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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92044522
Party	Plaintiff Southern Snow Manufacturing, Inc.Southern Snow Manufacturing, Inc. Southern Snow Manufacturing, Inc. 103 West W St. Belle Chasse, LA 70037 UNITED STATES
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Cancellation No. 92044522

Registration No. 2901592
Mark: ORCHID CREAM VANILLA

SOUTHERN SNOW MANUFACTURING, INC.

v.

SNOWIZARD HOLDINGS, INC.

MOTION TO AMEND GROUNDS FOR CANCELLATION

Petitioner Southern Snow Manufacturing, Inc., moves to amend the grounds for cancellation in this proceeding so that the grounds will accurately reflect facts which have been discovered subsequent to the original filing of the petition, and to clarify, amplify, or eliminate some grounds originally filed with the petition.

AMENDED GROUNDS FOR CANCELLATION

The amended grounds for cancellation are as follows:

1. Petitioner is in the business of selling, among other things, flavoring concentrates for "snowball" shaved ice confections, and has, in the past, sold a flavoring and coloring concentrate marked ORCHID CREAM VANILLA. Registrant's attorney has sent a "cease and desist" letter accusing petitioner of infringing the registered mark. Petitioner desires to resume selling the ORCHID CREAM VANILLA product.

2. The mark ORCHID CREAM VANILLA, used to identify a particular flavor and color of a "snowball" flavored ice confection, was originated approximately fifty (50) years before registrant began using the mark, and has been used continuously, by a business not related to the registrant. The use of the mark by a business not related to the registrant has been documented over many years in articles printed in regional newspapers and magazines and by articles printed or reprinted in registrant's own brochures and flyers.

3. The mark is generally understood by vendors of snowballs and by consumers of snowballs to have originated with a business not related to the registrant, and spread through custom and use to other similar businesses not related to the registrant. To the extent that the mark still serves as an indication of origin, it indicates a snowball flavor that was originated by the Plum Street Snowball business many years ago and has been

adopted as a popular flavor by many other snowball vendors. Registrant's use of the mark as a trademark deceptively implies that registrant is the originator or the original source of this old and popular snowball flavor.

5. If, after such a long period of generic use, the mark can be owned exclusively by anyone, it is owned by the Plum Street Snowball business that originated the mark and has continuously used it, and it is not owned by registrant.

6. The mark has significance in the regional or geographical area of New Orleans and the Gulf South. This significance has been disseminated nationally and internationally because snowball products are marketed as being part of New Orleans tradition and culture.

7. The mark ORCHID CREAM VANILLA has become generic, through approximately fifty years of common and uncontested use, for a snowball containing vanilla, having a light purple or violet color, and traditionally having a "cream" added to the snowball in addition to the flavored and colored syrup.

8. Any technical distinction that may exist between a flavoring concentrate and the flavoring syrup made from such concentrate is not well-comprehended by consumers and is confusing.

9. Registrant knew, before applying for registration of this mark, of the long-standing rightful use of this mark by others. This knowledge can be demonstrated by registrant's own publications.

10. Registrant provided erroneous information to the USPTO in a signed statement in the application for registration of this mark where it claims "... no other person, firm, corporation or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods and/or services of such other person, to cause confusion, or to mistake, or to deceive ...".

11. The mark ORCHID CREAM VANILLA is a term that conveys an immediate idea of an ingredient, quality, characteristic, function, or feature of the goods with which it is used, and is merely descriptive. The mark conveys an immediate idea of a snowball containing vanilla, having a light purple or violet color, and traditionally having a "cream" added to the snowball in addition to the flavored and colored syrup.

12. The word "orchid" component of the mark, separately, is a term that conveys an immediate idea of an ingredient, quality, characteristic, function, or feature of the goods with which it is used, and is merely descriptive. The word "orchid", associated with

snowballs, conveys an immediate idea of a snowball having a light purple or violet color, and traditionally having a vanilla flavor and a "cream" added to the snowball in addition to the flavored and colored syrup.

13. In Registrant's 12 May 2004 response to an office action, registrant provided erroneous information to the USPTO in the statement "Orchid is an arbitrary word added to cream vanilla to create an arbitrary and fanciful trademark. It has no significance in the relevant trade, no geographical significance, ...".

14. Registrant's ORCHID CREAM VANILLA product contains orchids as an ingredient because it contains extract of the vanilla plant, which is an orchid.

15. Registrant's ORCHID CREAM VANILLA product does not contain cream and the mark is therefore deceptively misdescriptive of the product. It is well understood in the relevant trade and by consumers that "cream', traditionally evaporated milk, is added separately by the snowball vendor. Detailed instructions for adding "cream" are provided by registrant.

16. Registrant knew, before applying for this mark, that the vanilla plant is a type of orchid and that therefore the ORCHID CREAM VANILLA product contains orchids as an ingredient. This knowledge can be demonstrated by registrant's own publications and by registrant's claims of being an expert on vanilla.

17. Registrant's ORCHID CREAM VANILLA product features a distinctive scent which registrant has described as "flowery" and as the "subtle flowery overtones of the vanilla orchid".

18. In Registrant's 12 May 2004 response to an office action, registrant's statement "Further, the flavoring concentrate sold under the mark does not feature a scent or odor of orchids, contain orchids as an ingredient or additive, or in any way feature orchids (at least, applicant is not aware of any orchids that smell like the flavoring concentrate sold under this mark)" is in error regarding containing orchids as an ingredient, given that the product contains an extract of the vanilla orchid plant, and the statement is confusing or misleading regarding the scent or odor of orchids, given that the product does feature a "flowery" scent and the "subtle flowery overtones of the vanilla orchid".

19. The words "orchid" and "vanilla" components of the mark are merely descriptive of an ingredient of the ORCHID CREAM VANILLA product, namely an extract of the vanilla orchid plant.

20. The work "orchid" is merely descriptive of the scent characteristic or feature of the ORCHID CREAM VANILLA product, namely the fragrance which registrant has described

as "flowery" and as "subtle flowery overtones of the vanilla orchid".

21. Registrant's ORCHID CREAM VANILLA product, when used as directed, results in a snowball product having an "orchid" color, the color "orchid" being defined in the dictionary and elsewhere as "a pale to light purple".

