

The WooHoo

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02-05-2024



CLOSING QUICK SERVICE KITCHEN

Focus Operations on Ice Cream

BEACH HAVEN, NJ — Since The WooHoo opened in 2015, it has evolved from a quick service restaurant with a small selection of homemade ice cream to an ice cream manufacturing company with a statewide wholesale operation, busy ice cream parlor, events catering, & on-site events operation. Due to the operational demands presented by this shift, The WooHoo will no longer operate a quick service restaurant at its Beach Haven location. This will allow us to streamline operations & better serve guests by honing our focus on our core product.

When we opened The WooHoo in 2015, our concept was a *Better Burger Joint* (for those of you outside the restaurant industry, that is an industry term, not a brag) with a small selection of homemade ice cream. Our goal was to fill a local market niche by operating a Shake Shack type of business with our own twist. However, you, our patrons, communicated to us that you wanted The WooHoo to be something different. Our ice cream quickly surged in popularity & our guests clearly expressed to us that we should shift our focus to ice cream. We adapted to our guests' demands & The WooHoo has steadily evolved since then. Since its inception, The WooHoo's ice cream operation has grown by almost 700%. While that is an incredibly positive thing, physical space constraints & staffing capabilities have made it impossible to accommodate both the ice cream operation & our quick service restaurant in Beach Haven.

What does this mean for you, our loyal WooHoo patron? This change means less, but also more. Eliminating kitchen operations allows us to focus more of our time & energy on ice cream, dessert offerings, & providing top-notch customer service. You can expect more unique ice cream flavors, offerings, & specials, expanded dessert product lines, & more ice cream offerings for food allergic guests. You can also expect more ice cream class & party offerings, retail locations, & more from our offsite events & catering operation. We have a lot of exciting ideas that we cannot wait to share with you. This shift in focus will allow us to make more of those ideas a reality. Not spending time on lunch will allow us to spend more time on desserts.

We acknowledge that this shift will impact one group of patrons more than others: food allergic guests. It has been a great pleasure of ours & a source of pride to be a dining refuge for the food allergic members of our community. We have done so diligently & with great

care for the past nine seasons. While we will no longer be able to satisfy our food allergic guests with kitchen offerings, this shift will allow us to expand ice cream & dessert offerings for food allergic guests while increasing safety protocols to provide a better, safer ice cream parlor experience. For those of you looking for allergy safe dining alternatives, I will say this: When we opened in 2015, few restaurants on the island catered to food allergic guests. In the past nine years, most restaurants have adapted their menus & operations to provide food that is safe for this quickly growing population. Long Beach Island now has many more restaurants that can accommodate food allergies than it did in 2015. We may also continue selling small snack items, such as our hand-cut fries, which will continue to be allergy friendly.

Thank you for being on this journey with us for the past nine seasons. While change can sometimes be difficult, it is inevitable. The WooHoo has changed continuously since our first day open. If you were with us in 2015, then you have seen our evolution. If you joined us more recently, you would not recognize the 2015 WooHoo as the same business you frequent today. We are an extremely data driven business & listen to what our guests tell us, both verbally & through purchasing habits. Every change we make is borne from guest feedback & is intended to improve the WooHoo experience. We believe this change will have the same effect & cannot wait to share the new WooHoo with you when we open for the Spring 2024 season!

Thank You,

Megan Kilroy, Shaun Kilroy

Megan & Shaun Kilroy