ingredients. He said he goes the extra step to bring the freshest ingredients to his ice cream. Libowsky even makes his own chocolate from the 150 pounds of cocoa he buys each month.

"My whole theory is that if each thing tastes good, it will taste good together," Libowsky said.

Milwaukee Joe's, a member of the HEB Chamber of Commerce, is one of only four small ice cream manufacturers and retailers in the Metroplex. His ice cream can be found in some area restaurants and in his parlor, but not in grocery stores. Milwaukee Joe's caters events and makes ice cream cakes and pies for all occasions. Although the store has only been open for four weeks, it is already a favorite for youth field trips.

Laura Holtz, a server at Milwaukee Joe's, said the response from customers has been positive.

"They think it's neat that we make it right here," Holtz said.

Kacy Cohen, a vacationing New York police officer, is one of Libowsky's regulars. Cohen said he is glad that he found an old-fashioned ice cream parlor in this area.

"Up' north, there's one every two blocks," Cohen said. "Joe's got some wild flavors."

In its first four weeks, the business has been booming.

"Our biggest problem right now is making enough ice cream," Li-

bowsky said. He added that he stayed at the shop until 4 a.m. one night to make sure he had enough for the next day's crowd.

Libowsky said he hopes to expand Milwaukee Joe's in the future. He said he would like to open a manufacturing plant for catering. However, he said his retail shop will still make the ice cream it serves.