

DBusiness Daily Update: Kona Ice Truck Franchise Expands in Michigan, and More

Jake Beckemeyer and R.J. King | August 24, 2021 | link: <https://bit.ly/3D9VSFD>

Our roundup of the latest news from metro Detroit and Michigan businesses as well as announcements from government agencies, including updates about the COVID-19 pandemic. To share a business or nonprofit story, please send us a [message](#).



Kona Ice Truck Brings Shaved Ice to Ypsilanti

Kona Ice, the Florence, Ky.-based shaved-ice truck franchising company, is expanding its service to Ypsilanti, Milan, Saline, Dundee, Tecumseh, Adrian, and Monroe through local entrepreneurs Sheena and Leonard Plocharczyk. “The communities’

first taste of our cool treats and colorful truck will keep them coming back for more,” says Sheena Plocharczyk. “It will only be a matter of time before our Kona truck captures the hearts, minds and taste buds of the locals we serve at community events.”

Kona Ice trucks are noted for their colorful designs, relaxing tropical music, and shaved ice dispensed through the Flavorwave, an interactive dispensing system where customers select from one or more of the ten tastes on the machine, or order from the additional 20-plus flavors and 500 available combinations. “After finding out how much Kona Ice gives back to the community, we were sold,” says Leonard Plocharczyk. “We are looking forward to becoming a community staple by participating in many events, like school and local athletic events.”

The Plocharczyk’s will continue the mobile franchise’s tradition of donating thousands of dollars each year to local school groups, teams, and community organizations. As they book events with these groups, the Plocharczyk’s pledge to give back a percentage of the proceeds from each event. Nationwide, Kona Ice has donated more than \$82 million to community-based organizations since its launch in June 2007.

Aside from fundraisers, the food truck will make stops throughout the area, including fairs, festivals, and corporate events. To learn more about Kona Ice of

Ypsilanti, contact Sheena and Leonard Plocharczyk at sheenahp@kona-ice.com or by phone at (734) 635-3565.