## Give your kids a party at The Priory It'll be a pienic for you.

#### HOW IT ALL STARTED IN 1975

Mr Sanders, of The Priory, Deddington, has been an advocate of ice cream since he was a boy.

In fact, his fondness for ice cream led to his creating a fifties style parlour in Deddington - a rare kind of business for a village.

The parlour is Mr Sanders' pride and joy. Before becoming an ice cream parlour, it was a wholesale confectionery business with an ice cream shop as a sideline.

The business was started by Mr Sanders' father. Walter George, back in 1920. The ice cream venture started in a small way when Walter bought an ice cream making machine for £120 · a magnificent sum in those days.

After the death of his father. Mr Sanders discontinued the wholesale side of the business. Now he runs the parlour with his mother, Mollie.

He has travelled the Continent and studied the various types of parlours and ice creams and inevitably he put this experience to work.

"I have tried to copy the Continentals and I don't mind admitting it, or the parlour being thought of in that way. It is nice to create a meeting place, ideally where people can play games, talk and eat just like they do abroad" he said.

"I have a juke box in the shop but not in the parlour. That would not be fair on the other people. It is an accident that this fifties design has coincided with the present nostalgic fashion. But I must say that I always liked this look when I used to see such places in films on television," he added.

Mr Sanders explained how he would like to develop more interesting ice creams.

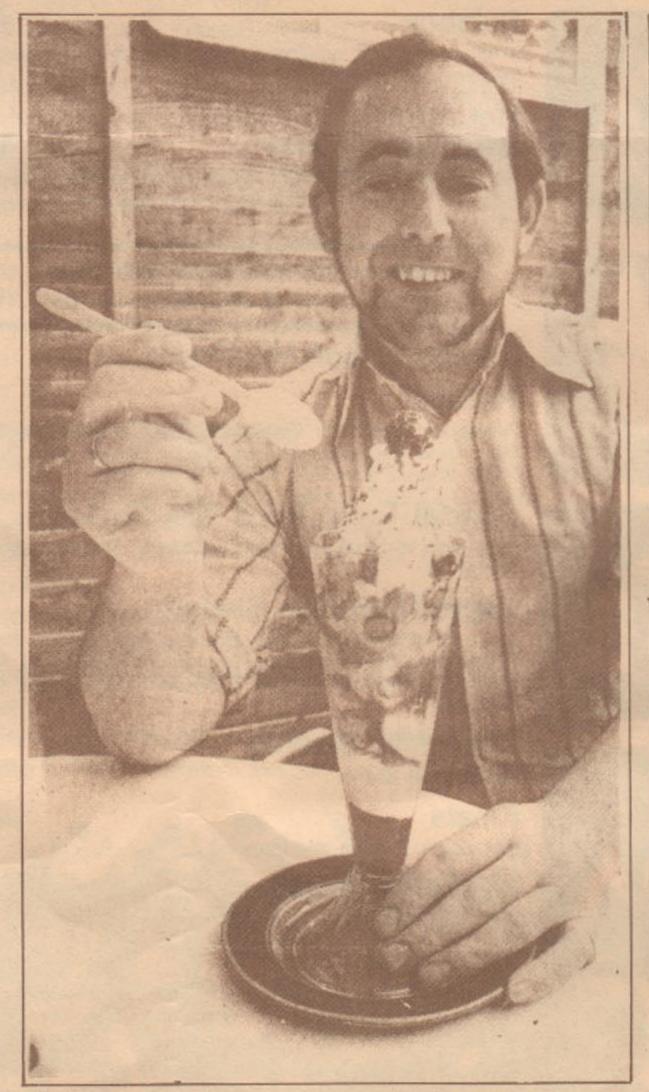
"Germany and Italy, obviously are the countries that perfect ice creams. Of course, the price and quality is much greater. They put everything inside them. They use an awful lot of liquors. And they do flambe, on which you pour brandy and set fire to it. I would like to develop an ultimate ice cream." said Mr

Sanders.

Each day is different for Mr Sanders and he attracts customers from far and wide. An American comes in three times a week and always orders the same - a Priory Pleasure - consisting of ice cream, butterscotch, nuts, bananas and chocolate sauce.

Watching life go by gives Mr Sanders great pleasure. "It is nice to meet people. I never really believed in the wholesale business. This parlour is something I dreamed up myself. It is what I have always wanted to do. And I love doing it," he said.

into an Ice Cream Pizza Parlour and Restaurant.



Mr Clive Sanders tries one of his own Knickerbocker glories.



A 1925 picture of Walter George Sanders with the van he used in his wholesale confectionery business which his son, Clive, later discontinued and developed into an ice cream parlour in Deddington.



