

Marianne's Ice Cream opens second location



EMMA BROKAW — SANTA CRUZ SENTINEL

A ribbon cutting marks the grand opening of the new Marianne's Ice Cream location at State Park Drive and Center Avenue.

Customers flock to grand opening of iconic Santa Cruz County business

By Audrey Chase

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APTOS » Marianne's Ice Cream has officially opened its doors in Seacliff welcoming hun-

dreds of locals to its newest location. The atmosphere was buzzing with excitement as people flocked to the former Seacliff Center Market to sample a flavor ice cream they

wanted.

Originally located in the classic red building on Ocean Street in Santa Cruz, there are now two locations to indulge in a creamy bit of Santa Cruz

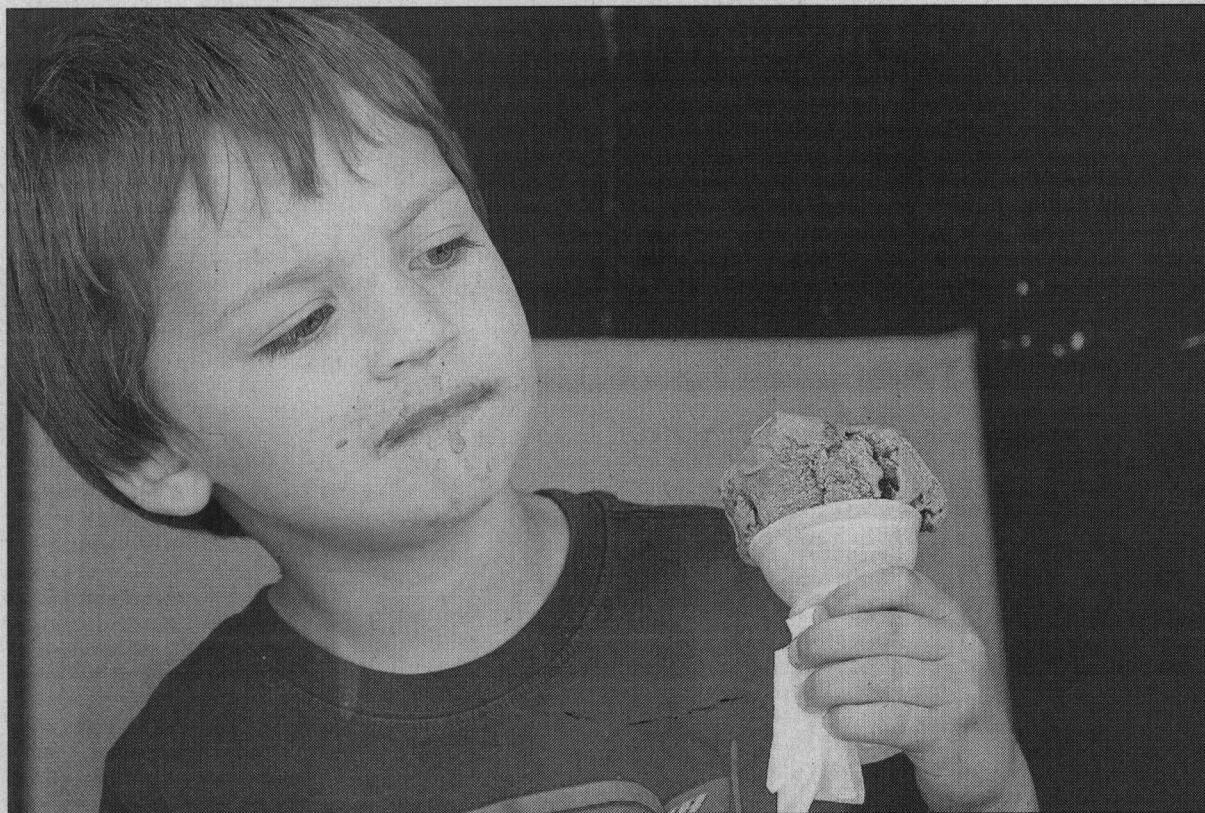
County history.

Young and old alike streamed in Wednesday to get their free scoop of the delicious treat and celebrate the

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All ages enjoyed free single-scoop ice cream at the grand opening of Marianne's Ice Cream on Wednesday.

Marianne's

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store's opening.

"We've been open since Memorial Day weekend but this is our official opening," said Billy Locke-Paddon, an employee at Marianne's.

Daniel Hettick waited in line with a friend at the grand opening. "I try all the flavors just to give my sister a hard time because she works here," he said.

A very excited Trevor Allshouse, 10, was the 100th customer in line and said he was going to keep his number tag as a memento.

Santa Cruz County Supervisor Zach Friend attended the event offered a few remarks congratulating Wilcox and Dillon.

A Santa Cruz icon, Marianne's was founded in 1947 by Tom Becker and was named after his daughters Mary and Annie. Sam and Dorothy Lieberman bought the business in 1958 and sold it to Charlie Wilcox and Kelly Dillon in 2012.

Wilcox and Dillon, former Citibank employees, were new to Santa Cruz when they discovered Marianne's and were instantly hooked. They later saw that it was for sale and de-

HISTORY OF MARIANNE'S ICE CREAM

New location: 218 State Park Drive, Aptos.

Owners: Charlie Wilcox and Kelly Dillon.

Hours: 10 a.m. to 11:00 p.m. daily.

cided to take the plunge.

Starting out with just 13 flavors, Marianne's now offers 75 with changing seasonal flavors, such as cantelope in the summer and rum raisin in the winter. The flavors range from Old Fashioned Vanilla to their signature "10-20" which is caramel ice cream with swirls of fudge and Oreo cookies.

History: Marianne's was established in 1947 by Tom Becker and purchased in 1958 by Sam and Dorothy Lieberman. In 2012, Wilcox and Dillon purchased the business.

There are even vegan and sugar-free options for those with dietary restrictions.

Wilcox and Dillon are also planning on teaming up with local vendors such as Santa Cruz Roasting Company for coffee.

They would also like to carry snack and picnic foods for people on their way to the beach.