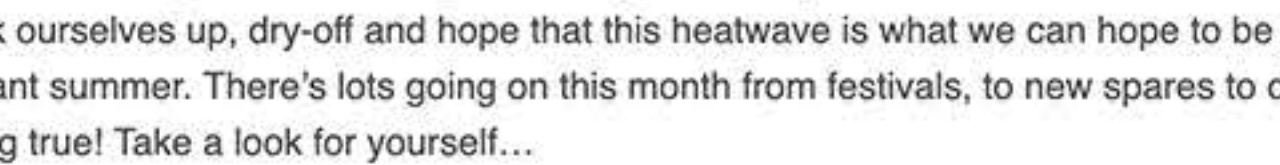




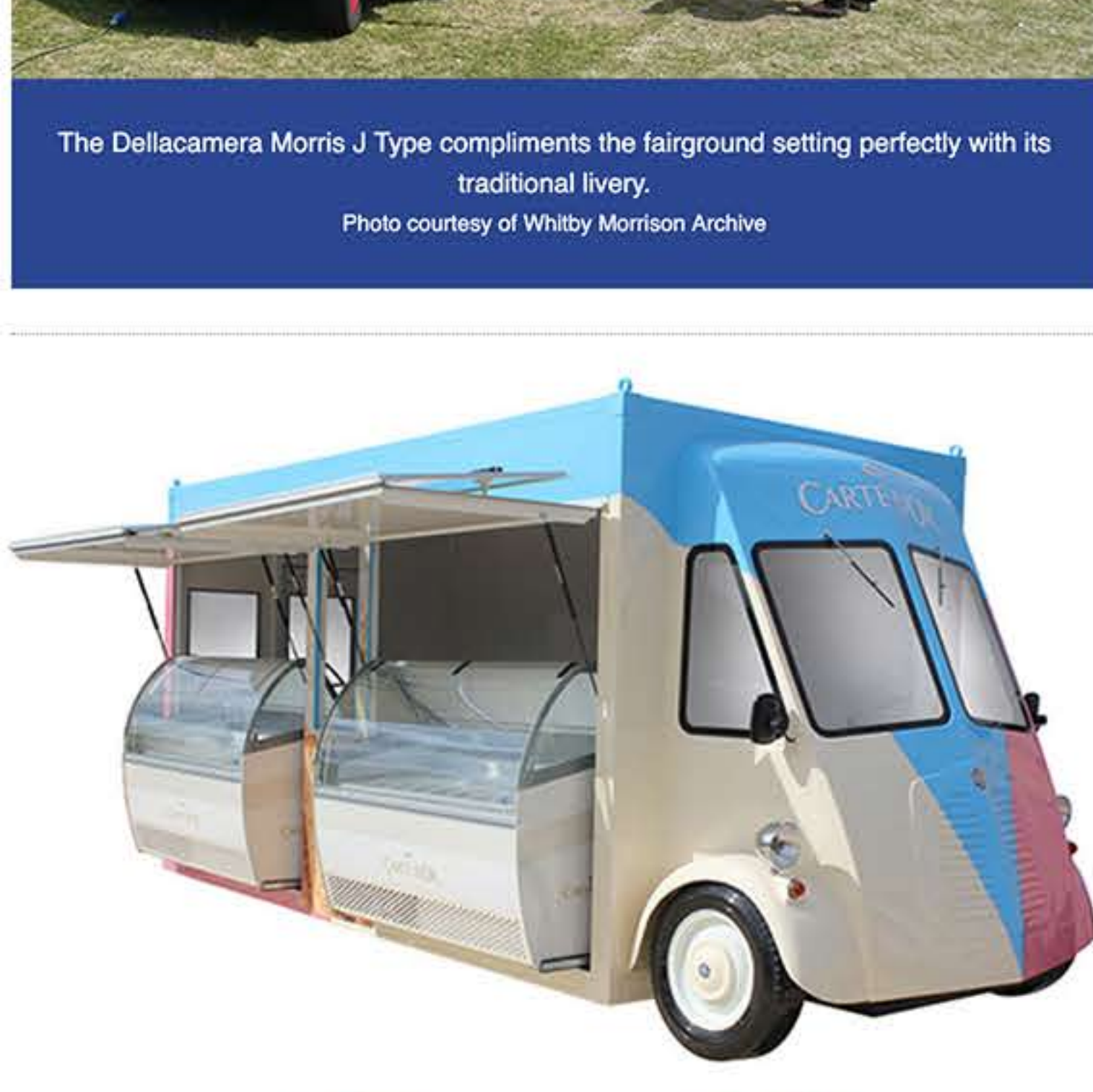
T: +44 (0) 1270 581 318 E: info@whitbymorrison.com
July 2019 – Issue 103



