

# Ice cream parlors

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TRENDS | INNOVATION | INSPIRATION

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# 2018 | The latest ice cream innovations

Avolatos | What-a-Melon | Pop Fleur

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**It is made from ice cream!**



*Inspiration around ice cream parlors. We spotted a lot of new concepts, health trends and technological developments within this sector the last couple of years. A whitepaper of the trends we spotted and described at [www.horecatrends.com](http://www.horecatrends.com).*

*Recently published in our 'trends we spotted this week': the 'Avolatos' ice cream that is served at Selfridges in London. Vegan avocado ice cream that is served in the peel of the avocado.*

*More inspiration from London: the Dominique Ansel Bakery serves soft serve in a piece of Italian watermelon. The ice cream, called What-a-Melon, is made with fresh watermelon juice and to finish it the kernels are made of dark chocolate.*

*The latest creation of Dominique we spotted at Instagram: the Pop Fleur. Made with light and refreshing whipped yogurt ice cream with wakamomo (baby mountain peaches from Japan). When you push it up you see it grow. Pop Fleur is sold at the Dominique Ansel Bakery in Soho, New York.*

# 2018, it's all about gold | 24Karat gold ice cream!

Product innovation

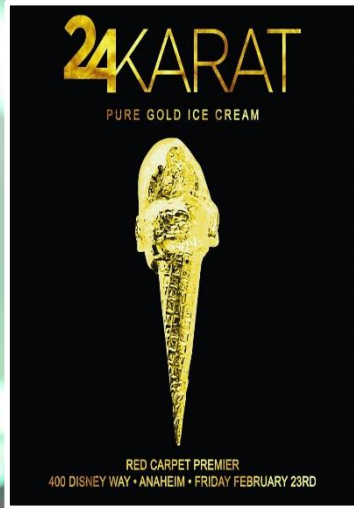
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Recently we spotted 24Karat gold ice cream, created by Snowopolis in Anaheim, Californië.

They serve a scope of vanilla soft ice cream packed in edible gold leaf. You could even use a spray with edible gold or silver, which makes it even easier to make this 'very Instagrammable' ice cream!

Great gimmick and if it does taste likewise we don't know but we're sure that many young people do not even wonder, it's 'very Instagrammable'! If you're visiting our office at Leiden in the Netherlands we will serve you our version of #goldenicecream.



# Morgenstern's Finest Ice Cream | Black ice cream

Instagrammable

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Morgenstern's Finest Ice Cream has introduced a new flavour which is totally black back in 2016. After months filled with colourful products (check out Instagram: #rainbowfoodtrend) Morgenstern's decided to introduce something opposite: black ice cream. The secret ingredient of the black ice cream: coconut ash. This ash is simply the charred and processed remains of a coconut shell. The treat's main ingredient is created with coconut flakes, coconut cream and coconut milk that yields a super rich coconut flavour. Although there are rumours about the health benefits, there are currently no studies that prove this.

Since April 2018 Swirl's Ice Cream also sells black ice cream for a limited period! Not only the ice cream is black but also the cone! The ice cream does taste like vanilla ice cream. Their black colour is created by adding plantbased black carbon powder. This powder doesn't have a taste.

# Blue Matcha | Pink Matcha | Red Matcha

Sustainable, healthy colours | Instagrammable

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Matcha.blue by Fluxias GmbH sells blue, pink and red matcha. All three the matcha powders are packed in bamboo tubes. The all natural powders can be used to create vibrantly colored beverages or could be used as substitutes for food coloring. The blue matcha is for example the finely ground powder of specially grown and processed natural blue tea know as blue butterfly pea tea. Another product to create colored lattes, like the Mermaid latte and the Golden latte.

# Starbucks ice cream

Pop-up | Product innovation

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Starbucks started selling Starbucks ice cream at over 100 locations in the United States of America in 2017. In 2016 Starbucks already started with the pilot to sell ice cream in some of their bars which was received with enthusiasm.

