

For over 75 years Brunswick Ice has served south central Virginia from its original location in Brunswick County. Home of the world-renowned and officially proclaimed original 1828 Brunswick Stew, Brunswick County can now point with pride to yet another contribution to Virginia's famous foods list, the first brand-name packaged purified ice.

1929 Just months before the Stock Market Crash of 1929, Pecht family purchases Brunswick Ice & Coal Company, Inc. in Lawrenceville, Virginia. Produces 300 pound block ice and distributes it by Clydesdale horse-pulled wagon. To better serve the residential ice box market, ice block scoring machines facilitate the reduction of 300 pound blocks to 50- and 25-pound blocks.

1930-1949 Brunswick Ice expands its commitment to products that keep good food cold by introducing and distributing early Servel™ gas-powered single-zone refrigerators to southern Virginia. Rural electrification program reaches southern Virginia farms in the late 1940s. Electrification allows homeowners and businesses to enjoy new electric single-zone refrigerators. Many still use ice boxes; Brunswick Ice continues to serve block ice customers.

1950-1969 Mass marketing of dual-zone electric refrigerator with freezer capability in 1950s brings about substantial declines in ice volume sales. Affects ice industry nationwide. Decline continues through the 1950s and 1960s as home refrigerator freezer ice making becomes more sophisticated. However, new uses emerge for packaged ice as automotive transportation improves with highway expansion. Advent of television introduces Americans to new vistas. Travel, camping, hunting, fishing interests expand. Americans respond to the lure of the open road and learn to buy packaged ice for the trip. New mobility creates new market for packaged ice as a transportable refrigerant for food in coolers and campers. Sports events open door to other volume uses.

1970-1989 New demand, shifts in market uses for packaged ice inspire changes in production and packaging technology. Brunswick Ice meets the growing need for packaged ice nuggets; identifies new market segments. Introduces multiple size packages. Sales rebound over 75% with first "Turbo" ice making machine installation.

1972 Brunswick Ice installs first nugget ice making and bagging machines.

1973 Adds five-ton "Turbo" ice making machine.

1977 Increases capacity with addition of ten-ton "Turbo" ice making machine; retires block tank ice-making.

1982 Increases production to meet demand; new 20-ton "Turbo" gives company 35-ton/day capacity.

1990s Consumer concerns about tap water quality grow. Various bottled water products enter market. Brunswick Ice recognizes the significance of ice as food; moves to make a dramatic difference in the quality of ice. Develops and introduces ice made from water purified by reverse osmosis.

1995 Brunswick Ice begins feasibility study for the production of purified ice. A relatively new science, water purification by reverse osmosis reaches commercial viability.

1996 Reverse osmosis water purification system is installed. Morris Nugget™ Ice Maker with Clear Ice Cycle added to deaerate and freeze purified water into crystal clear nuggets. Marketing group is hired to provide market data, purified ice trademark and package design.

1997 Completes first full run of new purified ice product with new packaging and trademark for OSMOTIC AQUATIC®THE PURIFIED ICE. Distribution grows across south central region of Virginia. Brunswick Ice first member company of the International Packaged Ice Association to develop a packaged purified ice product for retail market.

1998 Capacity reaches 120 tons of purified ice per day. OSMOTIC AQUATIC® receives approval as a U.S. registered trademark for Brunswick Ice brand of purified ice.

1999 Brunswick Ice completes second successful year of purified ice production; proves purified ice can be produced and packaged for high-volume markets at competitive prices and transported successfully to ice storage facilities out of local distribution area.

2000-2007 The new millennium consumer shows serious interest in bottled water; purified bottled water leads market. Brunswick Ice meets purified water popularity with SERIOUS ICE™ — purified packaged ice. Samples of OSMOTIC AQUATIC®THE PURIFIED ICE pass independent purified water test requirements under U.S. Pharmacopeia guidelines.

2003 Brunswick Ice not only meets the IPIA Packaged Ice Quality Control Standards but also meets the requirements of the Hazard Analysis/Critical Control Point System; becomes first U.S. ice producer to attain combined ice quality and food safety PIQCS PLUS designation. Brunswick Ice consistently retains its PIQCS PLUS annual certification.

OSMOTIC AQUATIC®THE PURIFIED ICE is recognized by the Virginia Department of Agriculture as meeting the stringent standards for certification as a processed food product under the Virginia's Finest Program.

2007 OSMOTIC AQUATIC achieves 10-year sales mark: 100 million pounds of purified ice sold.

1997-2007 OSMOTIC AQUATIC®THE PURIFIED ICE celebrates its 10th year with new pillow-pack packaging, new label design and the introduction of a convenient, freezer-friendly 10-pound package.



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