22. The word "orchid" is merely descriptive of the color characteristic or feature of the ORCHID CREAM VANILLA product when used as directed, insofar as the color of the product when used as directed is a pale to light purple, which is the definition of the color "orchid".

23. Registrant did not disclose to the USPTO that the ORCHID CREAM VANILLA product featured the color defined as "orchid".

24. The Trademark Examining Attorney(s) in the prosecution of the ORCHID CREAM VANILLA application did not consider the significance of the word "orchid" being merely descriptive of the color of the product when used as directed.

25. Registrant has no credible claim of acquired distictiveness of the mark, as partially evidenced by registrant's originally selling and advertising the ORCHID CREAM VANILLA product without any indication that registrant possessed or claimed any kind of trademark in ORCHID CREAM VANILLA. Specifically, registrant sold a bottle of its product on 17 April 2003 which bore a printed label identifying the product as "Orchid Cream Vanilla" with no indication of a claim of trademark, and in registrant's newsletters of May 1998 and 15 July 2000 the words "Orchid Cream Vanilla" consistently appear without any indication of a claim of trademark. Registrant's uses of "Orchid Cream Vanilla" without any "TM" or any other indication of a trademark claim occurred in registrant's labels and literature which contained numerous instances of real or perceived trademark rights indicated by circle-Rs, "TM"s, and full-sentence claims of such rights, but no claim of a trademark in ORCHID CREAM VANILLA.

BACKGROUND REGARDING THE RELEVANT TRADE

This information is intended to provide some background of the snowball trade, which is the trade relevant to this cancellation proceeding:

Consumers of snowball shaved ice confections make their purchase from a snowball vendor by asking for a certain size of snowball and a certain flavoring syrup that is to be poured over the snowball. The snowball is then made on the spot, by shaving a portion of ice into a container, pouring a flavoring and coloring syrup onto the shaved ice, and handing the snowball to the consumer who consumes it reasonably quickly, since the snowball is

quite perishable. The snowball delivered to the consumer usually does not have any kind of label identifying the flavor, except when a handwritten initial or other indication might be placed on containers that are part of a multi-snowball order. A consumer might order "a large strawberry snowball" or "a small spearmint snowball". Some flavor names are straightforward, like "orange" or "pineapple", and some flavor names are more fanciful, like "pina colada" or "nectar". Many flavoring syrups have a color which is imparted to the resulting snowball, adding a color quality, characteristic, or feature to the final product. Frequently the color is related to the flavor, such as red for strawberry or orange for orange, and sometimes the color is either unrelated or absent in order to create a certain effect. Snowball vendors generally make up flavoring syrups by mixing "simple syrup" (sugar water) with a concentrated flavoring and coloring agent. Although some snowball vendors use "homemade" flavoring and coloring agents for some of their flavoring syrups, most vendors take advantage of the availability of concentrated flavoring and coloring agents such as the "flavoring concentrate" product that is the subject of this cancellation proceeding. Usually, the snowball vendor purchases a flavoring concentrate having the same name that the snowball vendor wants the resulting flavoring syrup to have. For instance, a "strawberry" concentrate is purchased to mix up a batch of "strawberry" syrup, and a "nectar" concentrate is purchased to mix up a batch of "nectar" syrup. Snowball vendors offer "cream" flavors, with the "cream" usually being evaporated milk which is either poured directly onto the shaved ice or mixed with the flavoring syrup. Snowball vendors usually dispense flavoring syrups from clear or translucent bottles having some kind of pouring spout. When arranged on a rack, the various bottles make a colorful display. Each bottle is usually labeled with the name of the flavoring syrup, the label usually being handwritten or printed by the snowball vendor. Many snowball vendors have display signs listing available flavors, sizes, and costs of snowballs. In the normal course of business, consumers of snowballs do not see any bottles of flavoring concentrate used to make the flavoring syrup that they do see, nor do they see any labels or indication of source for the flavoring concentrates.

DISCUSSION

Petitioner Southern Snow Manufacturing, Inc., moves these amended grounds for cancellation, generally, to accurately reflect facts which have been discovered subsequent to the original filing of the petition. Petitioner's amendment also clarifies, amplifies, or eliminates the grounds originally filed with the petition.

Although this motion to amend the grounds for cancellation is made ten months after the filing of the petition, it is nevertheless timely moved, in that this proceeding has been interrupted by Hurricanes Katrina and Rita, and petitioner's receipt of discovery was consequently delayed. Petitioner consented to receiving registrant's first and only discovery responses nearly six months after requesting them and nearly five months after they were originally due on 29 August 2005. Petitioner's deposition of registrant's principal occurred on 15 February 2006. The discovery cutoff date has been reset to 5 May 2006 by the Trademark Trial and Appeal Board upon the request of both parties.

Petitioner (the moving party herein) avers that this amendment of the grounds for cancellation does not prejudice the registrant with regard to discovery, since petitioner responded fully on 28 July 2005 to registrant's first and only discovery request for "all documents and things related in any way to Orchid Cream Vanilla", and supplemented that response on 14 February 2006 with a newly-found copy of a newsletter published by registrant, leaving nothing in the possession of the petitioner that has not already been asked for and provided. Registrant has not indicated any interest in deposing petitioner. Nevertheless, petitioner agrees to any reasonable continuance or resetting of cutoff dates that registrant may request or that the Trademark Trial and Appeal Board may direct in light of these amended grounds for cancellation.

Grounds relating to the long-standing rightful use of the mark by others have been retained from the original filing, but have been separated into their distinct components and have been supplemented with grounds relating to erroneous information being provided to the Examining Attorney(s) by the registrant, and by evidence showing registrant's knowledge of such information, such as Exhibit P-21 from petitioner's deposition of the registrant's principal, Ronald R. Sciortino, on 15 February 2006, and attached hereto as Appendix A, being registrant's newsletter of 15 July 2000 and saying, in part, under the heading "Orchid Cream Vanilla Color", "Last year we released a new flavor named Orchid Cream Vanilla. This flavor was created and made popular by one of SnoWizard's first customers back in the early 1940's and has been popular in New Orleans since then. In [sic] has been traditional in New Orleans for the flavor to be made as a "cream" flavor.".