The special affogato is a trio of beverages celebrating the classic Italian dessert. The Classic Affogato is made with two shots of Starbucks Reserve espresso poured over a scoop of ice cream, resulting in the drowning creaminess of the ice cream in rich espresso.

The House Affogato adds a touch of demerera syrup and a dusting of cinnamon, while the Shakerato Affogato is made with Reserve espresso shots shaken to an icy froth, poured over ice cream, lightly finished with vanilla syrup and a mint sprig.

Unfortunately for us Dutchies, only sold in the United States.

# The fairy floss burger | The hidden dessert

Might be a bit too sweet | 100% Instagrammable



The Long Story Short café in Brunswick, Australia has been offering a special dessert for a while: The fairy floss burger. This burger is hidden in a large cotton candy casing and is 100% Instagrammable.

This Fairy Floss Dessert Burger contains a cloud of cotton candy with edible flowers, dried fruit, popping candy and magical dust. When you pour coconut milk over it, the cotton candy dissolves and the hidden hamburger appears, made from a brioche bun, honeycomb ice cream and white chocolate matcha sauce.

# Milk Train Café | Soft serve in a cloud of cotton floss

Instagrammable

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Open your Instagram and search for #milktrain or visit the Instagram of The Milk Train Café, you instantly know why the folks are lining up to buy one. It simply looks just great!

After you have made your choice at The Milk Train Café in London, they start with making the cotton floss (candy). This is placed in an ice-cream cone and then the soft serve ice cream is added, in one of the three flavours. The choice: vanilla, Hojicha (roasted green tea) or matcha (green tea). In order to complete the soft-serve ice cream and cotton floss you can top it off with either popcorn, crumbled Oreos or chocolate sauce.



# Cotton floss burrito | 'Burrito' with ice cream

Another cotton floss ice cream | Instagrammable

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**SUGAR**



**SUGAR**

Sugar Sugar, a dessert shop in Ontario, Canada serves a cotton candy burrito, a 'burrito' filled with ice cream. A great creation for people craving for sweet stuff.

To make the cotton candy burrito, Sugar Sugar starts by flattening a large cloud of cotton candy until it has the shape of a tortilla. Once this is done, a few scoops of ice cream (it doesn't matter which flavor) are placed in the middle of the 'tortilla'. The shop's employee then folds the cotton candy around the ice cream and rolls it till it looks nice and tight.

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At Van Spronsen & Partners hospitality consultancy we create solid marketing and communication plans. If you know the ins- and outs of this plan for your restaurant, bar, leisure centre or hotel then you can create unlimited fun actions within the framework of the plan for your company.

Examples and inspiration can be found at our website [horecatrends](http://horecatrends.com) or in English [hospitalitytrends.eu](http://hospitalitytrends.eu).

1.041

hotel

1.264

fastservice

2.352

restaurant

1.884

bar

1.378

leisure

# Capri ice cream in Rotterdam

Hot bun with ice cream | Instagrammable

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*Capri*  
ijs & delicatessen

Capri ice Cream and Delicacies at the Middellandplein in Rotterdam has been completely renovated. Not only the building has been completely renovated, but the catering concept is renewed. The reopening was on April 25, 2018. You can now buy a hot bun filled with ice cream.

# Greyhound café | Launched their terrace with a splash

## Marketing | Instagrammable

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On April 12th, Greyhound Café, the first London outpost of the cult Thai restaurant, will launch their outdoor terrace just in time to celebrate Thai New Year. Traditionally marked with a water festival, Greyhound will be bringing the custom to London with a splash, celebrating with a week of non-stop revelry complete with specially created sharing dishes, festival cocktail buckets, and even a water pistol or two.

The Greyhound Café is a modern Bangkok cafe in London's Fitzrovia, serving Thai street food with modern twists.

Special way to celebrate a holiday from another country. Inspiration for Italian ice cream parlors: there are fixed Italian holidays that you can celebrate in your shop. Or create your own party and let your local press know about it. Good for your brand awareness!



# Kanazawa ice cream | Ice cream that doesn't melt!

Technical development

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The Biotherapy Development Research Centre in Kanazawa (Japan) has developed ice cream that does not melt. The ice was accidentally discovered and named after the city where the discovery was made: Kanazawa ice cream.