Welcome to Issue 103 of the Newsletter

Welcome to Issue 103 of the Whitby Morrison Newsletter. It's been pretty miserable in truth but we're in this game for the long term, not just a dampened month here and there. Time to pick ourselves up, dry-off and hope that this heatwave is what we can hope to be a pleasant summer. There's lots going on this month from festivals, to new spares to dreams coming true! Take a look for yourself...

Photo of the month



The Dellacamera Morris J Type compliments the fairground setting perfectly with its traditional livery.

Photo courtesy of Whitby Morrison Archive



Introducing the Jumbo J Type

Whitby Morrison are delighted to officially launch the JJT (Jumbo J Type), a vintage styled kiosk concept for all Ice Cream and related applications.

Initial prototypes were produced for Unilever and operated under the Carte D'Or branding during 2018. Trials proved successful and the project has been put into full swing with this latest development.

The variants are virtually endless; the unit shown here is static and currently operating in Brighton. The JJT can be made in any dimension and fitted to a chassis from a statically positioned unit to a fully towable trailer.

The bodywork is constructed using a metal framework before being clad in glassply. The front end is naturally completed using the vintage J Type styling.

Whether it's a slide out scoop cabinet, soft ice cream application or hot food concession; the JJT can be purpose-built to suit your requirements.

For further details please call us on 01270 581318 or email info@whitbymorrison.com



Ice Cream Dreams (can come true)

Whitby Morrison recently took the opportunity to help a little girl realise her dream of serving an ice cream from a van.

Six-year-old Chloe Mellor had spent many months wishing in fountains and on eyelashes but wouldn't tell her mum what it was that she wanted.

Eventually she told her that she dreamed of serving ice cream from an Ice Cream Van. An appeal on social media led to Whitby Morrison getting in touch and helping to make Chloe's dream come true.

As regular readers of the Whitby Morrison newsletter will know, our commitment to the community remains one of our key focuses and to help Chloe was a truly proud moment.

[Read the full story](#)



Can we have the summer now please?

We began the year with unseasonal sunshine and temperatures of 20c in February! A false dawn perhaps with the odd bright day subsequently ruined by periods of wind and rain.

And since then it's been pretty rubbish; the start of June was as wet as many of us can remember. Flooding up and down the country – and in places that don't even have rivers! Crazy stuff indeed.

The summer of 2018 was always going to be a hard act to follow and the weather is not something we can control (contrary to the belief of some). The law of averages suggests we should be due a few pleasant periods of settled weather – lets make the most of it when it happens!



Glastonbury returns for 2019

After a year off, Glastonbury made a welcome return for 2019. The world's most famous music festival provides an opportunity for all manner of catering businesses to embrace the community culture.

The ice cream concession at Glastonbury is managed by a leading London-based mobiling company and saw more than 30 Ice Cream Vans on site over the weekend. An impressive sight in itself!

Indirectly Glastonbury stirs that feel-good factor for other festivals taking place up and down the country which in turn provide excellent ice cream sales opportunities.

Best of luck to all of you taking part in music festivals throughout the summer period.

Carpicare Kits available now

With the launch of the Rapida X, Whitby Morrison and Carpigiani have produced the highest performance van model soft ice cream machine to date.

