



The Journal



Stickhouse, authentic Italian popsicles

A new chain destined for success in N. America

Los Angeles, August 1, 2017; Stickhouse, an Italian gelato and sorbet truck, started driving in Westwood Village one month ago, usually driving on Broxton Avenue or Westwood Boulevard.

Students walking down Broxton Avenue can stop to see colorful gelato ice pops covered with chocolate and nuts through the window of a food truck. The truck bears the slogan, "From Italy with Love."

Stickhouse, an Italian company serving creamy gelato and fruity sorbets on popsicle sticks, drives through Westwood Village three days a week. Its flagship store is in Santa Monica, but the truck has visited Westwood for the Past month on Mondays, Wednesdays and Fridays on Broxton Avenue or Westwood Boulevard.



Stickhouse owner Vincenzo Sottile's family has made gelato in Turin, Italy for 40 years, the chain U.S.A CEO Mr. Ismar Toromanovic is very optimistic and thinks this concept will spread nationwide to other metropolitan here and Canada. He explained that ever since Sottile invented the machine called "La Ghiacciola", or "the icicle" in



2006, a crystallizes gelato, that can be served on a stick, the door opened for major expansion. Vincenzo opened his first store in 2008 and expanded the business into an international chain of gelato popsicle stores. Stickhouse began operating the company's first Los Angeles food truck in February.

Stickhouse's chief operating officer, Desiree Samento, said the food truck comes to Westwood because it is a heavily trafficked area. "The days we weren't (in Westwood) people would call us ... (asking us) to come back," Samento said. "It's definitely my favorite spot so far."

Samento said she estimates about 90 percent of the truck's Village customers are UCLA

Andrew Thomas, executive director of the Westwood Village Improvement Association, said he does not support food trucks coming into the Village because they take away business from stores that pay rent.

"I want the Westwood community to frequent the brick and mortar businesses," Thomas said. "I'd rather have the community support the businesses here and now than the transitory that doesn't pay taxes and doesn't contribute to our district."

City officials closed a food truck lot that opened on Gayley and Le Conte avenues in July 2014 because the food trucks did not comply with city codes. Some officials said they thought the food truck lot hurt local businesses.

Customers, however, said they enjoyed the food truck's gelato.

Christy Moosavi, a Stickhouse customer, said she liked the truck's vegan and lactose-free gelato options.

"I think the truck (moving into the Village) is great," Moosavi said.

Lourick Bustamante, a first-year psychobiology student, said she likes gelato and was interested in the truck, but does not have time to walk to the Village.

Amy Thein, a third-year human biology and society student, said she thinks the truck is appealing but was concerned about its impact on Village stores.

"I was thinking how well it'd do compared to the (Village's) actual stores," Thein said. "You don't see many trucks, but it may drive away customers from the stores.

For more info please visit www.stickhouse.it



Sean Spicer stole mini-fridge from White House junior staffers:

Washington DC, July 27, 2017: The soon-to-be-former White House press secretary begets Fridgegate on his way out the door.

There is no love lost between former press secretary Sean Spicer and the media, and the coverage of his resignation proves it, from video montages of his most blatant untruths to ... video montages of reporters' reactions to his untruths.

Last weekend, the Wall Street Journal did a proper postmortem of the Spicer era, and they began the piece with an anecdote almost as ignoble as his beginning a press conference in the White House bushes: Spicer was so jealous of a junior staffer's mini-fridge that he nabbed it for himself.

According to WSJ's rundown of the caper:

"[Spicer] dispatched a top aide to a nearby executive office building where junior research employees are crammed into a room, surviving on Lean Cuisine frozen lunches. Mr. Spicer wants your icebox, the aide said, according to people familiar with the incident. They refused to give it up. So Mr. Spicer waited until sundown—after his young staffers had left—to take matters into his own hands. He was spotted by a fellow White House official lugging the icebox down the White House driveway after 8 p.m."

The internet found this highly amusing. Some sought to provide practical advice, perhaps lest this happen in the future.

"Prob could have dispensed the damn thing from Staples," said one Twitter user.

"There's a Staples four blocks from the White House," added another.

And others had more fun with it than Melissa McCarthy riding a Segway down Sixth Avenue.

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