

foodwatching™
from the**food**people™

Ice-Cream!

foodwatching...

Welcome to **foodwatching - Ice-Cream!** We hope that this sample report stimulates ideas for new, exciting and inspirational products that grow your business.

foodwatching - Ice-Cream!, reflects back on the last few months and looks at a sample of what has been hot in Ice-Cream!

To view the full report subscribe to foodwatching at www.thefoodpeople.co.uk/foodwatching

Tracking foods trends is a crucial way to understand what consumers are doing now and may be doing next, which should inspire you to dream up new food concepts, ideas and experiences to excite your consumer and anticipate their needs.

foodwatching...

foodwatching is qualitative, we compile it by looking, watching, talking, reading, eating, cooking, shopping, travelling, surfing, consuming, dining and generally immersing in the world of food, food services and food experts.

Remember all trends do not apply to all consumers, one mans heaven is another mans hell, or to put in another way, beauty is in the eye of the beholder.

Read on and be inspired, think “what does this mean to me, what can by business or brand learn from this, what great new idea does it spark that we can use to grow our business” .

The Icecreamists



Premium ice-cream is a highly sophisticated food category that doesn't shy away from unusual flavours. But none of these stray quite as far from plain vanilla as an x-rated gelato by *The Icecreamists* that's touted to have the same charge as a dose of Viagra.

Dubbed The Sex Pistol, the new flavour will be available exclusively at The Icecreamists' shop, open in London's Selfridges department store from 10 September - 1 November 2009.

Mixed into the frozen treat are ginkgo biloba, arginine and guarana—all guaranteed to increase blood flow and energy level. Before serving, The Sex Pistol is doused in La Fee Absinthe. And since presentation is key, the absinthe is administered from a drip bag into a pink water gun and fired at a heated sugar cube, which drops into the ice cream. The Sex Pistol is deemed so potent that sales are limited to one per customer, although at GBP 11.99 customers might prefer to split one with a special friend.

Besides The Sex Pistol and other 'ice cream cocktails', The Icecreamists will also serve scoops of ice cream, in flavours like Obamarama and Axl Rose-water. All products will be made in the store's open kitchen.

www.theicecreamists.com



The obvious shock-factor aside, it's interesting to see an ice-cream targeted specifically to men.

Lola's on ice



Welsh-born Morfudd moved to London as a chef, working for Pierre White among others, before opening her own restaurant. Then in 2004, Lola's on Ice was born out of a much cherished, refurbished, hand-painted (ex) Mr Whippy van.

No more whipped up palm oil with a dodgy-tasting flake. Oh no, from this van you get home-made ice creams, sorbets and sherbets. And she's brave.

She explores uncharted territory. 'Japanese ice cream comes in chicken, octopus, and veal flavours so I thought: Is it possible to use meat?' For foodies, there's a crab ice cream. 'I know Heston does a crab recipe. I'd serve it as a canapé with avocado, or with a sorrel sherbet. Some flavour combinations are generations old such as gooseberry and mackerel, sorrel and salmon. You know they work.'



You get beetroot and cassis sorbet, horseradish ice cream... caramel flavoured with cumin... miso ice cream or the ever popular Gin and tonic sorbet. For the traditional you can choose bourbon vanilla ice cream, Valhrona chocolate sorbet and fresh mint ice cream with chocolate brownie, along with kids' favourites - hokey pokey ice cream, red summer fruit ice cream and mango sorbet.

They are unique in that you can hire the van for events (within a 40 mile radius of central London) and in the flavours they sell.

The toughest question is WHAT to choose.

<http://www.lolasonice.co.uk/>

Jude - the secret ice cream maker

At an idyllic, somewhat eccentric farm in Hampshire, amid the alpacas, sheep & hens, Chow Mezger makes ice cream.

That is ice cream for some top restaurants. Their clients include

- ❖ Marco Pierre, who likes a scoop of Blackcurrant Fool
- ❖ Thomasina Miers at Wahaca takes a Mexican chilli chocolate
- ❖ An American number for John Torode: Rocky Road - marshmallows and chocolate cakes in vanilla.
- ❖ For Roka, it's strawberry and saffron.