Whitby Morrison are proud to offer a wide range of spares and back up service. In conjunction with Carpigiani we have developed the Carpicare kit.

The tune up kits supplied by Whitby Morrison in recent years have proven incredibly popular and the Carpicare kit takes the spares concept to another level.

Suited to all Uno and Rapida models, the Carpicare kit will ensure your machine is kept in tip top condition and performing as it should.



Priced at £70.00 plus VAT

(more than 10% saving if items bought separately), the kit includes:

- Carpilube tube
- Pointed valve
- R pump spring
- O ring set
- O ring extractor tool
- Duckbill valve
- Beater seal
- Cleaning brushes
- Pumpshaft oil seal

[Buy the kit](#)



British Heavyweight Title awaits Nathan

The momentum has been building and the tension is close to boiling point as Whitby Morrison's very own Nathan Gorman prepares to fight for the prestigious British Heavyweight Title.

At just 22 years of age, Nathan has a 100% record of 16 victories from 16 fights. He will face his toughest test to date when he locks gloves with 21-year-old unbeaten Daniel Dubois.

On 13 July the two top the bill at the O2 Arena in London, a fight which has drawn attention across the ice cream industry. It'll be broadcast live on BT Sport too.

Both fighters are tipped as the brightest prospects in Boxing and will no doubt produce what is one of the most hotly anticipated fights in many years.

Keep an eye on the Whitby Morrison social media channels for more info in the build up to the fight.



Ice Cream Vans in action – your images

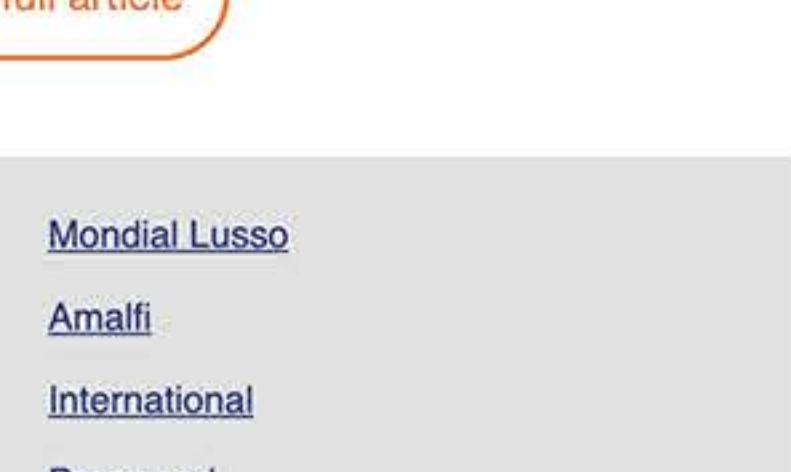
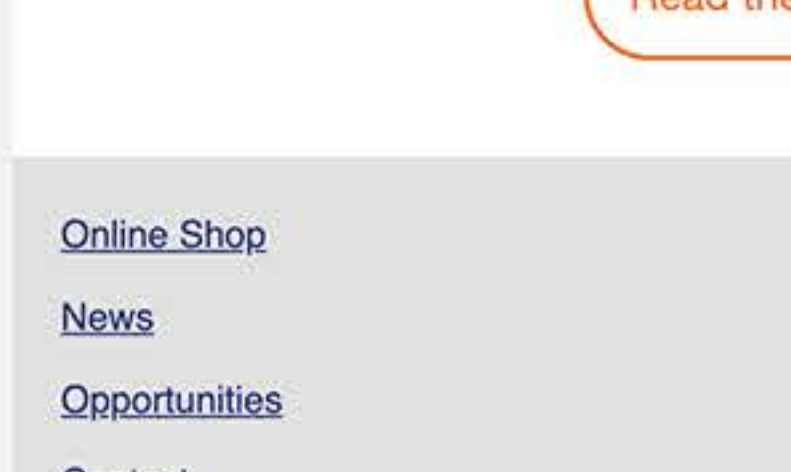
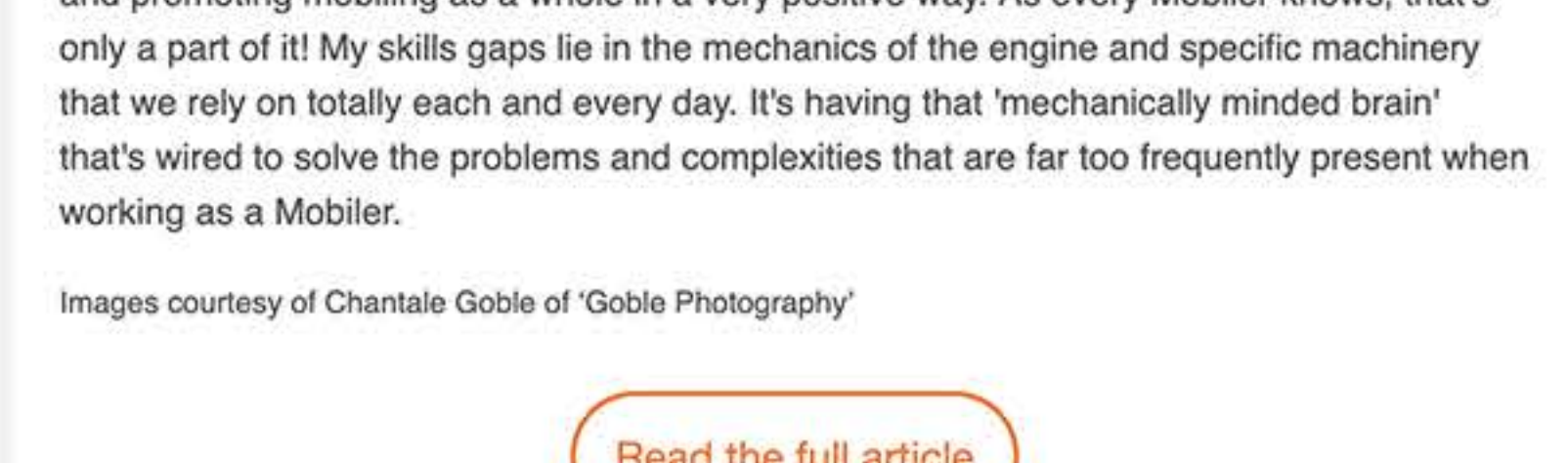
We've had some great photos submitted in recent weeks, thank you to everyone who has taken part so far.

