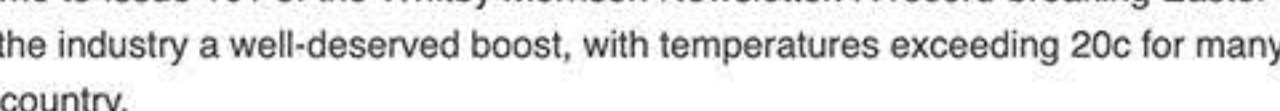




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May 2019 – Issue 101

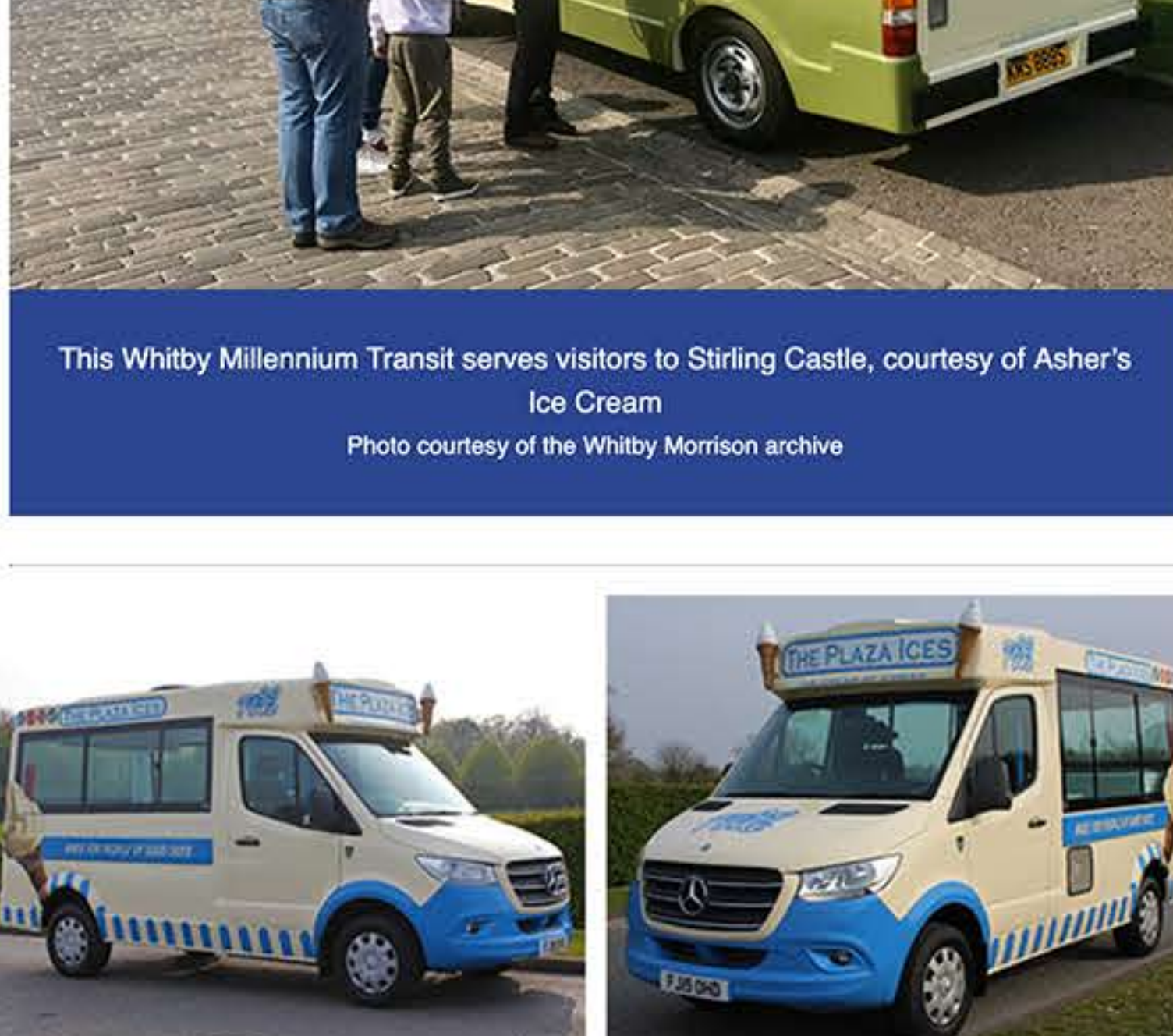


Welcome to Issue 101 of the Newsletter

Welcome to Issue 101 of the Whitby Morrison Newsletter. A record-breaking Easter has given the industry a well-deserved boost, with temperatures exceeding 20c for many parts of the country.

