

WS

Mora Iced Creamery shops in Kitsap bought by Bainbridge Island couple, rebranded as Island Cool



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Kitsap's three beloved Mora Iced Creamery shops have been purchased by a Bainbridge Island couple and will be rebranded as the last remaining scoops of Mora ice cream are gulped down by consumers.

Lovers of frozen treats on the island will know the new brand Island Cool, which has operated a frozen yogurt shop in Lynwood Center under the ownership of islanders Melissa and Chris Jasperson since 2018. The Jaspersons closed on their purchase of the old Mora locations on Bainbridge Island, in Poulsbo and in Kingston from prior owners Mike and Gretchen Brooks last week and will rebrand those spaces as Island Cool Ice Cream shops.

The last local stock of Mora ice cream will be sold off in the shops in the coming weeks as they switch over to serving a new brand, Snoqualmie Ice Cream, which is made in Snohomish County.

Melissa notes that the former Mora production facility in Poulsbo was quietly taken over by the brand Acme Valley Ice Cream last year, and since news began to filter out that the three franchised shops in Kitsap would be moving on from the Mora brand over the last week, Melissa has had to be the bearer of some bad news for lovers of the brand: No more Mora.

But she's ready to introduce local ice cream fans to the Snoqualmie brand and thinks the shift won't be a big one.

"I honestly believe that they will notice very little difference," she said. "It's super high quality, really creamy."

"I think Snoqualmie Ice Cream is the closest premium ice cream made in this area to Mora's," she added. "They all have their own uniqueness, if they didn't, they wouldn't have their followings. They're all a little bit different from each other, but still super premium ice creams, small family business, husband-and-wife team that have ran this little business for 30 years. He still makes all of the recipes for his ice creams. It's really a very similar business model, I believe. I think the change will really be not that noticeable."

Melissa said she and her husband learned through the grapevine that the Brookses were looking to sell their shops as the Mora ice cream supply began to wind down and set to looking at the idea. They saw the expansion as a natural extension of what they had been doing in Lynwood Center since 2018 and jumped at the idea as Melissa was looking to take on a new challenge.

"It really came about very quickly," Melissa said.

Recent weeks have been a whirlwind as the transition moved ahead. "Definitely excited, definitely a little bit overwhelmed," she added.

Notices posted at the shops signed by the Brooks holding company note the ownership and branding change: "We would like to express a deep gratitude and appreciation for your years of loyalty and support to our Mora Iced Creamery stores. It has been a pleasure to serve you and to provide a product that we have loved for so many years. Moreover we are grateful for the relationships we have made with our customers, the community and our employees. We are moving on to other ventures. We are proud to announce the transition of our Mora Ice Cream stores to another familiar local business, Island Cool. The Bainbridge Island based Island Cool will be taking over the stores as Island Cool Ice Cream and we wish them much success for the future."

Customers will eventually see the branding of the shops shift over to the Island Cool look that patrons currently see in the Lynwood Center space. At this point, the Jaspersons plan to keep frozen yogurt at that location and ice cream at the others. They plan to have plenty of face time in their new locations in the coming weeks during the transition.

“Change is hard, so I think it’s nice when (visitors) can actually talk to the owner and realize that it’s a small disruption, and it’s still a great, local ice cream company making the ice cream,” Melissa said. “We didn’t switch to some generic, whatever ice cream.”



Owner Melissa Jasperson in her Island Cool Frozen Yogurt shop located in Bainbridge Island’s Lynwood Center on Tuesday, Aug. 1, 2023. MEEGAN M. REID/KITSAP SUN

Kate Pocekovic, 7, digs a spoon into the rainbow sprinkles as she tops her cup frozen yogurt at Island Cool Frozen Yogurt in Bainbridge Island’s Lynwood Center on Tuesday, Aug. 1, 2023. Island Cool’s owners Chris and Melissa Jasperson have bought the three Mora Iced Creamery locations in Poulsbo, Kingston and Bainbridge and will change their name to Island Cool Ice Cream. MEEGAN M. REID/KITSAP SUN



Island Cool Frozen Yogurt owner Melissa Jasperson straightens the containers of toppings as she gets the shop ready to open in Bainbridge Island’s Lynwood Center on Tuesday, Aug. 1, 2023. Melissa and her husband Chris bought the three Mora Iced Creamery locations in Poulsbo, Kingston and Bainbridge and will change their name to Island Cool Ice Cream. MEEGAN M. REID/KITSAP SUN