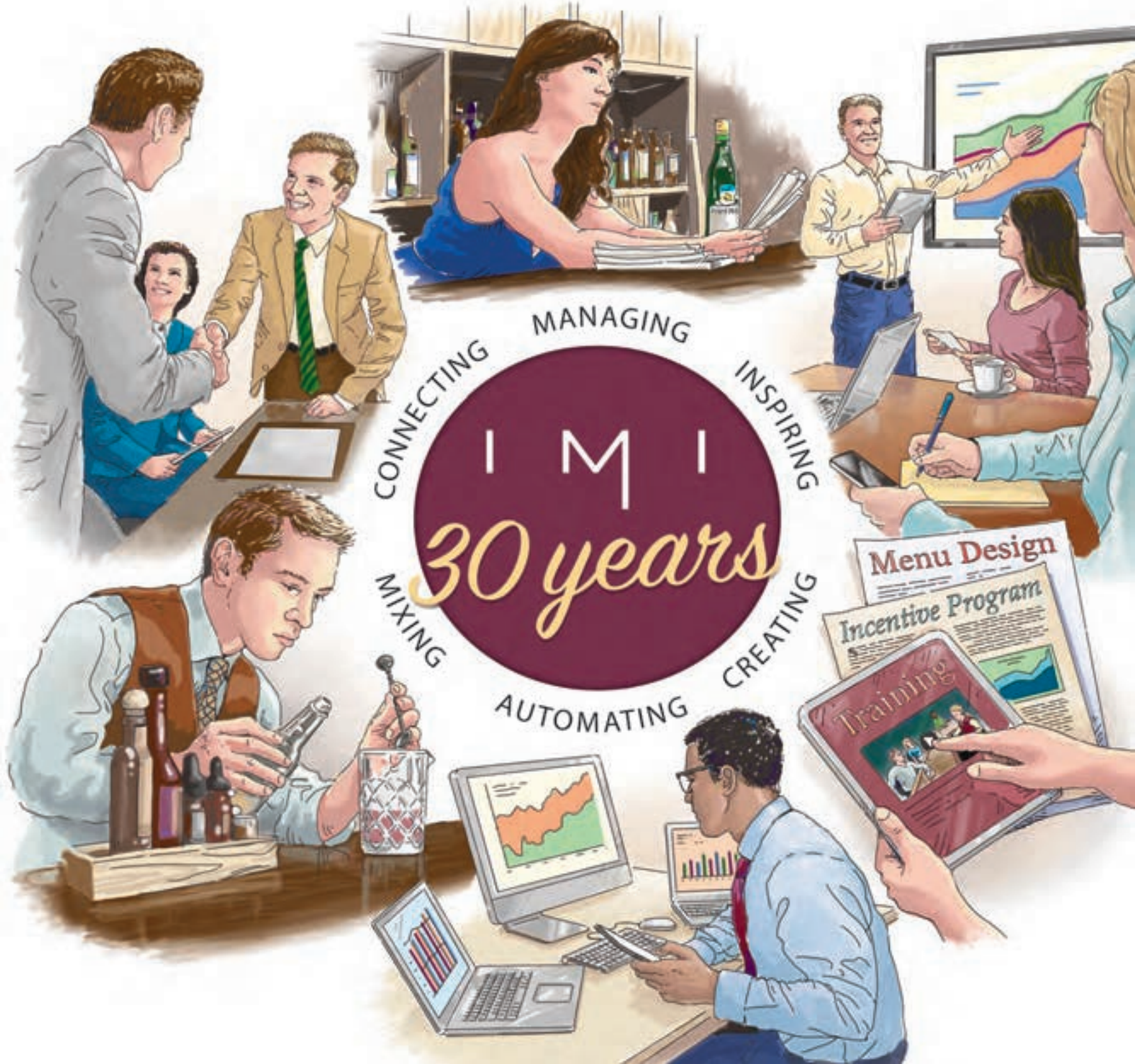


# in the Mix

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**BUILDING BETTER BEVERAGE BUSINESS™**



## Mix Ice Cream And Alcohol For A Cool Combo

While the dog days of summer are largely behind us, ice cream still has its place on the menu and in alcoholic beverages, too. Consider sgroppino, for example, which is a traditional Italian cocktail made by combining chilled Prosecco, Vodka and lemon sorbet. At Osteria Morini in Washington, D.C., sgroppino is available in seasonal fruit-flavored variations, from Morello cherry to lemon to strawberry lavender. Other operators are playing off the frozen cocktail trend by turning the drink itself into an icy treat. The Rosé Slushie at Walnut Street Café in Philadelphia is essentially a cocktail of Rosé, hibiscus tea and St-Germain that's been transformed into a sippable or scoopable slushie. In some cases, leveraging frozen desserts in alcoholic beverages can be as simple as topping a cocktail with a popsicle or adding a scoop of ice cream to make an alcoholic ice cream float. New York's Loopy Doopy Rooftop Bar, located on the roof of the Conrad Hotel, plops a boozy ice pop (in flavors like Raspberry Lime Paloma or Mango Mai Tai) into a base of either Rosécco or Prosecco. Similarly, at Disneyland's California Adventure Park, adults can enjoy a Hard Float – an ice cream bar served in either hard soda, hard root beer or dark beer.

A number of operators are also making ice cream with alcohol as an ingredient. Austin-based Prohibition Creamery is a pro when it comes to offering spiked frozen treats, with ice cream flavors ranging from Prickly Pear Mezcal (starring El Silencio Espadín Mezcal) to Signature Bourbon to Whiskey Chocolate. Even trendy Thai rolled ice cream, which is loved by over 60 percent of consumers who have tried it (Datassential FLAVOR), is getting a boozy twist. An outpost of Luigi's Ice Cream in Jersey City menus rolled ice creams in flavors like Tequila Rose Strawberry Shortcake (fresh strawberries, Tequila Rose, Nilla Wafers and whipped cream) as well as typical scoops starring Japanese Whiskies and Sakes (like yuzu or apple pie flavors).

## Celebrate With Something Sweet

When it comes to alcoholic beverage innovation, look to blur the lines between food and drink. Not only could dessert cocktails potentially encourage customers to reach for one last after-dinner beverage, but they could also be a more appealing option to those who may not necessarily have room left for dessert, but still want something sweet to celebrate at the end of the meal. And although we've mostly covered the use of dessert flavors in cocktails, the crossover between the two can really go both ways. Just as cocktails that star familiar dessert flavors can bring something unexpected to the table, so too can spiking classic desserts – think infused cakes, puddings or pies, or even simply adding a splash of Vodka or Rum to caramel or chocolate sauces. Regardless of how operators choose to go about melding desserts and cocktails, alcoholic sweet treats can create unique and memorable experiences for those looking for something a little more celebratory.

*This article has been provided by Sherry Tseng, Publications Specialist at Datassential, a leading consulting firm and supplier of trends analysis and concept testing for the food industry.*

TOP and CENTER: Prohibition Creamery's Prickly Pear Mezcal ice cream. Photo by Tara Miko Grayless.

RIGHT: I Want S'mores! cocktail by Haberdish in Charlotte, North Carolina.

