

while approximately 200 types are rotated between the two stores: a different one each day. Efforts to establish a Southlake location have not yet worked out. All varieties are produced at the Bedford location by a staff of about eight, including "Milwaukee Joe" Libowsky himself.

Mr. Libowsky explains the origin of the franchise, "Before this I was a Federal Agent. I just realized I wanted something else, something different. Since there are quite a few stores like this in Milwaukee, I just thought I'd try it, and hope it'd be popular. I went down to an ice cream convention in Oklahoma City, and paid somebody to teach me the basics."

The company hasn't stopped growing since then; two or three new flavors are added to a growing list every month. The ideas usually spur from a cookbook or magazine recipe or a cus-

tomers suggestion. And just how does a particular flavor like Baklava become an ice cream, while still tasting the same? Libowsky explains, "For example, I went to a restaurant that had a really good banana nut cake. I got the recipe and first made a normal banana ice cream. Then I put pieces of the cake, nuts, and some bittersweet fudge for a better taste. It turned out great. Taking something to an ice cream isn't always impossible, but it sometimes doesn't turn out how you expected."

The ice cream mentioned came from a recipe by David Rotman, owner of the Cafe Aspen. Officially called Cafe Aspen's Chocolate Banana Nut Cake, it is the first edition of a monthly promotion where area chefs create unique flavors for Milwaukee Joe's.

vertisements, and maps. They are available at the stores or they can be faxed to a business or other location. The other up-and-coming flavor additions for this month are Rocky Mountain Toffee Coffee (coffee ice cream with "Toffee Krunch"), Cookies and Java (cookies and cream but with a coffee connection), and Kahlua Cheesecake (cheesecake ice cream with brownies, fudge, and of course, Kahlua). October's sundae of the Month is Spaghetti and Meatballs... it's not what you think. Vanilla ice cream for noodles, chocolate meat balls, coconut for parmesean cheese, and a strawberry sauce top of a confusing desert.

Friendly, outgoing service, great atmosphere, reasonable prices and of course gourmet ice cream deserve at least a one time taste. The ice cream gods definitely broke the mold with Milwaukee Joe's. For now, let dreams of dairy products dance in your heads.

- *Chocolate
- *Cookies and Cream
- *4 Berry
- Sorbet
- *Andes Mint
- *Just Java
- *Reeses and
- Fudge
- *Strawberry
- *Triple
- Chocolate
- *Vanilla

The nearest Milwaukee Joe's is near the Harwood / Norwood intersection next to Winn Dixie. Call 581-

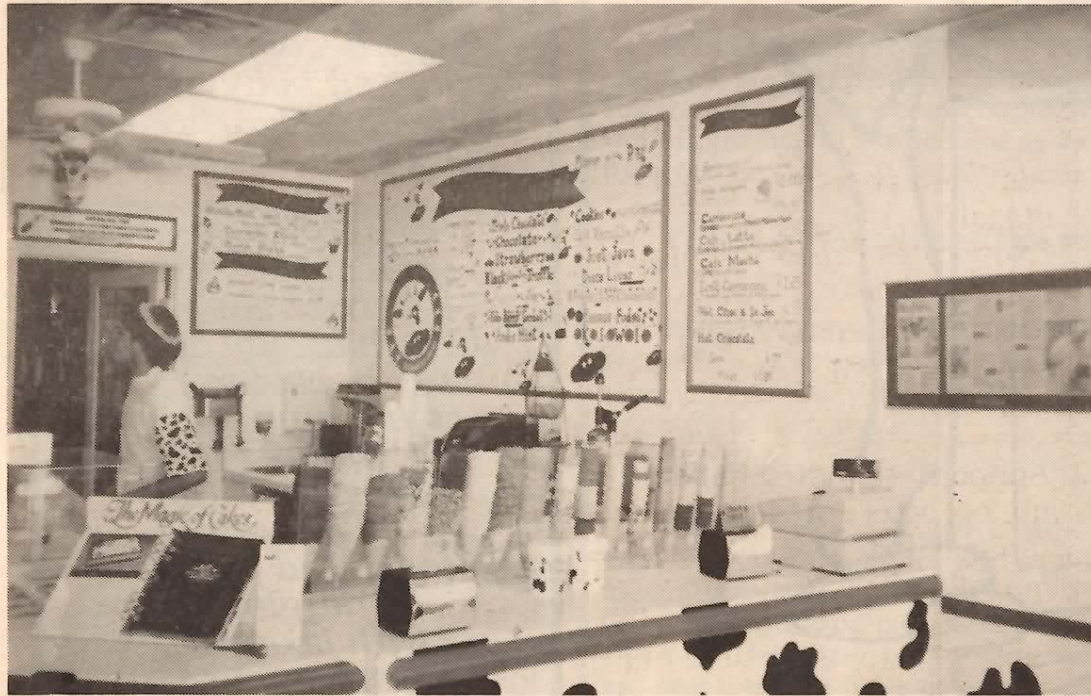


Photo by Will Potter

"Milwaukee" Joe Libowsky went from Federal Agent to ice creamer extraordinaire and established Milwaukee Joe's.



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Unusual gourmet ice cream for reasonable prices is available at Milwaukee Joe's in Bedford and Fort Worth.