A 1923 picture of Walter George Sanders serving his home made ice cream helped by his mother Annie, sister Nancy, brother Albert and friends at the Castle Grounds. Deddington.



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Since 1975 the Ice Cream Parlour has changed

## //// The Priory Icc Cream Pizza Parlour and Restaurant

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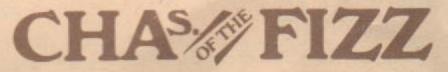
# The Priory Ice Cream Pizza Parlour and Restaurant New Street, Deddington, Oxford Tel: 0869 38304

Historyof le Geam

#### First Century Fiddler Fathers Fountain Fantasies

Legend has it that the Roman Emperor Nero was the father of frozen desserts. He sent armies of slaves to the Northern Alps for ice and snow to freeze his favourite fruit drinks.

In the Thirteenth Century, Marco Polo brought back a recipe for making water ices from the Orient. Ice cream was soon to follow!



Charles the First of England went bananas over a frozen cream dessert, and awarded his cook a £500 annual stipend to restrict the recipe to royal repasts.

#### A Revolutionary Discovery

Early in the 1700's ice cream caught on in the American colonies. George Washington had pewter ice cream pots and ice cream making machines in his Mount Vernon home. Later, President Madison's wife, Dolly, introduced ice cream to the White House dining room. Since then, ice cream has been as American as apple pie.

1st APRIL · 31st OCTOBER Monday 11am · 9pm : Tuesday · Closed Wednesday 9am - 9.30pm : Thursday 9am - 9.30pm Friday 9am - 10pm : Saturday 9am - 10pm Sunday 12 noon - 10pm OPEN ALL BANK HOLIDAYS · CLOSED ONLY AT CHRISTMAS ICE CREAMS, COFFEE, PIZZAS, HAMBURGERS, MEALS AND CREAM TEAS

Soon after carbonated water was introduced by Philip Physic (no phooling). John Matthews invented the soda fountain. Soon, syrup flavourings were added, and one summer day in 1874 a desperate concessionaire who had run out of syrup substituted ice cream instead. Presto! The ice cream soda was born.

Then when prohibitionists in Evanston, Illinois, declared soda water intoxicating and outlawed it on Sundays, an enterprising drug store operator served just ice cream and syrup without the soda water. Sundaes were born (they were called Sundays until the town fathers objected).

#### The Priory Brings Ice Cream Pizza Parlour to Deddington, Oxfordshire

Come for a family treat to the Priory Pleasure Parlour and try the wide range of Ice Creams, Pizzas and meals.

Try Ice Cream dishes such as the ever popular "Knickerbocker Glory" or the German "Bavarian Glory" or try The Parlour speciality "Priory Pleasure" as well as many others.

So come to the Priory Pleasure Parlour where the choice is yours.

#### TIME OF OPENING

1st NOVEMBER - 31st MARCH Monday 11am - 6pm : Tuesday - Closed Wednesday 9am - 9pm : Thursday 9am - 9pm Friday 9am - 9.30pm : Saturday 9am - 9.30pm Sunday 12 noon · 9.30pm

#### M

P'ZZAS - 61/2 inches	
Cheese & Tomato Pizza	£1.10
Onion, Cheese & Tomato Pizza	1.20
Ham, Cheese & Tomato Pizza	1.30
Bacon, Cheese & Tomato Pizza	1.30
Mushroom, Cheese & Tomato Pizza	1.30
Ham, Mushroom, Cheese & Tomato Pizza	1.45
Bacon, Mushroom, Cheese & Tomato Pizza	1.45
Ham, Pineapple, Cheese & Tomato Pizza	1.45
Pepperoni Sausage, Cheese & Tomato Pizza	1.45
Green & Red Peppers, Cheese & Tomato Pizza	1.45
Salami, Cheese & Tomato Pizza	1.45
Continental Sausage, Cheese & Tomato Pizza	1.50
Priory Special Pizza	1.60
9 inches	
Same choice as 6 <sup>1</sup> / <sub>2</sub> in Pizzas above	1.75
Cheese & Tomato Pizza	1.75
Onion, Cheese & Tomato Pizza	
	1.65
Priory Special Pizza	2.00
HOT MEALS	
Sausage, Egg & French Fries	1.40
Beef & Kidney Pie & French Fries	1.40
Cottage Pie with Peas or Mixed Veg.	1.60
FULL BREAKFAST: Pot of Tea, 2 Eggs, 2 Rashers	
of Bacon, Sausage, Mushrooms, Tomato, Fried	
Bread or Toast	2.30
SMALL BREAKFAST: 1 Egg, 1 Rasher of Bacon,	
Sausage, Fried Bread & Tomato	1.60
Chicken & French Fries in the Basket	2.20
Gammon Steak with Pineapple or Egg, Peas, or	
Mixed Veg. and French Fries	3.30
Sirloin Steak, French Fries, Peas, Mushrooms,	
Tomato (Min. weight of Steak before	
cooking 7oz)	4.80
1/41b AMERICAN HAMBURGERS	
1/41b American Hamburger with Bread Roll	1.05
1/41b American Hamburger with Bread Roll & Onions	
1/41b American Hamburger with Bread Roll & Cheese	
1/41b American Hamburger with Bread Roll & Cheese	1.55
& Onion & Tomato	1.45
1/41b American Hamburger with Bread Roll & Cheese	
Tomato & Mushrooms	1.50
1/41b American Hamburger with Bread Roll & Cheese	
& Tomato	1.45
1/41b American Hamburger with Bread Roll & Cheese	
& Tomato & Mushrooms & Bacon	1.65
o Tomato o Mushrooms o Dacon	1.05



