

Celebrate the Sweet Taste of Success Farfar's Marks 25 Delicious Years

By KEITH L. MARTIN

Over the past 25 years, Duxbury has seen many changes, but one thing has remained true (and delicious): Farfar's ice cream.

Since first opening its doors on St. George Street in 1979, Farfar's Danish Ice Cream Shop has relied on the same recipe for its ice cream from their first cone to the ones being enjoyed today.

"We may have added new flavors, but we haven't touched that original recipe in 25 years," said Farfar's owner Andra Carleton. "We've had no reason to."

That original recipe was the brainchild of the man who inspired the shop's name, Carleton's father, Walter Simonsen, or as his grandchildren called him "Farfar."

Simonsen worked for H.P. Hood in the 1960s and when his daughter was ready to open her own ice cream business, she coaxed him out of retirement to create the base that all the shop's flavors are based on. That year, the family affair created not only the base flavor but also their first flavor, Danish Sweet Cream,

continued on page 25



Farfar's owner Andra Carleton says that while times have changed, the original ice cream recipe has remained the same for the past 25 years.

Farfar's Celebrates 25 Years

continued from page 1

which remains a favorite to this day.

"His co-workers called him a 'guru,'" said Carleton of her father. "We relied on his expertise to open this store and he made sure we used his knowledge to get the best ingredients and the best flavors."

The one Duxbury location eventually spawned other ice cream shops in the 1980s in Washington state, Arizona, Maine and other states, totaling 21 Farfars across the nation by 1985.

"The franchising experience kind of just happened to us, it wasn't a plan," said Carleton. "Fortunately, we could say, okay, we don't want to franchise anymore and that's what we did."

In February, the only other Farfar's, in Issaquah, Washington, burned down, leaving the St. George Street location, as the first and the last of its kind.

The shop has also received its number of accolades over the years, being listed several times in *Boston Magazine* and *South of Boston* as the top ice cream in the state and recently achieved national recognition in *Entrepreneur's* Best



This year, Farfar's will hold a reunion of all its workers from the past 25 years. Not yet Farfar's alumni are current staff members Alison Cacmar, Christina Caldwell, Emily Nolan and Jen Kovalski.

Woodworkers, do a little bit of everything at the shop.

From repairing refrigeration equipment to sweeping floors and taking turns in opening and closing the shop, it is truly a family affair, said Carleton.

Equally as vital to the shop's success, she said, are the smiling faces behind the counter who take orders and serve up sweet treats for customers.

"The young people I've had working here are just great kids," said Carleton. "I enjoy being part of them growing up and watching them go through the process

lawyers, doctors, artists and even members of her family.

"My daughter-in-law Alexandra worked here when she was 16 and met my son, Jason," she said. "That started their courtship and now they are married."

Carleton is holding a reunion for all her former employees later this year and is still seeking out those who manned the scoop or frappe machines to join them in sharing stories and memories of their time at Farfar's.

In addition to good ice cream and good people, Carleton also hopes that cus-

the best ice cream in the state.

While rich and creamy ice cream has been a staple of the business' success, so has a good stable of help, said Carleton.

That assistance begins right at home with husband Stephen and son Jason who, in addition to running Millbrook

ing and other life experiences."

Pictures of Farfar's alumni are featured on the walls and their educational achievements are marked by the collegiate pennants that hang above the counter.

Carleton has seen former Farfar's workers go on to be

atmosphere when they pull into the parking lot.

"We've seen a lot of 'family time' here and that's great," said the 37-year resident of Duxbury. "We are a real family business and I think the atmosphere here makes people feel comfortable. It's important not only that the product is good, but we provide services for someone looking for a good, family time."

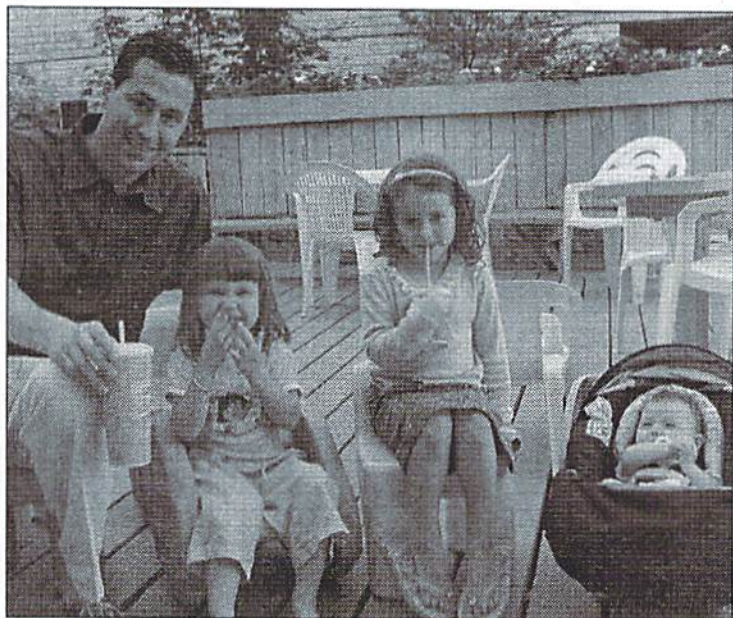
To celebrate their success, Farfar's recently held a free cone night last Tuesday which Carleton said was a great success and produced a couple of hundred happy customers.

Bob Gleason was the first recipient of a free cone and said he picked the right time to visit his favorite spot for some cool treats.

"I may come here too often," joked the 15-year resident of Carr Road. "Their success is due to the great ice cream here and I like the frappes too."

Mike Juliano has lived on Partridge Road for 10 years and says he's been a customer at Farfar's for just as long. He and five-year old daughter Nikki split their usual, an Oreo frappe, and both think that the shop has the best ice cream around.

"Their ice cream is so rich and creamy and has consistently been so over the years," said Juliano. "The beach and Farfar's are the number one things in Duxbury."



A trip to Farfar's is always a family affair for Partridge Road's Mike Juliano, daughter Lucy, 3, Nikki, 5, and four-month-old Nancy.