If you're a little late to the project, Whitby Morrison are inviting people to submit photos of their Ice Cream Vans in action with a chance to win a £25 spares voucher every week throughout the summer.

There's a distinct lack of photos of Ice Cream Vans doing what they do best; making people smile. And by doing this, we're building up a great archive of the industry and safeguarding it for the future.

Have a look at the Whitby Morrison Facebook page for further details and to have a chance to win. There's no limit on how often and how many times you can enter – just keep those photos coming!

[View more on Facebook](#)



Ice Cream Alliance: Mobiler Katy Alston

Every month we are delighted to feature a guest article from the Ice Cream Alliance. This month we have a lovely heartfelt piece from Katy Alston, the introduction to which is below.

It seems incredible that I'm now entering my seventeenth year as an ice cream Mobiler! I appreciate that in comparison to many, I'm still only a youngster! As I look back to the challenges of the early years, as a first generation Mobiler, I am rather proud of what I have achieved. However, the success is by no means solely down to me.

I believe that I offer excellent customer service, as a previous nurse our vans are always 'clinically clean', and we've worked incredibly hard at marketing, business development and promoting mobiling as a whole in a very positive way. As every Mobiler knows, that's only a part of it! My skills gaps lie in the mechanics of the engine and specific machinery that we rely on totally each and every day. It's having that 'mechanically minded brain' that's wired to solve the problems and complexities that are far too frequently present when working as a Mobiler.

Images courtesy of Chantale Goble of 'Goble Photography'

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