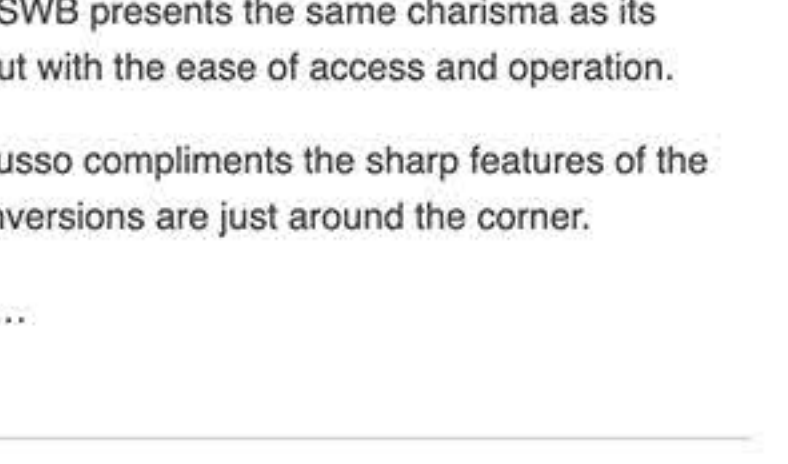
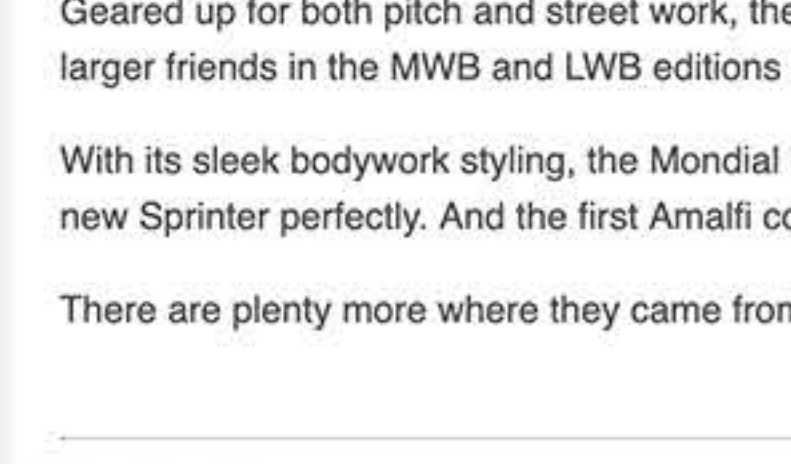
We begin this month with the exciting news of the first SWB chassis hitting the road. We also take a look at the most technically advanced Ice Cream Van ever built. There's community involvement too and another great story from the ICA archives.

Photo of the month



This Whitby Millennium Transit serves visitors to Stirling Castle, courtesy of Asher's Ice Cream

Photo courtesy of the Whitby Morrison archive



The New SWB Chassis hits the road

Good things are worth waiting for, and with the new SWB Sprinter Chassis from Mercedes that was exactly the case.

Geared up for both pitch and street work, the SWB presents the same charisma as its larger friends in the MWB and LWB editions but with the ease of access and operation.

With its sleek bodywork styling, the Mondial Lusso compliments the sharp features of the new Sprinter perfectly. And the first Amalfi conversions are just around the corner.

There are plenty more where they came from...



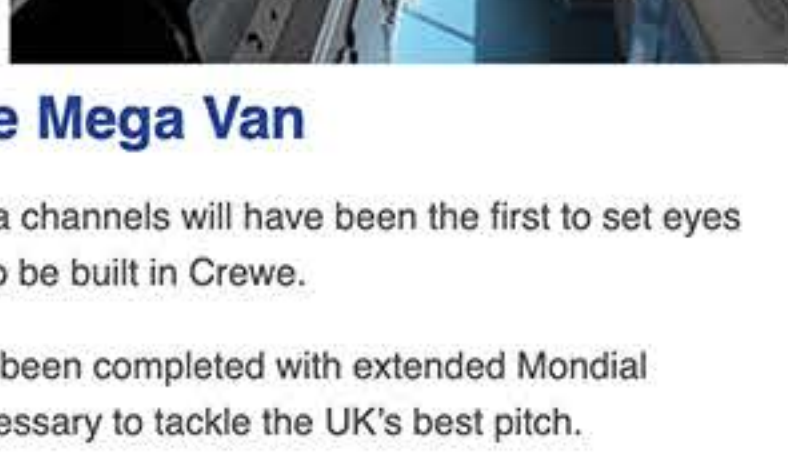
Record Breaking Easter

It has often been the case that cold and damp Bank Holidays are as British as Ice Cream Vans and Double Decker buses, but not in 2019.

Of course, Easter was late this year (I've never really understood that) which perhaps helped avoid some of the worst weather, but 4-days of 20c and sunshine? Over a bank holiday? Surely not?