Grounds relating to registrant's providing erroneous information to the USPTO during the prosecution of this registration have been added.

Grounds relating to the product's having an extract of an orchid plant as an ingredient have been added as a result of petitioner's discovery that the product contains real vanilla extract and that the vanilla plant is a type of orchid. Evidence that the vanilla plant is an

orchid is readily available in dictionaries and other research tools, including the dictionary definition presented as Exhibit P-19 in petitioner's deposition of registrant's principal and attached hereto as Appendix B, and having as its first definition of vanilla "[a]ny of various tropical American vines of the genus Vanilla in the orchid family...". Among the evidence that registrant's product contains real vanilla is Exhibit P-12 from petitioner's deposition of registrant's principal, attached hereto as Appendix C, being a photograph of a bottle of registrant's product bearing a label reading "Contains 100% Real Vanilla", with the dot over the 'i' in vanilla replaced by a drawing of a vanilla orchid flower blossom. Among the evidence that registrant knew that its product contained orchid as an ingredient, even though registrant was representing to the USPTO that the product did not, is the registrant's 15 June 2000 newsletter already referenced as Appendix A, containing the sentence beginning the second paragraph of page 2, "[i]n our development of the flavor, we wanted to recreate the rich, creamy and complex taste of vanilla, along with the subtle flowery overtones of the vanilla orchid.".

Grounds relating to the product's having a "flowery" fragrance which is arguably an "orchid" fragrance have been added as a result of petitioner's discovery that registrant has touted the "flowery" fragrance of the product and the "subtle flowery overtones of the vanilla orchid" (Appendix A, page 2, paragraph 2) even though registrant represented to the USPTO that the product "does not feature a scent or odor of orchids, ... (at least, applicant is not aware of any orchids that smell like the flavoring concentrate sold under this mark)". (File Wrapper, Response dated 12 May 2004 to Office Action dated 16 November 2003.)

Grounds relating to the product's having an "orchid" color when used as directed have been added. Orchid is defined as "2. A pale to light purple, from grayish to purplish pink to strong reddish purple." in a dictionary definition introduced as Exhibit P-24 in petitioner's deposition of registrant's principal and attached hereto as Appendix D. Among registrant's many statements about the color of the product is this quote from registrant's 15 July 2000 newsletter: "We also wanted to give this wonderful new flavor a unique and different color that would demand attention. The main coloring components are FD & C Red #3 and FD & C Blue #1. The result was a bright, neon-like mauve color. The color is so eye-catching that customers have told us that their customers order it for the color alone." (Appendix A, page 2, paragraph 2, sentence 2, et seq.) Registrant's product list, also called a flavor list, for the year 2004 lists the color of the ORCHID CREAM VANILLA flavor as "Lavender" and gives the description "Rich, creamy flowery vanilla flavor. Unique fluorescent color.". (Exhibit P-22 of petitioner's deposition of registrant's principal, attached

hereto as Appendix E, page 2, middle of page.) The file wrapper for this registration indicates that the issue of color was not disclosed by the registrant nor was it the subject of any inquiry or documented consideration by the Trademark Examining Attorney(s).

Grounds relating to the registrant's selling and advertising the product for a time without any claim or indication of trademark have been added. A bottle of registrant's product was purchased by petitioner on 17 April 2003. A photograph of that bottle, being Exhibit P-14 in petitioner's deposition of registrant's principal, is attached as Appendix F, and a copy of the receipt for that purchase, being Exhibit P-13 in the same deposition is attached as Appendix G. The label of the bottle shows that no "TM" or any other indication of a trademark is associated with the flavor name "ORCHID CREAM VANILLA", even though other claims of trademark are made for other marks on that same label.

CONCLUSION

For the reasons set forth above, petitioner Southern Snow Manufacturing, Inc., moves that the grounds for cancellation in this proceeding be amended as set forth above.

Respectfully submitted,

Mark E. Andrews
Attorney at Law
Attorney for petitioner Southern Snow Manufacturing, Inc.
(La. No. 26,172, Cal. No. 232,519, USPTO Reg. No. 43,472)
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CERTIFICATE OF SERVICE

I, Mark E. Andrews, certify that I have served a copy of this document on Seth M. Nehrbass, counsel for registrant in this proceeding, by email on this 5th day of April, 2006.

The SnoWizard® Express

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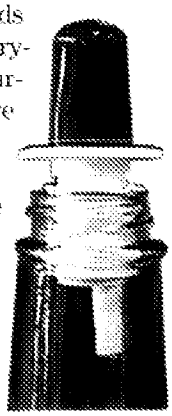
Volume 6, Issue 5 **JULY 15TH, 2000**

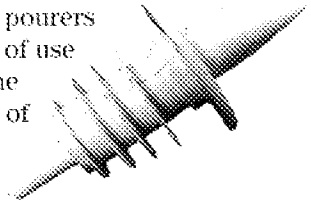
The SnoWizard Express is a news and information publication provided as a service to the friends and customers of SnoWizard Inc. It is published monthly from March to August. The editors welcome your comments and suggestions anytime at 1-800-366-9766.

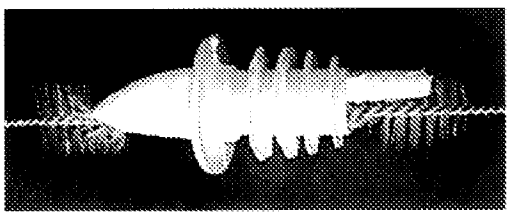
Ordering Tip: Caps? Pourers? Pourer Caps?

Do you know what these little do-dads are? People call "pourer caps" everything from spouts to nipples to pourer caps to plain old caps. We can usually figure out what you mean, but if you order pourer caps, you will receive the little red vinyl caps for sealing the openings on the pourers. Some of you also call them "night caps" to infer that they be used to seal off the pourers at "night" to keep out unwanted critters when the snoball shop is closed. They can also be used during the daylight hours as well! Confused?