Flavours can be a little psychedelic. For example, they made a watercress glacé for the Alresford Watercress Festival. 'It didn't work but we like to experiment,' says Alex.

For the summer, you can taste rhubarb, or apple, or alphonso mango sorbet - custardy, orange-coloured deliciousness, or a toasty pistachio made with nuts are from Bronte, in Sicily.

Stop, stop !

<http://judes.co.uk/buy.php>



Free ice cream

A new promotion linked together by Starbucks and Unilever now allows Facebook users to send each other Starbucks Ice cream.

Not so new as they can already send flowers, sweets & drinks. But this time it's free!

They'll be giving away coupons for more than 800 free pints of the newly launched Starbucks Ice Cream on Facebook every hour for 2 weeks in July.

Flavours include;
Caramel Macchiato
Mocha Frappuccino
Java Chip Frappuccino
Coffee



Vanilla's leads US ice cream poll

THE 15 MOST POPULAR ICE CREAM FLAVORS

(Flavour, percent preferring)

1. Vanilla, 29%
 2. Chocolate, 8.9%
 3. Butter pecan, 5.3%
 4. Strawberry, 5.3%
 5. Neapolitan, 4.2%
 6. Chocolate chip, 3.9%
 7. French vanilla, 3.8%
 8. Cookies and cream, 3.6%
 9. Vanilla fudge ripple, 2.6%
 10. Praline pecan, 1.7%
 11. Cherry, 1.6%
 12. Chocolate almond, 1.6%
 13. Coffee, 1.6%
 14. Rocky road, 1.5%
 15. Chocolate marshmallow, 1.3%
- All others, 23.7%



Source: International Ice Cream Association, 888 16th St., Washington, D.C., 20006.

Ben & Jerry's have flipped

Ben & Jerry's ice cream gurus have launched a new concept called 'Flipped Out'.

It's a little pot of their gorgeous ice cream, but this with a gooey sauce.

All you do is turn the pot upside down and out pops the ice cream followed by the scrummy sauce.

It comes in a twin pack with three flavour choices:

- Vanilla Fudge Brownie
- Peanut Butter Chocolate
- Chocolate Chip Cookie Dough



Yum yum and nice little innovation, how do many people eat ice cream - with sauce so hence "flipped out"

After hours ice cream bar



Freggo is a new ice cream bar in London's Swallow Street (appropriate!)

But it's not just any old ice cream bar. It's for clubbers (among other people). Open until 2am Thurs-Sat, it's the perfect place for that post-dance pick me up.

A bit like the guys & dolls would do in the 50's, only later.

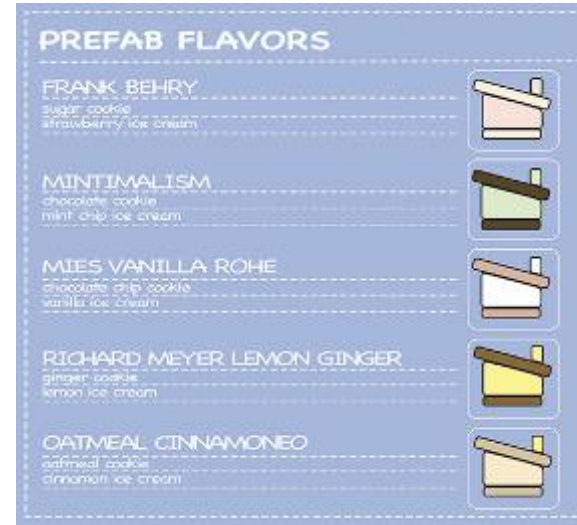
Flavours on offer are pretty much good classics, but the great thing is the way you can buy them makes them perfect for sharing or simply pigging out on your own!

You can purchase them as 2 flavours in a cone or a cup, a 250g, 500g or 1kg tub, 6 flavours in a gift-wrapped box (not to be posted) or as a dip for the dulce de leche - YUM



Ice cream very much seems to be a food of the moment - ice cream sandwiches, trucks, delivered on the beech and now after hours.

Ice cream sandwiches



Cool Haus are all natural ice cream sandwiches designed and imagined by Architects Freya Estrella and Natasha Case. They have a little truck roaming the streets of LA this summer!

