

Ice Cream Manufacturer Mini Melts Appoints Director of Sales for its USA Amusement Park and Distributor Operations

PR Newswire | 15 Jul 2010 | 10:27 AM ET

NORWICH, Conn., July 15, 2010 /PRNewswire via COMTEX/ -- Shawn Kilcoyne, CEO of Mini Melts USA, Inc., www.Minimelts.com announced that David S. Tade is joining the company as Director of Sales. Mr. Tade previously held a variety of positions in 13 years at Dippin' Dots in areas such as operations, customer service, sales, training, marketing, business and system development, and management. Mr. Tade will focus on cultivating existing distributors, as well adding new partners to our distribution network. Additionally, Mr. Tade will work with new and existing IAAPA member customers in the amusement park industry. "I am committed to providing exceptional field service to our customers and network of distributors," noted Tade.

"With over 13 years of industry experience, David Tade is a priceless addition to our organization," noted Shawn, "but experience alone was not the reason for inviting Mr. Tade to join our team. Mr. Tade holds himself to a higher standard and he is a moral and ethical person with an exceptional work ethic. Our entire team at Mini Melts is committed to delivering an outstanding product to our customers and to support them with exceptional customer service and David is committed to this mission." In accepting the position, Mr. Tade cited numerous reasons. "I am thrilled to be part of such a growing and exciting organization. I sincerely believe that working together with the Mini Melts team, we can do great things. These are exciting times for Mini Melts and I eagerly anticipate embarking on this journey with everyone." "Beginning as teenagers," added Dan Kilcoyne, who serves as president of Mini Melts USA, Inc., "Shawn and I have devoted our entire professional careers to this industry. When we began as Dippin' Dots dealers in the 1990's, David Tade was of great assistance to us as we grew to become one of their largest dealerships." Mini Melts produces cryogenically frozen ice cream in a patented process that uses liquid nitrogen to flash freeze the ice cream in seconds and lock in the flavor. The product is continuously kept at -40 F until served to the consumer.

The ice cream is offered through kiosks, vending machines, carts and serving freezers in various venues such as theme parks, entertainment centers, shopping malls, zoos and anywhere people, particularly children, congregate. Mini Melts is manufactured in a 25,000 square foot facility located in Norwich, CT. The plant now has the capacity to produce over two million gallons of ice cream annually.

SOURCE Mini Melts USA, Inc.

www.prnewswire.com Copyright (C) 2010 PR Newswire. All rights reserved -0- KEYWORD: Connecticut
INDUSTRY KEYWORD: FOD

RST

REA

ATL SUBJECT CODE: PER

URL: <http://www.cnbc.com/id/38260846/>