Well it was most certainly the case for many and the deserved booster that the ice cream Mobilising industry has been crying out for. We were dealt an early season bonus in February but had little else since.

More of the same would be very welcome for May Day and Spring Bank Holiday... lets all keep our fingers tightly crossed – even if it's just reasonably mild and dry, that'll do.



London Eye Mega Van

Followers of the Whitby Morrison Social Media channels will have been the first to set eyes on the most impressive Ice Cream Van ever to be built in Crewe.

The LWB 516 Mercedes Sprinter chassis has been completed with extended Mondial Lusso bodywork and all of the equipment necessary to tackle the UK's best pitch.

Kitted out with 2x New Rapida X, 2x Cargipiani Triple Spin and enough space for several members of staff, the Mega Van is geared up to tackle any Mobiling obstacle in existence.

It also features an on-board generator system, satellite EPOS and a quadruple chilled holdover system.

If you're in London it is well worth a visit to the London Eye to see the van in the flesh. You won't be disappointed.



Ice Cream Vans in action: Play your part and save 10% on spares

Here at Whitby Morrison we love to see Ice Cream Vans in action; generating smiles and serving ice cream to the crowds surrounding them. We've built up an impressive archive in recent years but want to continue it's development – and we need your help!

Every week we will be posting on the Whitby Morrison Facebook page helping you to submit photos of your vans in action. At the very least it will help us to build an archive of Ice Cream Vans doing what they do best; making people smile. In addition to this, we will choose a weekly winner who will be awarded a 10% off spares voucher as a thank you.

Please keep a close eye on the Facebook page for further information.

[visit the Whitby Morrison Facebook page](#)



Whitby Morrison in the Community

Whitby Morrison are delighted to announce our partnership with Cheshire Constabulary and Cheshire East Youth Services.

We have an exciting project on the horizon that will bring opportunities to the those in the local area suffering from a lack of privilege and seeking a chance to be a part of something.

All will be revealed in due course...



All roads lead to Whitby Morrison

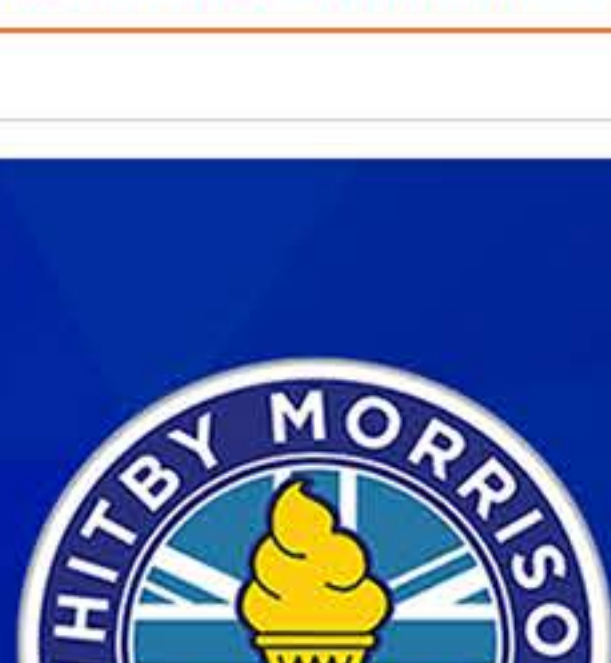
Whitby Morrison are delighted to have secured a second 'Home of Ice Cream Vans' sign.

Both main routes into Crewe from the M6 Motorway now greet drivers with a message from one of the town's finest products.

The original sign was installed almost 12 months ago and has generated fantastic publicity for the town of Crewe.

Our sincere thanks to Crewe Town Council for their support in making this happen, we're very proud.

[Visit the Whitby Morrison website for more information](#)



Whitby Morrison Video: Technical Assistance Films

Video media is becoming increasingly popular and important in both the social and business world. Many of you will be familiar with the 'Working with Whitby Morrison' series that we produced and released in late 2017.

You can view the series of 15 films [here](#);

An Ice Cream Van is an important place of work and with so many technical and moving parts, it can be quite daunting for even the most experienced of Mobilier. Whitby Morrison have begun to put together a series of films to help alleviate potential challenges and make each working day smoother. Beginning with the assembly, disassembly and troubleshooting of the soft ice cream machine, the first videos are due for release imminently. Please keep a close eye on the social media channels for more information.

[Visit the Whitby Morrison YouTube channel here](#)



Ice Cream Alliance: The Gregorio Family

In conjunction with the Ice Cream Alliance, we're delighted to bring to you a monthly feature talking about the Mobiling industry from the national trade body.

This month, we learn about the famous Gregorio family of Newcastle Upon Tyne – an absolutely brilliant group of individuals with infectious personalities.

Please click on the link to access the full article on the Whitby Morrison website.

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