All the sandwiches are home-made and feature organic ingredients wherever possible. Flavours include mouth watering combinations such as Frank Behry: a sugar cookie with strawberry ice cream, Richard Meyer: a ginger cookie with lemon ice cream and Oatmeal Cinnamoneo: oatmeal cookie with cinnamon ice cream.

And like all happening dudes, you can follow them on Twitter.



<http://www.eatcoolhaus.com/index.html>



Oh wow - scrummy! On a serious note, take your product to the people?!

The Haagen-Dazs Five



Premium ice cream manufacturer, Haagen-Dazs, have launched a range called 'five'.

This pure and simple ice cream boasts that it uses only five ingredients to make it.



Namely:

- Milk
- Cream
- Sugar
- Eggs
- Mint (other flavours in the range include ginger, coffee, vanilla bean, passion fruit, brown sugar and milk chocolate)



Perfect!



Move over vanilla!



Fancy something a little more adventurous than a “99”, check out these flavours that are making headway across the pond.

At **ChikaLicious** Dessert Club in the East Village, Mr. Tillman and his wife, Chika, have been making vanilla soft serve that they pair with a shot of espresso and crunchy Valrhona chocolate beans for a refreshing affogato.



Mr Softee trucks are seeing things like saffron, bourbon and jalapeño flavors burst from their machines.

At **Sketch Ice Cream**, a shop in Berkeley, Calif., boysenberry, balsamic Bing cherry, white peach and strawberry are the soft serves of choice at the moment. One of the most popular versions is half granita and half soft serve: a creamsicle of white nectarine granita and jasmine tea.



Momofuku Noodle Bar in the East Village offers peanut butter and Cracker Jack flavors. The latter is made by simmering popcorn in milk, using half the strained milk to make the soft serve and the rest to deglaze melted sugar to make caramel.

For soybean fanciers, **Kyotofu**, the dessert restaurant and bakery in Hell’s Kitchen, has introduced chocolate black soybean, green tea and white sesame.

Move over vanilla!



At the Fort Greene branch of the Mexican restaurant **Bonita** in Brooklyn, hibiscus, tamarind and vanilla-bean soft serve have been on the menu for two months and chef, Juventino Avila is working on a version flavored like horchata, the Mexican rice drink with cinnamon and cloves.

At **Floataway**, at least half of the desserts ordered are soft serves, topped with extra virgin olive oil and Maldon sea salt, caramel with fleur de sel, bittersweet chocolate or seasonal fruit (at the moment peaches macerated in lemon juice and sugar).

One of the first of the new soft servers in New York was **Shake Shack** in Madison Square Park, which makes a frozen custard, with daily choices that include raspberry jalapeño, strawberry shortcake, coffee and doughnuts, and fig ricotta.

WARNING! DON'T MAKE THE SAME MISTAKE AS I DID.....

Never EVER allow yourself to see the gloop that is poured into an ice cream van's softie machine or you will never buy one again! Quite simply it resembles Mr Muscle drain unblocker and probably has as many chemicals too!



Ice cream (for women!)

When consumer research showed that over 40% of Japanese women in their 20's, 30's and 40's eat ice cream after 9 p.m, Morinaga/Eskimo took the hint and test-launched *Mayonaka no Zeitaku* ("Midnight Indulgence") last September.

Pitching creamy indulgence with only 140 calories, Mayonaka's slogan is "the ice cream you dreamed of is no longer [just] a dream."

At the moment, it's available in four flavors: Smooth* Vanilla, Smooth Green Tea, Smooth Milk Tea, and Smooth Chocolat (that's *chocolat*, as in the French). Horlicks and chamomile flavours to follow.

Over the past 20 years the Japanese market has seen a lot of premium ice creams come and go, but nobody has succeeded in displacing [Haagen Dazs Japan](#). Time will only tell if the newest contender can take a bite out of the dominant player, which is not likely to be asleep to this latest challenge.

* The Japanese word used for these flavors, *nameraka*, implies smoothness, silkiness, creaminess, softness, etc.



Parmiggiano Ice Cream with Balsamic Glazed Strawberries

Entrée or Dessert?

This beautiful dessert was created by Chef Giancarla Bodoni of Miami's organic Italian [Escopazzo Restaurant](#).