The non-melting ice cream is now sold in some parts of Japan and can stay in the sun for a while and still maintain the cold taste and its shape.



# Chin Chin Labs | Liquid nitro ice cream

Tech

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Chin Chin Labs in London is an ice cream parlor where nitrogen is used to make ice cream. When you pass by, the liquid nitrogen-generated steam in combination with the rest of the interior make it look like a small laboratory. The ice cream is ready within a few minutes and flavors vary weekly, so you won't get bored here.

When you visit Camden Town in London and walk past Chin Chin Labs, you know the place is called Chin Chin Labs for a reason. Even though you know it's an ice cream parlor, you would also recognize it as a laboratory if someone told you so. Thermometers, storage tanks, beakers and bulbs, not for decoration purposes but to make their famous liquid nitrogen ice cream.

The ice cream is poured into the cream base and churned with a mixer emanating white fumes. Faster than you can ever imagine you can enjoy your smooth textured ice cream.



# Lekkernijs | Molecular ice cream for adults

Tech

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Lekkernijs, serves sorbet & cocktail sorbet turned into molecular ice cream for adults!

Lekkernijs had a pop-up for three months in the foodcourt Hofhouse in The Hague that opened in 2017.

Before the pop-up adventure in Hofhouse, Babette (owner of Lekkernijs) mostly worked at events, weddings and other parties with her mobile ice cream catering unit.

At all these events she shows how great soft sorbet & cocktail sorbets taste if made with liquid oxygen.

Globally, we are spotting more concepts like this.

# CoolMess | DIY soft serve

## Marketing

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CoolMess is a modern ice cream parlour, located in Manhattan's Upper East Side. They allow their guests to make DIY soft serve ice cream at their tables. A favourite parlour for kids, teens and adults that love a DIY messy ice cream with a lot of toppings.

At CoolMess you create your own flavour or as they call them 'messipes'. You'll choose a basic flavour (according their website vanilla and chocolate, although we read at their Facebook that they also have a strawberry dairy-free ice cream) and choose your toppings.

Put it in the ice cream maker (the kind fitted with a frozen canister) at your table and 8 minutes later you have churned your own soft serve ice cream! Some of the toppings listed on their website: cookie dough, graham crackers, snickers, brownie bites, Oreo cookie crumbs, mini gummy bears, fresh fruit, sauces and nuts.



# Sweet Mirrie's | First ice cream teppanyaki in The Hague

Tech | Fresh ice cream without preservatives

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Sweet Mirrie's makes ice cream as we already have spotted a lot in the Far East. The teppanyaki ice cream is not brand new, we spotted it before and wrote about it before. But we haven't spotted a concept like this before in the Netherlands.

The ice cream is prepared on two portable Movuz ice cream teppanyaki's, which reach  $-25^{\circ}\text{C}$ , thus freezing the liquid to ice cream within minutes. At Sweet Mirrie's, they roll each ice cream with fresh ingredients, right in front of the eyes of their guests. Due to the unique preparation methods of the ice cream it is not necessary to add preservatives.

# Bavaria Radler Ice | #ice cream to toast

Product innovation

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Bavaria Radler Lemon 2.0%, introduced beer ice cream on a stick in 2017. The Dutch beer brewer is the first major brewer with an ice cream made of Radler.

The refreshing ice cream has a light sweet Radler flavour, with tones of lemon and 2.0% alcohol and is available since summer 2017 at festivals and events in The Netherlands.

Since this year they also sell the ice cream in a bucket.



# The Topsy Scoop | Liquor infused ice cream at this barlour

## Product innovation

At the Topsy Scoop they blend artisanal, hand-crafted ice cream with perfect mixed cocktails. To enjoy an ice cream at Topsy Scoop you need to show your ID because of the fact that the ice cream have up to 5% alcohol volume.