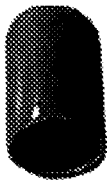
This is the "pourer" or "pour spout." Pourers are sold in packs of 1 dozen each and are available in 6 different colors; Red, White, Blue, Green, Yellow and Black. Plastic pourers should last through several years of use – they do not last indefinitely! The plastic that the pourers are made of is pliable but after so many years of pushing them in, and pulling them out of the serving bottles takes it toll on the plastic and then they will begin to leak. Did you know that you shouldn't push the pourer all the way into the bottle? When you insert a pourer into a bottle, it should be pushed in fully, and then pulled out slowly until the plastic fins reverse direction. This makes for a better seal on the bottle. To assist the pourer in getting the best seal possible, always soak the pourers in hot water whenever you remove it from an empty bottle. This softens the plastic sealing fins and helps return them to their natural shape. The hotter the water, the better! This also dissolves any dried syrup on the pourer and makes for easier cleaning with the pourer brush.



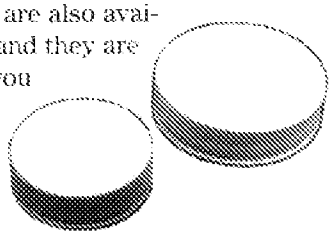


Speaking of cleaning, when is the last time that you cleaned your pourers? Why not pull off a few pourers right now and inspect them. I'll bet that there is a lot of cruddy dried syrup in the inside. We have been to many shops and found filthy, unsanitary pourers covered with dried, moldy syrup. If you have dirty pourers in your shop, they should be cleaned in hot soapy water with a chlorine sanitizer. The pourers should be allowed to soak in the water for at least 10 minutes to soften any dried syrup. Then with a pourer brush, insert the large part of the brush into the large pourer opening and work back and forth until clean. Then insert the small bristle end into the breather tube and repeat the procedure. Be certain to check the little fins that seal the pourers to the bottles. If dirty, scrub them with the brush as well. Rinse them thoroughly and allow them to soak again is a clean solution of water and sanitizer.

This is the "pourer cap" or "night cap." It only comes in red and it keeps dust and bugs from getting into your serving bottles. Pourer caps are sold in dozens and individually, so you can buy as many as you need. Since these little caps are being put over the pourers to seal them, they are also getting syrup on the inside as well so you had better check to see if they need cleaning. If so, soak them in the same hot soapy water with sanitizer to remove any dried syrup.



These are "caps." You knew that, right? Remember to specify quarts or gallons. They are also available in dozens or individually, and they are only available in white. When you order glass or plastic bottles or jugs, don't forget to order the caps if you need them! They are always sold separately.



This cap is called a "push/pull" cap. Most of you have seen these caps on bottled water, sport drinks or thirst quenchers and they are often referred to as "sport caps". These caps are used in conjunction with our "plastic squeeze bottles" for measuring and dispensing of flavorings concentrates.

Happy Pouring!

Orchid Cream Vanilla Color

Last year we released a new flavor named Orchid Cream Vanilla. This flavor was created and made popular by one of SnoWizard's first customers back in the early 1940's and has been popular in New Orleans since then. In has been traditional in New Orleans for the flavor to be made as a "cream" flavor.

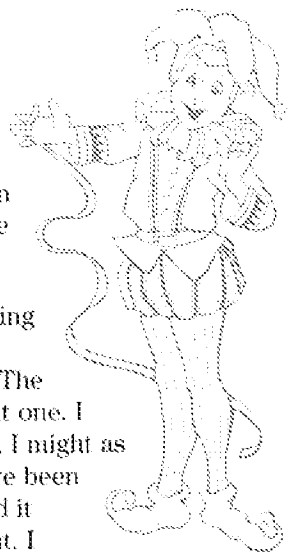
In our development of the flavor, we wanted to recreate the rich, creamy and complex taste of vanilla, along with the subtle flowery overtones of the vanilla orchid. We also wanted to give this wonderful new flavor a unique and different color that would demand attention. The main coloring components are FD & C Red #3 and FD & C Blue#1. The result was a bright, neon-like mauve color. The color is so eye-catching that customers have told us that their customers order it for the color alone.

However, several customers have reported that at times, the color of their finished syrup changes from the beautiful neon-like mauve color to a pale blue. Now we wish we could take credit for developing a flavor that changed colors, but this is not the case. Here's what is really going on with the flavor. Food Drug & Cosmetic (FD&C) color Red #3 by itself, produces a rich pink color when dissolved in a liquid. The addition of a small amount of Blue #1 results in a bright purplish or mauve color. The characteristics of FD&C Red #3 make it sensitive to light as well as acids. The flavoring concentrate is made without any acid in the formulation. When the concentrate is made into a flavor, the Red color will become affected by light and will fade with time. The brighter the light is, the quicker that the color will fade. After about 10 days in the bottle, the Red #3 color will have faded leaving the Blue #1, and thus the color has changed from a bright mauve to pale blue color. So we suggest that you mix your Orchid Cream Vanilla one serving bottle at a time so as not to have it sitting on the shelf for a long time. Problem #1 solved!

Remember earlier that I mentioned acids also affect the color. Well if you are adding Sodium Benzoate and Citric Acid to your simple syrup to preserve it, you are also adding acid to this flavor. When Red#3 is subjected to an acid, the acid causes the color to come out of solution. It actually pulls the color out of the liquid and turns it into a solid again. This is the reason why you see "stuff" stuck to the sides and bottom of your Orchid Cream Vanilla bottle and wonder what happened. When the acid pulls the Red #3 out of solution and makes it adhere to the walls of the bottle, what you have left is Blue #1 in solution and thus the other reason why the flavor changes color. The remedy here is again to make only 1 bottle at a time if this is not a quick mover. However, the flavor may also be refrigerated to extend the shelf life without any preservative needed.

Now if you make the flavor into a "cream" flavor by adding Vanilla Ice Milk Mix or Evaporated Milk to the flavor we have countering forces taking place. Milk contains lactic acid and this acid affects the color, as does citric acid. However the milk also encapsulates the color even though it is in solution and prevents the acid from affecting the color. So another solution is to make your Orchid Cream Vanilla into a cream flavor, which you will then need to refrigerate and your problems are all solved.

The Wizard's Wit



Funeral Money

As Mr. Smith was on his deathbed, he attempted to formulate a plan that would allow him to take at least some of his considerable wealth with him. He called for the three men he trusted most: his lawyer, his doctor, and his clergyman. He told them, "I'm going to give you each $30,000 in cash before I die. At my funeral, I want you to place the money in my coffin so that I can try to take it with me." All three agreed to do this and were given the money.