INGREDIENTS:

•* * * * For the Ice Cream * * * *

- 1 cup of grated Parmiggiano Reggiano
- 1 ½ pints of heavy cream
- 8 egg yolks
- 17.6 oz or fresh mascarpone cheese (1 small tub)
- 1 ½ cups of sugar
- * * * * For the Glazed Strawberries * * * *
- 2 pints of fresh strawberries (stems removed)
- 1 cup of sugar
- 2 cups of balsamic vinegar
- Zest of 1 orange

PREPARATION:

Make the Ice Cream.

Place 1/2 pint of heavy cream in a small pot to boil, add the Parmiggiano and turn off the heat. Let sit for ten minutes and then place in a blender until smooth. Allow to cool.

In the meantime, with the whisk attachment, place the eggs and sugar in a mixer and beat at maximum speed for 10 minutes.

The eggs should be almost white and doubled in volume. Add the mascarpone cheese. Beat for another couple of minutes. The mascarpone is very delicate and will curdle easily. Make sure the mascarpone is well incorporated. Place in the refrigerator.

Whisk the heavy cream until it is whipped. When the Parmiggiano cream is cold, incorporate it with the whipped cream to the egg and mascarpone mixture.

Place in the freezer.

Make the Glazed Strawberries.

Place the sugar and balsamic vinegar in a pot and cook at medium heat until the sugar is dissolved. Add the strawberries and turn them gently for approximately 5 minutes. We want them to stay plump. Remove from the heat.

Assembly.

Place two scoops of the ice cream in a bowl and top with the warm strawberries



New anti-freeze improves ice cream

A new anti-freeze made from gelatine could mean the end of large ice crystals spoiling the texture of ice cream.

"This has been a major problem in frozen foods," said food scientist Srinivasan Damodaran of the University of Wisconsin at Madison, who conducted the research. "Ice crystal growth can change properties of frozen food such as texture.

The non-toxic antifreeze is made from a gelatin protein extracted from cow hide, made into a compound called gelatin hydrolysate.

Batches of ice cream made with and without the compound, found those with the antifreeze developed significantly smaller and fewer ice crystals.



Ice Cream still cool foodie news



Despite the nights starting to draw in and a nip in the air, in the UK news from Oregon is that ice Cream and frozen yogurt are hot news

A string of new openings are leading the way with flavours and premium ingredients.

• 'Bleuet' (1019 N.W. 23rd Ave. Tel no. 503-295-5981) opened in early August, with owner Erez Buki, serving up his own formulation of health-conscious, tangy non-fat frozen yogurt in three low-key flavours: plain, cinnamon and honey. Toppings include several varieties of fresh fruit, granola and even chocolate chips for the insistent! Everything is organic. The prices \$4-\$5 for a 5-ounce serving with one topping, mirror the premium quality ethic.



A similar frozen yogurt-focused shop, SkinniDip (2230 W. Burnside St., Suite B) is due to open in mid-September. All the non-fat products will have the tang that comes from live active cultures. There are two dozen toppings to choose from ranging from fresh fruit to gummy bears to Cap'n Crunch cereal.

Traditional ice cream fans will have to wait until mid-November for the opening of Cool Moon Ice Cream (1105 N.W. Johnson St)

The emphasis is on handcrafted traditional ice cream made on the premises, in full view of passers-by, with all-natural ingredients.

Traditional and unusual flavours, will dominate such as candied ginger, amarena cherry with pine nuts and Campari grapefruit sorbet.



Ice cream has appeared in the last two editions of foodwatching and still cropping up. Simple, good old fashioned favourites with a twist - could that be the reason?

Japanese Jellyfish Ice Cream



InventorSpot.com report that every few years, a shift in warm currents to the north of Japan brings swarms of giant jellyfish called 'Echizen Kurage' or Nomura's jellyfish into prime Japanese fishing grounds. The monstrous critters can be more than 6 feet in diameter and weigh up to 440 pounds, and when netted in quantity can destroy fishing nets and equipment worth thousands of pounds.

The situation has driven fisherman to find some way of deriving some economic benefit from the jellyfish, such as using them to make ice cream. Jellyfish Ice Cream is being sold exclusively over the Internet by Rakuten.

Uuummm we're not sure, but novelty can be a contributor to success!

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