

Tahoe Creamery expanding into larger facility in Minden

By Northern Nevada Business Weekly

The owners of High Sierra Ice Cream Inc., parent of Tahoe Creamery brand ice cream, faced a daunting decision near the end of 2010.

Tahoe Creamery had shut down in September 2010 because it ran out of working capital, and the investor group, headed by lawyer Garrett Sutton of Sutton Law Center, pondered whether to fire-sale the company's assets, sell the business, or restructure management and try to bring the brand back.

They chose the latter, resurfacing Tahoe Creamery in February 2011. It wasn't easy resurrecting the brand, Sutton says. Currently, High Sierra Ice Cream has placed pints in northern Nevada Scolari's stores, and the ice cream also is served at Grand Sierra Resort, Tahoe Valley Campground at South Lake Tahoe, the Gear and Grind Café in Tahoe City, Susie's Scoops in Incline Village, and certain 7-Elevens.

Tahoe Creamery has three full-time employees and is in the process of moving into a new 2,200-square-foot location in Minden. The company had been located in a small 800-square-foot space in Minden. The company uses Model Dairy as a distribution partner for the ice cream.

Sutton says Tahoe Creamery plans on releasing several new flavors by the end of the summer, as well as new packaging for the pints.