At the funeral, each approached the coffin in turn and placed an envelope inside. While riding in the limousine to the cemetery, the clergyman said "I have to confess something to you fellows. Brother Smith was a good churchman all his life, and I know he would have wanted me to do this. The church needed a new baptistery very badly, and I took $10,000 of the money he gave me and bought one. I only put $20,000 in the coffin." The physician then said, "Well, since we're confiding in one another, I might as well tell you that I didn't put the full $30,000 in the coffin either. Smith had a disease that could have been diagnosed sooner if I had this very new machine, but the machine cost $20,000 and I couldn't afford it then. I used $20,000 of the money to buy the machine so that I might be able to save another patient. I know that Smith would have wanted me to do that." The lawyer then said, "I'm ashamed of both of you. When I put my envelope into that coffin, it held my personal check for the full $30,000."

Vanilla Lagniappe

Did you know that SnoWizard is a manufacture of Pure Vanilla Extract? We have a specialty flavor division that manufactures flavors under the "Ronald Reginald" brand name and this division of our company is named "Ronald Reginald's Premium Vanillas and Fine Flavors. Ronald Reginald's specializes in pure vanilla extracts and flavorings, emulsions for baking, pure extracts, and specialty flavors made to order. Our Pure Vanilla Extract is the absolute finest made and is used by many of New Orleans most famous culinary establishments such as Antoine's, Brennan's Commander's Palace, K-Paul's and Pascal's Manale restaurants. We also supply most of the major pralines and candy makers in the city, as well as bakeries and bakery supply houses. Many of you may be familiar with the famous New Orleans King Cakes that are produced every Mardi Gras season. Well we supply the bakeries with the flavorings for those King Cakes. Most of the coffee shops in our city and around the country use our Melipone Mexican Vanilla in their iced and hot coffees - an authentic 65-year-old Mexican formation that has an incomparable vanilla taste. We also manufacture flavorings for ice cream, yogurt, cookies, candies and much more.

Ronald Reginald's™
There's Nothing Plain About Vanilla™

If you would like to learn more about vanilla or our specialty flavor division, please visit our website at www.ronaldreginalds.com.

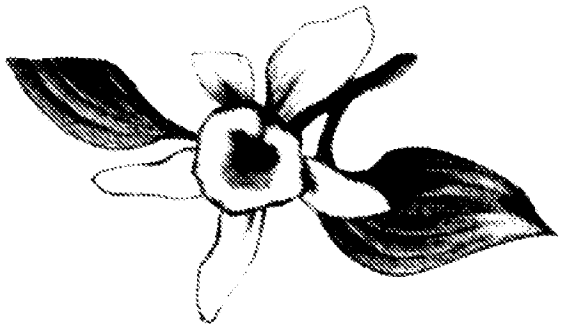
Flavor Of The Week

Every week SnoWizard® features one of its 120 different flavoring concentrates at a special discounted price of $6.00 per quart and $20.00 per gallon. The featured flavors for the next month are:

July 16 to July 22	Grape	Aug 06 to Aug 12	Watermelon
July 23 to July 29	Dill Pickle	Aug 13 to Aug 19	Lemonade
July 30 to Aug 05	Silver Fox		

If you don't have your list, then be sure to ask what the flavor of the week is when calling in your orders. We hope that everyone will be able to take advantage of these great prices!

Orchid Cream Surprise



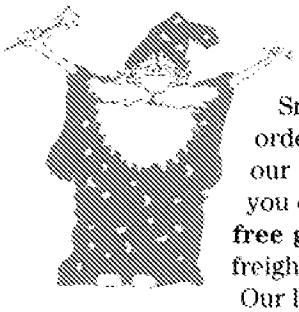
It was only fitting, but pure coincidence that this recipe won our monthly contest. The recipe of the month comes to us from a looooong distance away in the great State of Oregon from Roni Borlek.

The recipe calls for the use of a 16oz *clear plastic* cup. Start by filling the cup a quarter full with shaved ice. Cover with Orchid Cream Vanilla flavor. Then put in a healthy 2 to 3 inch layer of REAL whipped cream. Float some Orchid Cream Vanilla flavor over the whipped cream, and then finish the cup with more snow and more flavor. Absolutely delicious and very beautiful! We made ours with Orchid Cream *(cream flavor)* add topped the snoball with more whipped cream. Devine!!!

Congratulations and a $50.00 credit to Roni Borlek for this month's winning recipe.

REMEMBER...you too can win a $50.00 credit! If you make a special SnoBall concoction and you are willing to share it with others, send it to us. Each month the editors of the SnoWizard® Express will select the best entry. The winning recipe will appear in the next issue of the Express, and the winner will receive a credit worth $50.00 on his/her next order!

The Wizard's Wheel



Feeling lucky? Many of our customers don't know that you have the opportunity to win a **FREE GALLON** of our famous SnoBall flavoring every time you place an order. It's easy – every day we choose one of our 120 great flavors as the "Wizard's Pick." If you can guess which one it is, we'll give you a **free gallon** of that flavor. We'll even pay for the freight and handling!!

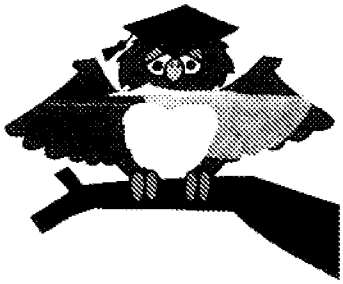
Our local customers can play too. Anyone with an over-the-counter order totaling $25.00 or more can take a chance at the Wizard's Wheel. Remember, try to **SPIN & WIN** with SnoWizard® every time you order.

Quote of the Month

"When one door of happiness closes, another opens; but often we look so long at the closed door that we do not see the one which has opened for us."

