

Lakes business

A family business of cool treats for summer

Jordan's Ice Creamery turns 20

By BOB MARTIN

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Known for its variety of homemade ice cream, Jordan's Ice Cream is celebrating its 20th anniversary this year. Owner Craig Jordan said that he had their earliest opening in history after a persistent winter, and that they have already been as busy as possible.

"We've been opening earlier and earlier each year," Jordan said, noting that they have been opened since April 1. "The day we opened it was 48 degrees and sunny, and after this winter I felt like 78 and sunny. We were packed for the first four weeks we've already had some of our busiest days."

And this is only the beginning of the busy season for Jordan's, with the steamy days of July and August on the way.

He said that they go through about 50,000 gallons of ice cream each summer, and that amount has been rising year after year. Jordan explained that at the busiest of days there will be cars parked up and down Route 106 from Main Street for people to get their hands on the delicious, homemade flavors that they offer.

These customers take their ice cream seriously, and according to a recent WMUR poll, it is the Granite State's favorite ice cream for the third straight year.

"There are a few around the state, but not many make their

own ice cream anymore," said Jordan. "A lot more or another, we have all been in here scooping ice cream." Jordan said, and added that he learned how to make ice cream at the age of 12 and has been making the majority for the past eight years. "But this is my dad's baby. He is very critical of the process — in a good way. I need him here because he sees the things that I don't see. So does my mom, so that helps a lot."

Jordan said that since the creamery was opened by his parents Eric and Gall, they have been making their own ice cream with top of the line ingredients. For example, the Maple Walnut Ice Cream has real maple syrup.

"When my parents started the place they tried hundreds of ingredients to find the best ones," Jordan said. "It can cost more sometimes for us to make, but to make a good product you need to spend a little extra. If you buy cheap ingredients, I will be cheap ice cream."

Jordan explained that 20 years ago his father was a teacher at Laconia Middle School and was looking for a way to pay the bills and support a family with four kids during the summer season. He knew that Route 106 is a busy road, but expectations were modest at the start, but expectations have been far exceeded over the years.

Eric Jordan was well known in the area, Jordan said, not only because he was a teacher but because he also owned the Belmont Village Store for years prior.

"Both of my parents are the hardest working people I've ever met, and I think that translates into how well this business has done," Jordan said.

While Jordan is the owner of the store, he said that his father and mother are always still around working. He said that his father makes all the waffle cones each morning, and his mother decorates the cakes.

Over the years Jordan and his two older brothers and sister

worked at the creamery. "A lot more or another, we have all been in here scooping ice cream." Jordan said, and added that he learned how to make ice cream at the age of 12 and has been making the majority for the past eight years. "But this is my dad's baby. He is very critical of the process — in a good way. I need him here because he sees the things that I don't see. So does my mom, so that helps a lot."

Jordan said that while they only have one location, they branch themselves out by distributing to some stores, working events, have stands at NASCAR races, Soul Fest, Timberman and more. He said that while their business may be pushing the limits at the little shop in Belmont, there is no concrete plan of expanding at this time—although the thought has arisen from time to time.

For now, he said that the loyal customers of Belmont and the Lakes Region keep coming back for more. Jordan said that many have their favorites, but others keep trying new flavors. There are always the customers who stop in while driving by and needing something to do over the summer.

However there are also others who keep coming back. Some, he said, come back and order the same flavor over and over again. Jordan even said that a customer came in and they didn't have a batch ready, and he was jokingly threatened with a cane.

Jordan said that his favorite kind is salted caramel crunch, which he created last year for the first time. He said that he can barely keep it in stock because it sells so fast, and needs to make sure he makes eight or nine tubs per weekend for it to last. Each



BOB MARTIN/CITIZEN

CRAIG JORDAN, owner of Jordan's Ice Creamery in Belmont, makes a batch of cookie monster ice cream. Jordan's is celebrating 20 years of business this year.

tub is 2.5 gallons, so that's a lot of ice cream.

Other fan favorites include raspberry truffle, s'mores, chocolate chip cookie dough and moose tracks.

For those who haven't tried Jordan's Ice Creamery, Jordan said that they'll be around all summer and well into the fall, from 11:30 a.m. to 9 p.m., and will have a variety of flavors on hand.

"We are very, very proud of what we do and we have been doing this for a long time," Jordan said. "I believe that if you try our ice cream once, you will come back. I have no doubt about that because we have 20 years behind us now to prove it."

Jordan's Ice Creamery is located at 894 Route 106 in Belmont.

For more information check them out on Facebook or call 287-1900.