



Marc Whitefield, a Southfield attorney and owner of Scoops (left), watches while Manny Glaziers of Birmingham, manager of the store, dishes up ice cream cones. (Staff photos by Charlie Kidd)

Ice cream parlor goes fresh with old-fashioned delights

By JUDITH BERNE

Marc Whitefield, a Southfield attorney, and Manny Glaziers, his friend from childhood, crisscrossed the country over the past two years eating ice cream.

"We've eaten so much ice cream, it's incredible," Whitefield said, in preparation for opening their new West Bloomfield ice cream house, Scoops, 6706 Orchard Lake Road in the West Bloomfield Plaza shopping center.

Scoops is apparently no idle business venture for Whitefield, a Birmingham resident, and fellow attorneys Norman Lippitt and Lou Glaziers, Manny's brother.

They spent time and money researching successful ice cream parlors from coast to coast, like one they heard about in Boston where long lines of ice cream connoisseurs were reported.

"Any place people lined up for ice cream, I had to see," Whitefield described. "So one day, I got into a plane and..."

THEIR NEW enterprise is a synthesis of the best ideas they saw and is based on a concern for nourishing food.

They opted for a high quality ice cream made fresh, using natural ingredients wherever possible. "I don't call it natural, because we use sugar," Whitefield said, "and chocolate by its very nature is not natural."

A local dairy puts together the mix, according to manager Manny Glazier's specifications, using fresh cream, real eggs, fruits and nuts with no artificial flavoring or coloring.

Glazier makes it in the shop, week-ends out front for the customers, but mainly in the back room using less air

to make a thick, heavy ice cream. Ice and rock salt combine to freeze the ingredients in a half-hour's time.

"I call it homemade, fresh and pure; it's very, very nourishing," Whitefield says, with satisfaction.

He believes Scoops ice cream is the difference between buying bread fresh from a bakery or at a supermarket counter.

THE DOZEN varieties of ice cream encased in glass look amazingly alike, except for chocolate and fresh strawberry.

"Kids come in and ask for blue ice cream," Whitefield says. "We have to re-educate them."

Flavors such as coffee are made with freeze-dried coffee, while three gallons of honey bananas contain 40 pounds of bananas.

Ice cream cone customers have their choice—cup, sugar or natural—made from whole wheat and honey.

Scoops sundaes are topped with real whipped cream and strawberries, not candied cherries, which Whitefield says are "pure poison."

SCOOPS MIXES are the store's main feature.

You pick out an ice cream, then designate any number of garnishes from assortments of raisins, chocolate chips, ground Reese's peanut butter cups, coconut, almonds and pineapple, depending on your taste and pocketbook.

Glaziers places a dollop of ice cream on a marble slab, adds the embellishments and works them throughout the scoop, resulting in a softened ice cream uniformly studded with what—in another store—would have been toppings.

It takes a bit longer to be served. The ice cream costs a bit more. But Whitefield says: "Our generation is more aware of what we're putting in

our bodies and will pay a higher price for wholesome food."

WHITEFIELD ENVISIONS Scoops will turn into "an experience" where people will gather to eat ice cream and to talk.

Meanwhile, he has put in a line of fresh juices (pomegranate, banana, strawberry-coconut, etc.), healthy snacks and a print gallery as a hedge against the ice cream business' traditional winter slowdown.

"It's really fun to be in a business where people are happy to be here," says Whitefield, who sees his share of troubled clients in his law practice.

"We intend to open more of these places. When I see a kid's nose pressed up against the glass case, it really makes me feel good about the whole thing."

The store is open noon to 9 p.m. Sunday through Thursday and noon to 11 p.m. Friday and Saturday.

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