— Helen Keller

Trivia Teasers



Test your knowledge by playing the Wizard's Trivia Teasers. The first contestant to get all of the answers correct will receive one case of our flavoring extracts. You pick the flavors and the sizes—either twelve quarts or four gallons. The correct answers must be received no later than the 1st of August, and you must include your customer number, name, and telephone number. All entries ***must*** **be addressed to:**

The SnoWizard® Express
Trivia Teasers
101 River Road
New Orleans, LA 70121

Sorry, no entries will be accepted by phone or e-mail. All entries become the property of SnoWizard® Supplies, Inc., and will not be returned.

This month's trivia questions are:

1. Who was the prosecuting attorney in the Scopes monkey trial?
2. What is the original source of the phrase "the skin of my teeth"?
3. What Illinois town was Superman's boyhood home?

The correct answers to last month's trivia questions are:

1. In what year did the first televised Presidential debate occur?

Answer: 1960. The debate was between candidates Senator John F. Kennedy and Vice President Richard M. Nixon.

2. At what American monument did Martin Luther King, Jr., deliver his famous "I have a dream" speech?

Answer: The Lincoln Memorial in Washington D.C.

3. Who created a series of paintings called "The Four Freedoms"?

Answer: Norman Rockwell

Congratulations to Mr. Bobby Parker in South Carolina, who correctly answered all of last month's trivia questions. Mr. Parker wins a free case of the flavoring extracts of his choice.

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va·nil·la (və-nĭl′ə)
n.

1. Any of various tropical American vines of the genus *Vanilla* in the orchid family, especially *V. planifolia,* cultivated for its long narrow seedpods from which a flavoring agent is obtained.
2. The seedpod of this plant. Also called *vanilla bean*.
3. A flavoring extract prepared from the cured seedpods of this plant or produced synthetically.

adj.

1. Flavored with vanilla: *vanilla pudding*.
2. Lacking adornments or special features; basic or ordinary: *"We went through a period of vanilla cars" (Charles Jordan).*

[Obsolete Spanish vainilla, diminutive of vaina, *sheath (from the shape of its seedpods)*, from Latin vāgīna.]

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DIRECTIONS: USE 4 OZ. TO FLAVOR AND COLOR 1 GALLON OF SIMPLE SYRUP.
IMPORTANT
This concentrate must be shaken vigorously before pouring to insure proper mixing.
15
1 QUART
QORC
Premium Quality
SnoWizard
FLAVORING CONCENTRATE
Natural & Artificial
Orchid Cream Vanilla®
PROPYLENE GLYCOL, NATURAL & ARTIFICIAL FLAVORS, FD & C RED #40, FD & C BLUE #2 AND TITANIUM DIOXIDE
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contains 100% Real
vanilla

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orchid
moth orchid
PhotoDisc, Inc.

or·chid (or′kĭd)
n.

1.
   a. A member of the orchid family.
   b. The flower of any of these plants, especially one cultivated for ornament.
2. A pale to light purple, from grayish to purplish pink to strong reddish purple.

[From New Latin `Orchideae`, *family name*, from Latin `orchis`, *a kind of orchid*, from Greek `orkhis`, *testicle, orchid (from the shape of its tubers)*.]

or′chid *adj.*

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SnoWizard
SINCE 1937 INC

101 River Road • New Orleans, LA 70121
800-366-9766 • 504-832-3901

FLAVOR COLOR DESCRIPTION

Almond		Creamy White	Smooth, rich Almond flavor.
Amaretto	✓	Light Brown	Tastes like Amaretto liquor. ♈
Anisette		Red	Red Licorice flavor.
Golden Apple		Golden	Sweet, delicious, fresh Apple flavor.
Granny Smith Apple		Green	*VERY TART* Apple taste. Some also call this Sour Apple or Green Apple.
Apricot		Reddish Orange	Fresh, RIPE Apricot taste.
Banana	✓	Yellow	Robust, full Banana flavor.
Black Cherry		Dark Red	Delicious, fruity, *REAL* Black Cherry taste. Very dark in color.
Black Walnut		Caramel	Smooth, real Black Walnut taste.
Blackberry		Blackish Red	Blackberry taste so true you'll wonder if there are seeds are in the bottle!
Blue Coconut		Blue	Our great Coconut flavor colored blue.
Blue Eagle		Blue	Mellow, sweet Bubble Gum flavor.
Blue Hawaiian		Blue	Rum base with berries. Tastes like the cocktail "Blue Hawaii".
Blue Raspberry		Blue	Like our regular Raspberry, but with a bit more "razz" and a bold blue color.
Blueberry		Blue	Outstanding, true-to-life Blueberry flavor.
Brandy		Brown	You may be tempted to serve this one in a snifter.
Bubble Gum		Blue	Original New Orleans Bubble Gum flavor. Strong Bubble Gum taste.
Butter Pecan		Brown	Rich buttery Pecan flavor. ♈
Butter Toffee		Brown	Rich buttery, Nutty Toffee flavor. ♈
Buttercream Vanilla	✓	Brown	Rich creamy, buttery, Vanilla taste. ♈
Butterscotch		Brown	Rich Butterscotch flavor. ♈
Cajun Red Hot™		Red	Hot, Cinnamon flavor. Tastes like "Red Hot Candies".
Candy Apple		Red	Sweet Apple flavor with a hint of candied Cinnamon and Caramel.
Cantaloupe		Orange	Tastes like a slice of fresh Cantaloupe. Great Melon taste.
Caramel		Brown	Reminiscent of those great little Caramel candy squares. Rich flavor. ♈
Cherry		Dark Red	Fruity, full Cherry taste. Medium dark in color.
Chocolate	✓	Dark Brown	*Real* Milk Chocolate flavor. ♈
Cinnamon		Yellow	True Cinnamon flavor with a bite!
Clearly Blackberry		Clear	Blackberry flavor with no added color.
Clearly Bubble Gum		Clear	Bubble Gum flavor with no added color.
Clearly Cherry		Clear	Cherry with no added color.
Clearly Grape		Clear	Grape with no added color.
Clearly Pineapple		Clear	Pineapple flavor with no added color.
Clearly Raspberry		Clear	Raspberry flavor with no added color.
Clearly Spearmint		Clear	Spearmint with no added color.
Clearly Strawberry		Clear	Strawberry flavor with no added color.
Coconut	✓	Clear	Rich, well rounded, smooth Coconut flavor.
Coffee	✓	Brown	Rich full flavor. Made with real Columbian coffee. Juan Valdezs' favorite! ♈
Cola		Brown	Tastes like a Cola soft drink. ♈
Cotton Candy		Red	Vanilla base with a sweet, "sugar spun" Cotton Candy flavor.
Cream Soda		Red	Creamy Vanilla flavor with sweet finish.
Creamy Coconut	✓	Creamy White	Fresh, grated Coconut taste with a creamy texture.
Crème De Cocoa	✓	Brown	Very rich and full cocoa flavor. ♈
Creme De Menthe		Creamy White	Fresh, creamy mint taste.
Creole Cream Cheese	✓	Creamy White	Real New Orleans style Cream Cheese flavor. Mix with other flavors to make flavored cheesecakes.
Custard	✓	Pale Brown	Real Custard taste. Use with other flavors to make flavored custards. ♈
Daiquiri		Pale Greenish Yellow	Great blend of citrus and rum flavors. Formulated to be mixed with other flavors to make flavored Daiquiris.
Dill Pickle		Bright Green	Zowie! *Real* Dill Pickle juice flavor that will make you pucker your lips.