ENU		Priory Tribute	£1.65	1
DRINKS	40p	To commemorate the Royal Wedding between & Lady Diana we created this dish. Two slices Marzipan roll, luscious strawberries, chocolate	of Chocolate Ice Cream,	
Cup of Coffee with Fresh Cream	35p	chocolate flake, chocolate sauce topped with f cream.	reshly whipped	
Cup of Coffee	32p	SPECIALS		
Cup of Tea	20p		£1.25	
Cup of Lemon Tea	20p	Knickerbocker Glory England's favourite Ice Cream dish	201.20	Knickerbocke
Pot of Tea for One Person Cup of Hot Drinking Chocolate	40p 35p	The tall dish of Soft Ice Cream sandwiched be		13
Cup of Horlicks	35p	delicious strawberries, strawberry ice cream, fr golden diced pineapple.	uit cocktail and	No. and
Glass of Coca Cola, Orange or Lemon	22p-30p		£1.30	1
Glass of Milk	25p	Italian Spaghetti From Italy the home of Ice Cream	201.00	I TI
Grapefruit or Orange Juice	35p	A round dish of Fresh Whipped Cream covere		
SANDWICHES		Cream in spaghetti form and topped with rasp and flaked nuts.	berry sauce	C-Start.
1 Round of Banana	50p	Bavarian Glory	£1.25	Choc Nut Sun
1 Round of Egg	50p	From Germany a very popular Dish	001.20	
1 Round of Cheese	55p	A tall dish of Soft Ice Cream sandwiched betw		
1 Round of Ham 1 Round of Cheese & Tomato	55p	delicious maple syrup, chopped nuts, and half		1
1 Round of Cheese & Pickle	60p 60p	Priory Pleasure	£1.50	
1 Round of Egg & Tomato	60p	A tall dish of Soft Ice Cream sandwiched betw	een lavers of	
1 Round of Ham & Tomato	65p	sliced banana, chopped nuts, hot butterscotch	fudge sauce,	
1 Round of Bacon	80p	half walnuts and topped with milk chocolate of		Strawbing Sol
1 Round of Sausage	80p	Maiden's Blush	£1.45	
TOASTED SANDWICHES		A tall dish of Soft Ice Cream sandwiched betw luscious strawberries, cherries, strawberry and		
Cheese	65p	toppings.	S. S	57
Cheese & Onion	70p	Deddington Delight	£1.50	1-1-
Ham Chan C. Tarrata	70p	A tall dish of Soft Ice Cream sandwiched betw		Jen a
Cheese & Tomato Ham & Tomato	75p	blackcurrant fruit topping and blackcurrant lce		and the second s
Ham & Cheese	80p 85p	Banana Long Boat	£1.45	Brown Derby
Ham & Pineapple	85p	Split banana with double portion of Soft Ice C cocktail and golden diced pineapple.	ream with truit	
Ham, Cheese & Tomato	90p			1
Ham, Cheese & Pineapple	95p			
HOT SNACKS		Hot Waffle	£1.00	-
Soup of the Day	40p	Hot waffle topped with Soft Ice Cream, maple chopped nuts.	syrup and	
Sausage Roll	35p	Scoop Ice Cream	£1.10	
Hot Dog with Onions	40p	Any three flavours topped with Soft Ice Cream		Fruit Cockta-I
Meat & Vegetable Pastie with French Fries Poached Egg on Toast	1.30 70p	Strawberry, Coffee, Pineapple, Raspberry, Pista Peppermint, Mint Chocolate.	chio,	1111-
Baked Beans on Toast	70p		01.20	-
	104	Strawberry Scoop	£1.30	5
COLD SNACKS Ploughmans Lunch	1.10	Three Scoops strawberry Ice Cream topped wi Cream, delicious strawberries and sauce.	ut solt ice	- in
Duck Pate with Toast & Butter	1.10	Raspberry Scoop	£1.30	2718
		Three scoops of raspberry Ice Cream topped v	and the second se	-
CAKES Assorted Cream Cakes	55p	Cream, raspberries and raspberry sauce.		Brown Derby
Sultana Cherry Cake	35p	Mint Chocolate Scoop	£1.15	. +
Scone	30p	Three scoops of peppermint and chocolate loo with Soft Ice Cream and chocolate sauce.	e Cream topped	
Shortbread Slice	28p		01.45	-
Packet Biscuits	18p	Double Chocolate Delight	£1.45	
		A round dish with three scoops of chocolate lo topped with Soft Ice Cream with milk chocolat		
FREE (for the birthday child only)		hot butterscotch fudge sauce.		0.5
You get a FREE Birthday Sundae if you have yo	our birthday	Double Pineapple Delight	£1.40	Strawberry Su
party here with 6 children or more.		A long dish of pineapple scoop lce Cream top Ice Cream and golden diced pineapple.	ped with Soft	Pric
	manne			Cite State
FOR THE CHILDREN - MEDIUM SIZE	ž	Garden Party Special	£1.60	SERV
Knickerbocker Glory80pMaidens BlushPriory Pleasure£1.10Deddington Delight	£1 £1	A long dish of strawberry and raspberry Ice Cr with Soft Ice Cream with strawberries and rasp	eam topped berries.	NOT
Bavarian Glory 80p Rainbow	. 70p			
Survey war and a second	*****	ABOVE ITEMS ARE OFFERED SUB	JECT TO AVAI	LABILI

