

OBITUARY



Dorothy, second from left, and Sam Lieberman, far right, owned and operated Marianne's Ice Cream for 55 years, before selling the business to Kelly Dillon and Charlie Wilcox. SHMUEL THALER/SENTINEL FILE

Popular ice cream maker dies

By SHANNA MCCORD

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SANTA CRUZ — Samuel Lieberman, the longtime patriarch of Marianne's Ice Cream, died at home Nov. 19 after battling cancer. He was 84.

Born in Santa Cruz and a 1947 graduate of Santa Cruz High School, Lieberman found his way into the ice cream business after serving in the U.S. Army dental technician in 1951 during the Korean War.

Lieberman and his wife of 56 years, Dorothy Lieberman, purchased Marianne's in 1958 and grew the business from 13 flavors to more than 75, including butter brickle and rum raisin.

They expanded Marianne's reach to 223 restaurants and about 75 events such as the Gilroy Garlic Festival, where garlic ice cream is popular.

"Neither of us knew anything about ice cream when we started," Dorothy Lieberman said. "I used to bake the

SAMUEL LIEBERMAN

BORN: Oct. 24, 1929

DIED: Nov. 19, 2013

EDUCATION: 1947 graduate of Santa Cruz High School; San Jose City College and San Jose State

CAREER: Owner of Marianne's Ice Cream

SURVIVED BY: Wife Dorothy Lieberman; son Maurice Lieberman and sister Elaine Roth

SERVICES: Services were held Tuesday

brownies for the brownie ice cream in the beginning. But when I got up to four pans a week, I told him to go find some other brownies."

Dorothy Lieberman, who met her husband at a friend's wedding, said his top priority was serving good quality ice cream. He would constantly strive to make his recipes better, including the use of 16 percent butter fat.

"He loved his product," Dorothy Lieberman said. "He was very conscience

of quality. The more he improved it, the more he wanted to improve it."

Lieberman sold his company, housed in a bright red building at 1020 Ocean St., to Charlie Wilcox and Kelly Dillon last year.

Despite not owning the business anymore, Lieberman still visited the ice cream parlor every day and served as a consultant to Wilcox.

If the store was out of something, Lieberman would run out and buy supplies, Wilcox said.

Lieberman and his longtime friends would meet at the parlor every morning, seven days a week, to sip coffee and catch up with each other.

"Sam had a lot of passion for what he did. He was there to help as long as he possibly could," Wilcox said. "He was very giving and he had a great sense of humor."

He was an active member of the Santa Cruz Elk's Lodge No. 824, Santa Cruz Exchange Club, Native Sons of the Golden West and Toastmasters.

He was chosen as Santa Cruz Old Timers Man of the Year for 2013.

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