Dreamsicle	✓	Orange	Tastes like an Orange push-up ice cream bar. Creamy and smooth taste.
Dulce de Leche	✓	Creamy Tan	Rich, creamy Caramel milk flavor. ♈
Egg Custard	✓	Orange Yellow	Thick, luscious, real Egg-Custard flavor. ♈
French Vanilla		Brown	Full Vanilla flavor with a hint of spice. ♈
Fuzzy Navel		Yellow Orange	Blend of Peach, Orange, Vodka and other fruit flavors, but not real Vodka.
Grape		Dark Purple	*REAL* full Grape taste and Grape tartness
Grapefruit		Opaque	*Real* fresh Grapefruit taste. Delicious!
Guava		Red	Just like the Guava fruit.
Hawaiian		Red	A blend of fruit juicy flavors similar to that of the Hawaiian Punch® drink.
Hazelnut		Dark Brown	Tastes like fresh Hazelnuts.
Honey Almond		Honey Color	A deliciously *REAL* Honey flavor combined with Almond.
Honeydew Melon		Light Green	Fresh, ripe Honeydew taste
Horchata		Opaque White	Refreshing, cinnamon, vanilla rice milk with a hint of nuts.
Hurricane		Dark Red	Rum base with berries. Like the original Pat O'Brien's Hurricane cocktail.
Ice Cream	✓	Yellow	Creamy, rich Vanilla ice cream flavor.
Irish Cream	✓	Ecru	Luscious Irish Liquor flavor. Very smooth.
Kiwi		Bright Green	Tastes like fresh-picked Kiwi fruit.
Leche	✓	Reddish Pink	Creamy Vanilla with a hint of Cinnamon.
Lemon		Light Yellow	Fresh, tart Lemon flavor.
Lemonade		Clear	Fresh-squeezed, true Lemonade taste. Can be made into Pink Lemonade by adding 6 drops of cherry or red color per gallon.
Lemon-Lime		Bright Green	Refreshing combination of Lemon and Lime flavors, strong tartness.
Licorice		Red	Old-time Licorice candy taste.
Lime		Dark Green	Robust Lime flavor, just like fresh squeezed limes.
Mai Tai		Reddish Orange	Like the cocktail: rum with citrus fruit flavors.
Mango		Yellow-Green	True, fresh-fruit Mango taste
Mandarin		Orange	Fresh-picked Mandarin orange flavor.
Mountain Maple™	✓	Brown	Just like Maple syrup right from the barrel.
Maraschino		Bright Red	Sweet, Maraschino Cherry taste. If you like those little cocktail cherries, you'll love this one!
Margarita		Bright Green	Tastes like a *REAL* Margarita cocktail. Can be mixed with various other flavors to make flavored margaritas.
Mocha	✓	Dark Brown	Savory coffee flavor with an infusion of milk chocolate. ♈
Nectar	✓	Reddish-Pink	Creamy vanilla flavor with Peach and Nectarine overtones. Like an old-time New Orleans nectar soda.
Orange		Orange	*Real*, fresh-squeezed, Valencia Orange flavor.
Orchid Cream Vanilla™	✓	Lavender	Rich creamy flowery vanilla flavor. Unique fluorescent color. ♈
Papaya		Reddish Orange	Tastes like the Papaya fruit.
Passion Fruit		Pinkish Red	Captures the true essence of the Passion Fruit flower.
Georgia Peach™	✓	Reddish Orange	Peach flavor so true that you can taste the "fuzz". *Really*!!!
Peanut Butter	✓	Brown	Choosy mothers would choose this one.
Pear		Opaque Yellow	Fresh, ripe, pulpy Pear taste.
Peppermint		Clear	Clean, refreshing Peppermint flavor.
Pina Colada	✓	White	Just like a real Pina Colada from a bartender's blender. Made with cane Rum flavor for a true taste. Mix with other flavors to make flavored Coladas.
Pineapple		Yellow	Like freshly sliced Pineapples.
Pink Bubble Gum		Bright Pink	Tastes like Bazooka® brand Bubble Gum.
Pink Champagne		Bright Pink	Sweet Champagne taste without the bubbles.
Pistachio		Green	Just like freshly shucked Pistachio nuts.
Plum		Dark Purple	Robust Plum flavor.
Popeye		Dark Green	Bubble Gum with a "spinach-green" color.
Praline	✓	Golden Brown	Like New Orleans Praline candies. Nutty, very sweet Caramel made with Pure Vanilla extract. ♈
Raspberry		Bright Red	Intense, fruity and tart Raspberry flavor.
Root Beer		Brown	A real, strong homemade Root Beer taste. ♈
Rum		Brown	Take one down, pass it around, 99 bottles..... Strong Rum taste.
Sangria		Red	Mixed citrus fruits with sweet red wine flavor.
Silver Fox	✓	White	Creamy Almond and Vanilla combination.
Spearmint	✓	Dark Green	Rich, smooth and cool Spearmint flavor.
Spumoni		Bright Green	*REAL* Italian Spumoni taste.
Strawberry	✓	Red	Like biting into a delicious, ripe Strawberry. Our most popular flavor!

