

Jordan's Ice Creamery starts off strong

By BOB MARTIN | May 09, 2015

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BOB MARTIN/CITIZEN

CRAIG JORDAN, owner of Jordan's Ice Creamery, said the ice cream shop has already been busy. He has many plans for the upcoming summer, including "ice cream flights" featuring some wacky flavors.

BELMONT — The warm weather appears to be here to stay after a bitter cold winter, and ice cream lovers have taken notice, as Jordan's Ice Creamery posted its best April ever.

Jordan's Ice Creamery is in its 21st year of existence, [according](#) to owner Craig Jordan. He explained that his parents, Eric and Gail, started the company, and it was really intended as a second form of summer income, as his father was a local school teacher. The Jordans had four children and they thought this would help.

Jordan said one day they put an open [sign up](#) and within minutes there were customers looking for ice cream. The first day they sold out of ice cream, and they realized that the little ice cream shop could be something special.

Craig Jordan now runs the shop, but his parents are still around working. Jordan also said he has a great staff of workers, many of whom have worked there for years. Jordan said what sets them aside from other ice cream locations is that they make their own ice cream. Jordan and his manager make it themselves and they are still toying with a [process](#) to keep up with the growing demand.

"There just aren't that many places that make their own ice cream anymore," said Jordan. "We try to keep things as natural as possible. Our mix doesn't have any growth hormones, there's no preservatives. I think we have very good ice cream."

While Jordan's offers around 35 different ingredients of ice cream, as well as soft serve and sorbets, they also have a few tricks up their sleeves to keep things fresh.

He said just about every day they have a consistent flow of customers – and the summer hasn't even started yet. He said it is great to see familiar faces come [back](#) year after year to try out what Jordan's has in store.

Jordan said he and his wife love to go out to eat and try new things. He has taken that mentality to his ice cream shop and has been known to create some wacky flavors like white chocolate habanero, a Fat Elvis – which is peanut butter, bananas and bacon z – or even gin and tonic.

“So far, so good,” said Jordan. “You never really know, but people get really interested in the flavors and seem to like them.”

Jordan plans to also offer “ice cream [flights](#),” which are similar to beer samples at restaurants but using ice cream instead. There will be several types of ice cream in the flight, with new ones made each month. He bought several hundred paddles for it, and he plans to make obscure flavors for people to try a little of each. Jordan has a few ideas on what he would like to make, but he doesn't want to ruin the surprise. The customers will be able to bring the paddle home after and come back the next month and get a flight for a lower price.

“I've got a list of, like, 40 flavors that I'm looking to make,” said Jordan. “I mean, really different stuff. I've got a lot of weird, different flavors here I'll have ready in the next few weeks.”

Jordan said hands down the most popular flavor is still salted caramel crunch, saying he just can't make enough of it. It is also a time consuming flavor to make, and it requires a lot of work.

“I'll make 20 gallons of it and it will be gone in a day,” said Jordan. “I mean, I cannot keep it in. We go through so much there is not a time in the day.”

Jordan said they are training people to help make the ice cream, and toying with scheduling strategies to keep up with the demand. He plans to make ice cream at night so they can have enough for the day. Once the day starts, Jordan said it is far too [busy](#) to be in the shop making more ice cream.

“Making ice cream while running four [windows](#) can get a little problematic,” said Jordan. “Especially when things are getting busier. But we don't want to worry about not having enough ice cream for the next day.”

While the shop has remained very much the same in feel as it is family owned with workers who have been there for years, he said they have evolved over the years, branching out to working events and selling to local [stores](#).

“I try to run the place similar to how my dad ran it,” said Jordan. “A lot of the things that I think make us great are [customer service](#), cleanliness and important things like this. I tried to basically run it like he has done over the years. But I'd say the way we change is that I think it has gotten bigger than we ever thought it would get.”

Jordan's Ice Creamery is located at 894 Route 106 in Belmont. They are currently [open](#) from 2:30 to 8:30 p.m. on Monday through Friday, and starting Memorial Day weekend they will be open from 11:30 a.m. to 8:30 p.m. For additional information, call 267-1900.

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Staff Profile

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