



• Tiramisu is among this year's new flavours from Dorset's **Purbeck Ice Cream**. It's a combination of fresh milk and thick double cream blended with an Italian sponge soaked in Marsala. Also new is Banoffee Ripple made with rich, creamy banana ice cream laced with dulce de leche ripple sauce. "The two flavours naturally complement one another," says Purbeck Ice Cream's Hazel Hartle. There are two new spicy options this year – cardamom and beetroot & horseradish – and a new sorbet that can claim 'zero food miles'. Joe's Cider Sorbet uses cider made with apple varieties gathered from Purbeck Ice Cream's farm near Corfe Castle, including Golden Balls, Brown Snout and Slack Ma Girdle.

www.purbeckicecream.co.uk



Recipe boost to year-round sales

Mendip Moments has added two dishes to the recipe cards featuring its ice cream as a key component. The cards can be used by delis and farm shops to cross-sell ingredients and encourage year-round purchase.

"Rather than creating savoury ice creams," says director Jayne Lunnon, "these recipes integrate existing ice cream flavours into a savoury dish. It's all about encouraging customers to be more adventurous". The recipes were devised by Amy Hunt of the Oak and Glass restaurant in Weston-super-Mare, who has worked with Raymond Blanc. They are Somerset lamb rump, hazelnut & green bean salad & Mendip Moments praline & pecan ice cream, and Cornish crab cakes with sweet chilli dipping sauce & Mendip Moments stem ginger ice cream.

www.mendipmoments.co.uk

• **Cream o' Galloway** is adding two new flavours to its Made Fair range this summer: strawberries & cream, described as a swirl of strawberry through a creamy ice cream base, and caffè latte, a smooth coffee ice cream made with Fairtrade coffee and Fairtrade sugar. Both are available in 120ml impulse tubs (RRP £1.55) and in 500ml take home tubs (RRP £4.55).

www.creamogalloway.co.uk



• **It's Only Natural's** orange & mango Fruit Freezies are now available in a four-unit 'family pack'. Founder Dan Brown launched the squeeze-up ice lollies in 2010 as "a natural alternative to standard children's impulse ice creams". The family packs are available through Stratford Fine Foods at £15.60 plus VAT for a case of six.

www.itsonlynatural.eu

• The Ice Cream Union has launched a new range of 120ml pots for London's cinema, deli and theatre markets. Available in six flavours – vanilla, chocolate, stracciatella, strawberry, lemon sorbet and dulce de leche – the handmade ices have already been taken by The Electric Cinema in Notting Hill.

www.icecreamunion.com



via The H

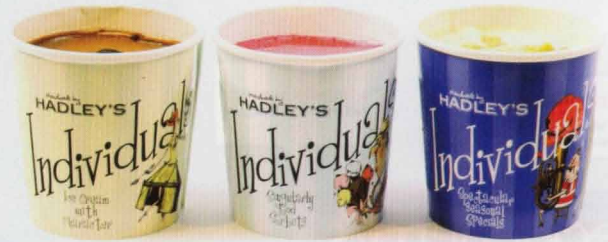
• Essex- and sorbet Hadley's competit RRP of £ during th pecan, le Colne Valley area, has been making ice cream for eight years.

www.hadleysdairy.co.uk

PURBECK

Award Winning Dorset Ice Cream

Fine Food Digest Focus on Ice Cream



• **Totally Indulgent** is a new range of Fairtrade premium dairy ices from **Benji's**. Five flavours are available in 50ml and 125ml tubs: strawberries & cream, chocolate, vanilla, rum & raisin and mint chocolate crisp. Benji's Dairy Ice Cream is made in South Oxfordshire from Guernsey milk and cream sourced from a local dairy farmer. RRP for a 500ml **Totally Indulgent** tub is £3.99, and Benji's offers support to run a three-for-£10 campaign with a wholesale price of £1.90 per tub. RRP for the 125ml tub is £1.50, trade price 69p.

www.benjis.biz

• Tourists are a key target of the new **Clan Maxwell** luxury ice cream range launched last month by Northumberland's **Doddington Dairy**. The dairy's owners, the Maxwell family, are descendants of one of Scotland's great Border clans. The new lines, packed in distinctive tartan cartons, are made from the Maxwell's milk mixed with Scottish cream. Scottish growers will supply strawberries and other soft fruit and there will be limited edition and Scottish-themed flavours. The Maxwells farm near Berwick upon Tweed and hope "a taste of Scotland's heritage" will appeal to food outlets and tourist attractions throughout the Borders.

www.doddingtondairy.co.uk



Frozen yoghurt without the 'tart taste'

not guilty



Panzers deli-grocer's in St John's Wood and the Chelsea Design Centre café are among the first stockists for **I Love FY**, a new frozen yoghurt brand described as "a luxury-end product that's lower in fat and calories but maintains the taste of ice cream". The product, made for London-based **I Love FY** by Lovington's in Somerset, has been on the market for a year or so in a different format, but the first **I Love FY**-branded packs are set to go on sale next month. Flavours are Vanilla But Thina, The Chocoholic's Choice, Berry Believe It and The Honeycomb Effect. "It's totally different to all the tart-tasting frozen yogurt products on the market at present," says **I Love FY** co-founder Lisa Novick. Initially available in four flavours, the product are being sold in 100ml and 500ml tubs with RRP's of £1.49 and £3.99 respectively. "We know from the product in its previous form that cafés and delis were charging up to £2.50 for a 100ml tub and regularly placing repeat orders," says Novick.

www.ilovefy.com