Strawberry Cheesecake	✓	Red	Unbelievable *REAL* Cheesecake flavor bursting with fresh Strawberries.
Strawberry Shortcake		Red	Creamy Strawberry taste with a shortcake background.
Swiss Almond Coco™	✓	Creamy White	Special blend of Almond Coconut Chocolate and Cream - outstanding!
Tamarind		Burnt Orange	From the popular Mexican fruit. Taste like a strong fruity tea.
Tangerine		Orange	Teeming with a fresh, tart Tangerine flavor.
Tiger's Blood		Red	Fresh fruit berries with a hint of coconut. Delicious!
Tira Misu	✓	Ecru	Like the Italian dessert: sponge cake filled with cream, soaked in espresso, and topped with cocoa.
Toasted Coconut		Whitish Tan	Imagine skimming those lightly browned Coconut shavings off of a fresh baked coconut cream pie.
Tropics		Burnt Orange	A blend of Strawberry, Banana, Pineapple and other flavors. Great Tropical taste.
Tutti Frutti		Red	A scrumptious potpourri of fruits and berries. Full fruity taste. ♈
Vanilla	✓	Light Brown	*REAL*, rich, full Vanilla flavor ♈
Vanilla Malt		Light Brown	*REAL* Vanilla flavor infused with robust malt flavor. ♈
Watermelon		Red	Just like biting into a ripe Watermelon, but with no seeds to fight.
Wedding Cake	✓	Creamy White	Has that unique taste that only a slice of *Real* Wedding Cake has.
White Chocolate & Chips™	✓	White with Specks	A luscious Swiss Chocolate flavor with little specks. ♈
White Russian	✓	Brownish Tax	Taste just like the cocktail. Rich creamy cocoa flavor.
White Vanilla		Clear	Just like our regular Vanilla, but with no color.
Wild Blueberry		Blue	Taste like fresh picked Wild Blueberries. Riper Blueberry taste.
Wild Cherry		Red	Great Wild Cherry taste – like Luden's Brand cough drop flavor.
Wild Strawberry	✓	Red	Taste like tart, fresh picked Wild Strawberries. Riper Strawberry taste.
Wine Cooler	✓	Yellow-Gold	Delicious, fruity, sweet White Wine taste. Can be mixed with other flavors to make flavored Wine Coolers

♈ ***Made with Pure Vanilla Extract.*** ✓ ***Excellent as a cream flavor.***

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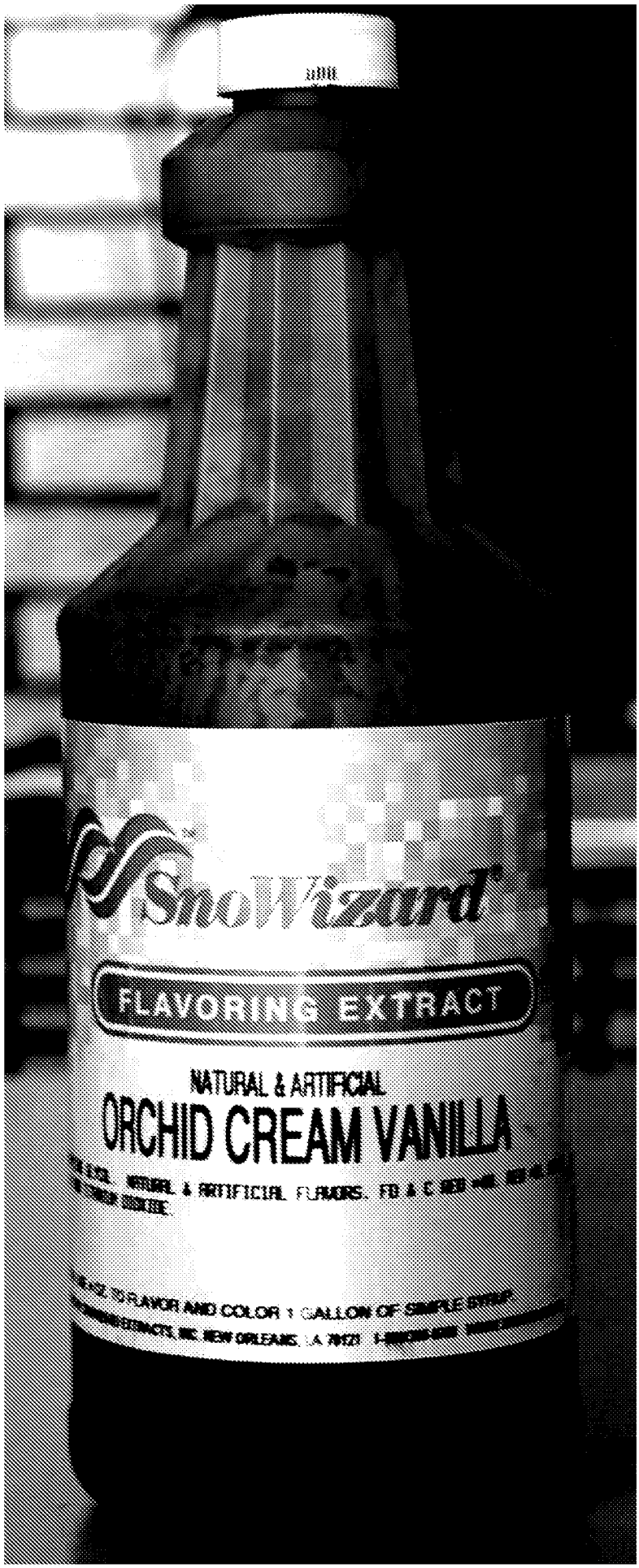
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ORDER NO.	ORDER DATE	CUSTOMER NO.	SALES	CUSTOMER P.O. NO.	SHIP VIA	COLL.	PPD.	TERMS
	04/17/03		07					

SOLD TO:

SHIP TO:

ORDERED	QUANTITY SHIPPED	BACK ORDERED	U/M	ITEM NO.	DESCRIPTION	UNIT PRICE	AMOUNT
1	1			CORC	ORCHID CREAM VANILLA (GT)	8.75	8.75
					STATE TAX 4.000%		0.35
					TOTAL SALE		9.10
					CASH		20.00
					CHANGE		10.90

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