Newsweek Magazine, Time Magazine, The New York Times, The Washington Post, The Boston Globe, The New Yorker Magazine, Seventeen Magazine, The Wall Street Journal, Yankee Magazine, USA Today, Inc. Magazine, The Chicago Tribune, The New York Post, Travel and Leisure Magazine, Gourmet Magazine, The Harvard Crimson, The Smith College Sophian, The Daily Hampshire Gazette, Bon Appetit Magazine, Entrepreneur Magazine, and many more. See What They Say.

They All Scream for It

Fresh fruit and fantasy now turn butterfat into delicious sin

Newsweek

I Scream, You Scream

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Boston screams for Steve's new ice cream

It all started when a former high-school English teacher who was cking out a dwing entering pianos decided to open an ice-cream parlor. He found a small, funky downtown space in the college town of Northampton, Mass. He decorated it with casual furniture, a few giant teddy bears and a bulletin board. The store, called Herrell's, became known for its amazingly [illegible] quality and rich smooth ice —[illegible] and fruits that were folded into the ice cream. After conquering Northampton, Herrell's took on Boston, and quickly became a cult favorite among locals. This year Herrell's opened its fourth Boston-area store and scooped more than 75,000 gallons of ice cream. A few months ago it won Boston Magazine's 1988 award for the best ice cream in the city.

Sound familiar? It's almost the story of Steve's Ice Cream, the legendary parlor opened in the Boston suburb of Somerville in 1973. Steve's became famous for its hippie ambience, fresh ingredients and long lines of devoted customers—so famous, in fact, that the name was eventually used to launch a national brand. The similarity between the two tales of ice-cream entrepreneurship is no coincidence. For the man behind Herrell's is Steve Herrell—the same guy who started Steve's. Herrell, 44, another of the very best Ice Cream and Where to Get It's, calls Herrell one of the pioneers of "premium" ice cream. Now, at 44, Herrell is at it again—expanding a small but very successful chain that makes ice cream local connoisseurs consider every bit as good as the original Steve's.

A decade ago no one would have been more surprised to see Herrell go back into the ice-cream business than Steve himself. By 1977, after four years of 90-hour weeks in Somerville, he was burned out. He sold the store for a modest sum to a new owner, who later turned it over to an investment firm that took it national. (It's since changed hands again.) Herrell headed for western Massachusetts with the vague intention of "homesteading." But soon he missed his calling. A few days after a three-year no-competition agreement with the new proprietors of Steve's expired, Herrell's was in business.

A sweet by any other name: *Herrell at work*

How does Herrell feel about taking on Steve's, which in addition to selling pre-packaged ice cream now has 87 outlets across the country? "It's in an awkward position of competing with himself," says Gus Rassolaos, a former Steve's employee who owns Tonzarella's, another award-winning Boston ice-cream parlor. Herrell says that the growth of his former business has only helped his new venture. "I kind of like it," he says. "They've done all the work, and people still want to know who the original Steve was." He does resent the picture of "Steve" on the ice-cream packages, which looks nothing like Herrell. He also says the product rates only a "B"—that it has "a hint of artificiality . . . a slightly more acid than a smooth, pure dairy taste."

Taste tests: Steve's charges off the pan. Spokesman Howard Englander says the firm is focusing on its packaged ice cream, which still wins awards. He says Herrell runs just another fine ice-cream parlor, and that his criticism stems from "ego" factors. For his part, Herrell says he won't let success get to him this time. He operates all of his Boston-area stores as franchises and concentrates on quality control, conducting taste tests every few months. He also plans to resist the temptation to expand too fast. "You end up spending all your time talking with lawyers, accountants, leasing agents and so and on," he says. "That's not the way I want to spend my time." He prefers spending his time dreaming up new flavors. So far he's come up with 40. (The biggest seller is chocolate pudding; his personal favorite is still vanilla.) Herrell says he's developed a soy-based ice cream "which actually tastes good," and that his next challenge is to come up with a great low-calorie ice cream. As far as his fans in Boston are concerned, Steve's by any other name still tastes so sweet.

MARK PFEIFFER in Boston

A Game of Legal Punch-Out

Hold on to your joysticks. Video-game makers are going to war on a new battlefield: the courtroom. Two weeks ago Nintendo Co., the market leader, was supposedly an attack that could prove more treacherous than any obstacle in its hit games, Super Mario Brothers and Mike Tyson's Punch-Out. In a $100 million lawsuit filed in federal court, Atari Games Corp. accused the Japanese toy maker of blocking competitors from producing game cartridges for Nintendo machines. At the same time, an Atari subsidiary introduced the first independently produced, Nintendo-compatible games. Big bucks are at stake: Nintendo's sales will total about $1.7 billion this year.

Nintendo officials didn't say how they plan to strike back. But analysts doubted the video-game leader would let Atari, maker of Pac Man, bite into its profits without a fight. A countersuit is widely expected, possibly charging patent infringement. For Nintendo fans, the warfare could mean more games to choose from next holiday season. For the video-game makers, the Ghost of Christmas Past may have another warning: beware of the overproduction that sank the first video-game crash.

Zapping the market leader: *The champ plays Nintendo's Tyson*

The Washington Post

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Editorials / Columnists C 1

Ice Cream Wars: The Terrible Swift Umlaut