FOR THE CHILDE	REN - M
Knickerbocker Glory	80p
Priory Pleasure	£1.10
Bavarian Glory	80p
Davarkan chory	oop

# Pleasure THE PRIORY Parlour



















ces include VAT ICE CHARGE INCLUDED

#### **Banana Split**

Split Banana with 3 rosettes of Soft Ice Cream, raspberry, strawberry and chocolate sauce topped with dessicated coconut and chopped nuts.

#### **Perfect Parfait**

£1.35 The tall dish of Soft Ice Cream sandwiched between layers of chocolate sauce, fruit cocktail, strawberry filling, luscious strawberries and cherries.

#### **Brown Derby**

90p Spongy doughnut ring topped with Soft Ice Cream and smothered with chocolate sauce and nuts.

#### Hot Brown Derby

£1.05 Hot spongy doughnut ring covered with delicious hot butterscotch fudge sauce topped with Soft Ice Cream and smothered with chocolate sauce and nuts.

## My Fair Lady A long dish of Soft Ice Cream, half peaches with golden diced pineapple, chocolate vermicelli and wafer.

Meringue Glace £1.20 A round dish of Soft Ice Cream, meringue shells, chocolate sauce and desiccated coconut.

#### Strawberry Imperial

A round dish of Soft Ice Cream covered jam filled swiss roll with strawberries.

#### Rainbow

A tall dish of Soft Ice Cream sandwiched between layers of flavoured ice cream.

#### Hot Apple, Apricot or Blackcurrant Pies

£1.25 Hot smothered with hot butterscotch fudge sauce, topped with Soft Ice Cream and covered with chocolate sauce and chopped nuts.

All dishes may be topped with fresh whipped cream at an additional cost 40p

### Portion of Soft Ice Cream

#### Parfaits

Selection as above.

Pineapple, Strawberry, Chocolate, Fruit Cocktail, Chocolate Nut, Maple Nut, Fruit and Nut, Golden Blonde, Rich Brunette, Maple Walnut, Strawana, Apple Foam Melba.

**Special Triple Thick Milk Shakes** 90p Made with real fruit - Strawberry, Banana, Raspberry and Tangerine.

#### **Triple Thick Milk Shakes** 80p Lime, Strawberry, Chocolate, Banana, Pin eapple, Coffee, Peppermint, Mint-Chocolate, Coconut, Mocca; Rhum, Apricot, Caramel, Raspberry, Lemon, Tangerine, Blackcurrant, Lemon and Lime. Thick Milk Shakes

Thick Milk Shakes Selection as above.	60p
Floats Coca Cola, Orange and Lemon	60p
Ice Cream Sodas Lime, Lemon, Raspberry and Strawberry.	60p
Medium Sundaes Hot Butterscotch Fudge, Peach, Cherry, Chocolate Nut Pineapple, Fruit Cocktail, Pineapple and Chocolate, Ch Chocolate, Strawberry.	<b>85</b> p
Small Sundaes Selection as above.	65p
Extra Large Sundaes £1.20	E

£1.35

## £1.20

£1.20

£1.20

60p 85p