

Brent Berg



"Arthur Brenton (Brent) Berg is best known as the founder of Berg's Famous Ice Cream, but he was an industrious man of many talents. He was born on August 19, 1906, and moved to Chamberlains after completing high school in St. John's. During this time he became a fruit merchant, while his mother opened a boarding home and B&B called Bergville.

Brent married Valda Bursell of Topsail in 1932, and by 1937 he had saved enough money to build his own shop with upstairs living quarters; this structure, Berg's Famous Ice Cream Store, still stands today. The shop was more than just an ice cream parlor, it sold everything from household supplies to groceries (and a bit of everything in between).

Brent was known to extend store credit to local residents if they were unable to pay for their items, and during the Christmas season he always made sure that less fortunate families had groceries and toys for Christmas Day. He was introduced into the Entrepreneur Hall of Fame in Conception Bay South for his contributions to the community.

Brent also wrote and witnessed wills, was very active with the Masonic Lodge, and dedicated a significant portion of this time volunteering. He was a dog lover, had a passion for antique cars, and was also a member of St. John the Evangelist Anglican Church. When Brent Berg passed away in 1979, he left generous donations to many churches in Conception Bay South."

- Verbatim from event plan for Conception Bay South Heritage Designation Ceremony, on Sunday, December 14, 2014, at St. John the Evangelist Parish Hall