

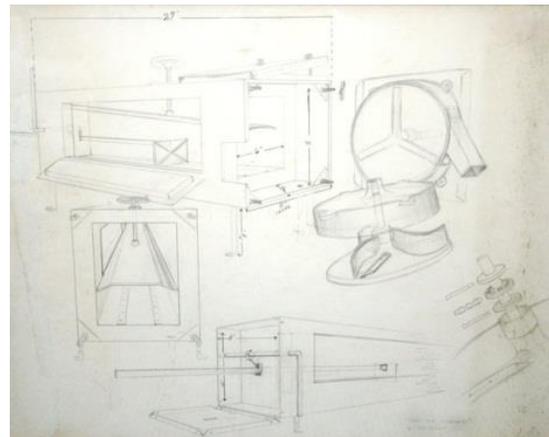
THE HISTORY OF SNOWIZARD

The shadows of the great depression clung to America in 1936, and a New Orleans neighborhood grocer was struggling to keep his business afloat. Noticing a gathering of customers at a nearby snow cone business, George J. Ortolano, son of Sicilian immigrants, was inspired to add this inexpensive treat to his grocery store to generate additional income.



George, however, was resolved to create a machine that would produce a fine, fluffy shaven snow, similar to that made with blocks of ice and a hand ice shaver. His efforts were successful and his subsequent invention of a simple but ingenious machine transformed blocks of ice used in the household icebox into mounds of delicate snow-like flakes, unlike the crunchy ice crystals from that snow cone machine. He dubbed his invention the Snow Wizard Snow Ball Machine - because he thought it was like magic the way it turned blocks of ice into fine, fluffy snow.

Temporarily devoting his mechanical skills to the creation of ships during the Second World War, he acquainted other family members with the machine who introduced the product into their grocery stores. The tasty and unique concoction attracted a slow but steady stream of customers. Abandoning the grocery business soon thereafter to devote his full energies to that fledgling enterprise, Ortolano set about improving his early wooden machines. Incorporating knowledge gained through his shipyard experience, he developed new models built of galvanized metal, and later of stainless steel. His newly redesigned machine warranted a modernized distinct name, so the two words were combined and the letter “w” was removed. The birth of the New Orleans “SnoBall” evolved from his newly donned SnoWizard SnoBall Machine[®].



Assisting George in promoting his innovative enterprise was his wife Josie. She experimented using the assortment of extracts and flavorings in their grocery store to create new and unusual flavors for his “magic” snow. Combining them with cream, “Mrs. O” soon came to be known as the “Queen of Cream” and the mother of famous New Orleans bestsellers including Nectar Cream, Ice Cream and Chocolate Cream SnoBalls.

In the Family Tradition

Continuing that commitment to excellence today is Ortolano's nephew, Ronnie R. Sciortino, who joined the firm in 1981. Sciortino assumed full responsibility for the operation of the SnoWizard® companies after his uncle's retirement and 45 years of dedication to the business. Renewing efforts to maintain the SnoWizard® reputation for quality and service, Sciortino improved and refined the basic machine and expanded the firm's fine line of flavoring concentrates.

Sciortino brought to the company 15 years of valuable experience in the New Orleans food service industry. His knowledge encompasses all facets of food service operations, from the executive chef position of several New Orleans premier food service establishments, to menu planning, building design, kitchen layout, and equipment development. A former vice-president of the New Orleans chapter of Food Services Executives Association and a member of the Institute of Food Technologists and National Association of Food Equipment Manufacturers, he enthusiastically carries on the family tradition begun over three quarters of a century years ago.

This small firm, under his energetic leadership and dedication to excellence, has grown to become the unsurpassed leader in the shaved-ice industry.

SnoWizard Today...

SNOWIZARD® TODAY MORE THAN JUST A MACHINE



The SnoWizard® tradition continues today, with the geographic scope of the SnoWizard SnoBall Machine® operators now flourishing nationwide and in numerous foreign countries in South America, Europe, the Mid-East and Australia. SnoWizard® is your full service company, providing top quality products, information, and services necessary to establish and operate a viable SnoBall business, from the unparalleled SnoWizard® ice shaving machine and over 150 exquisite flavorings, to all required supplies.

When you purchase your machine from SnoWizard®, you purchase a company supported by expertise derived from 70 years of knowledge and hands on experience; more than anyone else in the business. You're more than just a sale to us, you're our customer, and we know the value of a satisfied customer. We're here to assist in making certain that your business is successful. Our knowledgeable and professional staff is always available to answer any question, anytime, and provide the correct answers. Your success is our success. The SnoWizard® management team stands ready to provide the necessary materials and guidance to assist all SnoWizard® operators in meeting or exceeding realistically established goals.