

10 March 2018

## **NEW TRENDS IN ICE CREAM AT THE 2018 BRISBANE ICE CREAM FESTIVAL**

Choices, choices. Coffee in a Cone or the Snickers Ice Cream Sandwich? Or maybe the Golden Gaytime Bao?

The 2018 Brisbane Ice Cream Festival at West End will showcase emerging trends in frozen delicacy, plus a few traditional favourites.

5000 Brisbane locals – the tickets sold out in just 12 minutes – will attend the annual Festival around the historic Peters Ice Cream Factory on the site of the West Village development. Each vendor is doing something that has never been seen before in Brisbane.

This year, 21 ice cream vendors will offer more than 40 flavours, including alcoholic ice creams such as Aperol Spritz Gelato and Espresso Martini Ice Cream float, and savoury ice creams including Buffalo Mozzarella Gelato and the Yeeeah Dawg (red velvet gelato ‘frankfurter’, raspberry gel ‘ketchup’, passionfruit ‘mustard’, cream cheese custard ‘mayo’, and brioche bun).

West Village Sales and Marketing Director Megan Barron said the Festival would celebrate the history of the site by filling the Factory with ice cream once again.

“During the 1980s and 90s, Peters often delivered 20-30 new product launches a year,” Ms Barron said.

“The Factory was renowned for its product innovation, including the Drumstick Cone and ‘chocolate plug’, jelly-tipped ice cream and the Chocomalt frozen milkshake.

“The on-site research and development team was also responsible for classics including Have a Heart, Frosty Fruits, Billabongs, Crazy Critters, Monaco Bars and Choc Wedges.”

The R&D theme from the Factory is continuing with some of this year’s Festival temptations, including a “Stranger Things soft serve” from Ruby Red Van, “Green Frog Pop” or “Milk Bottle Pop” from Queen of Pops, and a “Gelato cannoli” from La Marcelleria.

“West Village is creating a new community within the historic West End precinct and we are keen to contribute to the area’s vibrant culture,” Ms Barron said.

“The Ice Cream Festival has been a standout success in its first two years and we hope it becomes an annual bookmark on the Brisbane foodie calendar.”

The Festival will open at 11am and close at 5pm at West Village, 97 Boundary Street, West End.

ENDS

For further information:

Barton Green, communications consultant, on 0411 702 209

**History of the Peters Ice Cream Factory**

- Peters American Delicacy Co Ltd was established in Sydney on 27 August 1907 and was the brainchild of homesick American, Frederick Peters.
- In 1927, Peters acquired Artic Ice Cream Limited and established Peters Artic Delicacy Co Ltd.
- With the invention of electricity and Peters excellent marketing, ice cream became a favourite treat for Australians, fulfilling Frederick Peters' dream that ice cream would one day become an everyday treat in his new homeland.
- The Peters Ice Cream Factory at West End was completed in December 1928 and was described by The Brisbane Courier as "one of the most efficient ice cream factories in Australia".
- The Factory was an integral part of West End life. It is now heritage listed.

**The future of the site**

- The Ice Cream Factory and adjacent Ice Cream Cone Factory are both heritage listed and will form a central part of the AUD\$1 billion 2.6ha West Village master planned urban renewal
- When completed, West Village will include approximately 1,250 apartments, townhouses and heritage residences; 1ha of open green parks and laneways; a children's waterplay ground; more than 30 restaurants/cafes; a fresh food market; a Convenience Centre with a 4,500sqm Woolworths; 1500sqm gym; child care centre; a 900sqm medical centre and 450 carparks.

**2018 Brisbane Ice Cream Festival Vendors and Products**

Vendor	Location	Featured flavours
Boss Bites	Currumbin, Gold Coast	<ul style="list-style-type: none"> <li>Layered ice-cream sandwiches with liquid centres</li> <li>Summer sandwiches</li> </ul>
Cocowhip	Mermaid Beach, Gold Coast	<ul style="list-style-type: none"> <li>Coconut soft serve</li> </ul>
J'adore Les Crepes	Brisbane	<ul style="list-style-type: none"> <li>Big Tease</li> </ul>
Frozen Sunshine Iceblocks	Maroochydore, Sunshine Coast	
Gelateria Cremona	Rosalie, Brisbane	<ul style="list-style-type: none"> <li>Around the World gelato</li> <li>Apple strudel</li> <li>Creme brûlée</li> <li>The Sunshine State</li> </ul>
Gelato a Go-Go	Brisbane	<ul style="list-style-type: none"> <li>8 flavours of gelato and sorbet</li> </ul>
Gelato Messina	West End, Brisbane	<ul style="list-style-type: none"> <li>Yeeeah Dawg: (red velvet gelato 'frankfurter', raspberry gel 'ketchup', passionfruit 'mustard', cream cheese custard 'mayo', and brioche bun)</li> <li>Choux Burcher: (dulce de leche gelato, creama catalane cream, and almond praline in a choux pastry bun)</li> </ul>
Chop Chop Chang's	West End, Brisbane	<ul style="list-style-type: none"> <li>Golden Gaytime bao</li> </ul>
Hett's n Ice Shaved Ice	Manly, Brisbane	
Icecream Curls	Peregian Springs, Sunshine Coast	<ul style="list-style-type: none"> <li>Waffle Cone Curls</li> </ul>
IcePhile	Mt Gravatt, Brisbane	<ul style="list-style-type: none"> <li>Deep-fried ice cream</li> <li>Toasted marshmallow Gaytime</li> </ul>
I Should Coco	West End, Brisbane	<ul style="list-style-type: none"> <li>Coconut soft serve</li> </ul>
La Marcelleria	Teneriffe, Brisbane	<ul style="list-style-type: none"> <li>Gelato cannoli</li> <li>Salted caramel and peanut butter gelato</li> <li>Gelato sandwiches</li> <li>Salted caramel gelato</li> </ul>
Minus32	Brisbane	<ul style="list-style-type: none"> <li>Nutella gains: vanilla ice cream served in a cronut and topped in Nutella, caramel sauce, cookie dough and crushed Oreos</li> <li>Snickers ice cream sandwich, topped in Reese's Peanut Butter Cups</li> </ul>
Popsylant	Brisbane	<ul style="list-style-type: none"> <li>Animal paw-shaped popsicles</li> </ul>
Queen of Pops	Clayfield, Brisbane	<ul style="list-style-type: none"> <li>Coffee flavoured pops</li> <li>Green Frog pop</li> <li>Milk Bottle pop</li> <li>Unicorn Floats</li> </ul>
Ruby the Little Red Ice Cream Van	Brisbane	<ul style="list-style-type: none"> <li>Christmas Lights' soft serve</li> <li>'011': soft serve coated in white chocolate and injected with raspberry sauce, with signature waffle</li> </ul>
Salt Meats Cheese	Newstead, Brisbane	<ul style="list-style-type: none"> <li>Aperol spritz gelato</li> <li>Buffalo mozzarella gelato</li> </ul>
Wicked Wafflez	Brisbane	<ul style="list-style-type: none"> <li>Belgian waffles</li> </ul>
Artista	West End, Brisbane	<ul style="list-style-type: none"> <li>Espresso martini ice cream float</li> <li>Dreamsicle bubbles and berries ice cream float (with sparkling wine and raspberry sorbet)</li> <li>Sparkling Limoncello</li> </ul>
Bird's Nest	West End, Brisbane	<ul style="list-style-type: none"> <li>Black charcoal ice cream with chicken skin cinnamon dust</li> <li>Birds Nest parfait with Matcha soft serve</li> </ul>