They serve around 30 different flavours and if you're going to New York City this summer and enjoy ice cream and cocktails you can start dreaming about flavours like;

Dark chocolate Whiskey salted caramel | Red velvet Martini | Raspberry Limoncello sorbet | Spiked hazelnut coffee | Mango Margarita sorbet | Maple bacon Bourbon | Strawberry rhubarb Bourbon | Grapefruit Negroni creamsicle.

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# Mochi ice cream bar | At the Whole Foods Markets

Ice cream from Japan

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For all sweet cravers amongst us, these eye-catching brightly coloured mochi ice creams might be something for you. Mochi ice cream is a popular Japanese-American dessert made by covering bite-sized balls of ice cream with a sweet Japanese sticky rice dough. Beginning 2017 Whole Foods Markets introduced mochi ice cream bars in half of their American stores, and there are plans to open at more locations in the future.

Mochi is a type of soft and chewy Japanese rice cake made by steamed and pounded mochigome rice filled with a paste to your choice. Traditionally mochi is eaten to celebrate events such birthdays or new year.



# Lucky Pickle Dumpling Co. | Pickled Soft Serve

More and more strange ice cream flavors

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New York's new Lucky Pickle Dumpling Co. is very creative with cucumber. How about pickle flavoured soft serve? The new, casual spot, Lucky Pickle Dumpling Co. is created by the team behind Jacob's Pickles, a restaurant in NYC's Upper West Side neighborhood at Amsterdam Avenue. If you're in for a special treat and if you're visiting NYC, you know where to go!

Don't you wonder how it will taste? We do! In our source the writer of the article states that '2018 may be the year of the pickle', we wonder whether this will be the case in 2019 for Europe! In the Netherlands a couple of restaurants started pickling veggies as well but we didn't spot any pickled soft serve yet. The pale green pickle soft serve ice cream must taste great according to some Instagram posts. Although the person who made the images above, didn't really like the flavour!

# Milk 'N Chips | At 375° they serve soft serve ice cream with salty chips

## Flavor | Experiment

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At 375° 'Thrice Cooked Fries' in New York City they serve soft serve with salty chips. Yes they do at 375° Fries in New York City! We have been spotting a lot of spectacular ice creams in the summer of 2017 but this is the superlative Milk 'N Chips. Soft serve vanilla ice cream with honey glazed chips, a sweet and salty treat!

Officially this ice cream is created with chips glazed in honey which is put in a small plastic bowl, the chips will be topped with the soft serve vanilla ice cream drizzled with honey, apple crumble and more glazed chips. 375° Fries is located at 124 Ludlow NYC at the Lower East Side.

# Museum of Ice Cream in Los Angeles

Marketing | An experiential ice-cream journey

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The Museum of Ice Cream opened its doors to the West Coast April 2017 claiming sunny Los Angeles as its highly anticipated second location. Stationed in down town Los Angeles burgeoning art district, the Museum of Ice Cream welcomes visitors to enjoy an experiential ice cream journey. Remember those crazy ideas you dreamed up as a kid? The Museum of Ice Cream, founded and creative directed by Maryellis Bunn, is the place where whimsical ideas and products are transformed into real life experiences.

The Museum of Ice Cream captivated a global audience with its 2016 launch in New York City, selling out in five days and attracting a waitlist of over 200,000. The Los Angeles location is four times larger than the New York City incarnation and showcases 10 completely reimaged installations. In 2018 London got its own museum of ice cream: 'SCOOP' at the British 'Museum of Food'. From July till the 30th of September 2018 in the Gasholders London at Kings Cross.



With the hospitality trends and ideas we've spotted we inspire entrepreneurs in the hospitality industry and provide the tools to create more revenue, a higher brand awareness or more joy at work. The websites [horecatrends.com](http://horecatrends.com) and [hospitalitytrends.eu](http://hospitalitytrends.eu) are part of the Van Spronsen & Partners Group since 2007.

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For more information, reactions to or questions about this publication, please contact Marjolein van Spronsen by mail: [tip@spronsen.com](mailto:tip@spronsen.com) or by telephone at +31 (0)71 541 88 67 or make an appointment and visit our office to eat a golden ice cream!



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