



TERI VOLLMER/SOUTHLAKE JOURNAL

Jack Libowsky enjoys his Disco flavor ice cream at Milwaukee Joe's in Southlake Town Square on Sept. 13.

Ice cream store in national spotlight as site of commercial

BY ZACH WARNER
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Joe Libowsky, owner of Milwaukee Joe's ice cream store in Southlake Town Square, must live the charmed life.

Not only has his business made a name for itself locally with its popular ice cream specialties, Libowsky has several times stumbled into situations that have produced far-reaching publicity for his stores.

The store's latest trip into the spotlight is due to a commercial that will be filmed this weekend at the Southlake store by national communications company Verizon.

"It sounds like a fairly major production," said Libowsky, who also owns Milwaukee Joe's stores in Bedford and Dallas. "There will be actors and actresses, a filming crew and the whole works."

And why a commercial for the telecommunications giant at a local ice cream store? It has to do with the plot of the ad, which

advertises a new high-speed Internet service that will be offered in the Dallas-Fort Worth market.

The commercial centers around a teen-age boy who does everything fast, just like his high-speed Internet provider. He even eats ice cream fast, according to the script. So, wanting to be authentic, the producers of the Verizon ad searched for an actual store at which to film the spot.

Because the company is using Northeast Tarrant County as one of its test markets for the service, Verizon looked at ice cream shops in the area as possible locations for the shoot.

That's where the unique style of Town Square became an advantage to Libowsky's chances, he said.

"They considered Sheridan's (Frozen Custard) in Watauga, and they also looked at

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Joe, Jack, and Teri Libowsky, in front of their ice cream store, Milwaukee Joe's, on Sept. 13. Joe, who has owned the business in Southlake since 1999, has had his business in the national spotlight several times over the past five years. The latest dose of far-reaching publicity for his store will come as part of a Verizon commercial, to be aired across the country, that will be filmed on location at his business this weekend. -photo by Teri Vollmer