



ICE CREAM TO GO NYC's fabulous *Van Leeuwen Artisan Ice Cream* trucks kick Mister Softee to the curb ([vanleeuwenicecream.com](http://vanleeuwenicecream.com)).

# news & notes



**COLD STORAGE** Finally, an effective way to bring ice cream to the beach or park. The insulated Ice Cream Tubbie from Zak Designs has a freezable lid that helps keep contents from melting for up to 90 minutes (we tested it). \$13; [zak.com](http://zak.com).

## ice cream alert

Artisanal-ice-cream trucks, cool new supermarket flavors and more.

by emily kaiser

### best new ice cream shops

#### SAN FRANCISCO

##### HUMPHRY SLOCOMBE

(right) Staffers sell quirky, delicious flavors like Secret Breakfast—bourbon ice cream with cornflakes. [humphryslocombe.com](http://humphryslocombe.com).



#### NASHVILLE

##### PIED PIPER CREAMERY

Are You There God? It's Me, Margarita—that's the key lime sherbet from Jenny Piper's new parlor in East Nashville. [myspace.com/piedpipercreamery](http://myspace.com/piedpipercreamery).

#### NEW YORK CITY

##### JACQUES TORRES ICE CREAM

The pastry and chocolate guru now sells ice cream with toppings like chocolate-covered Cheerios. [mrchocolate.com](http://mrchocolate.com).

## TASTE-TESTED SUPERMARKET ICE CREAMS

Artisans aren't the only ones creating innovative ice creams. The *FW* staff tasted and loved the four new supermarket introductions below, for everyone from the Frappuccino addict to the vegan.



#### PINT-SIZE COFFEE

Starbucks's new flavors are inspired by drinks like their Mocha Frappuccino. \$4 for 16 oz; [starbucksicecream.com](http://starbucksicecream.com).



#### BITE-SIZE BLISS

The latest from SheerBliss: chocolate-covered ice cream bonbons. \$5 for 6 oz; [sheerblissicecream.com](http://sheerblissicecream.com).



#### MINIMALIST STYLE

Milk, cream, sugar, eggs plus one flavoring define Häagen-Dazs's new "five" line. \$4.50 for 14 oz; [haagen-dazs.com](http://haagen-dazs.com).



#### DELICIOUSLY VEGAN

Turtle Mountain makes its Purely Decadent pints with lush coconut milk. \$4 for 16 oz; [turtlemountain.com](http://turtlemountain.com).

PHOTOGRAPHS: COURTESY OF ZAK DESIGNS (ICE CREAM TUBBIE); JESSE FRIEDMAN/COURTESY OF BEERANDNOSH.COM (HUMPHRY SLOCOMBE); COURTESY OF STARBUCKS (STARBUCKS); COURTESY OF SHEERBLISS (BLISSBITES); COURTESY OF HÄAGEN-DAZS (HÄAGEN-DAZS); COURTESY OF TURTLE MOUNTAIN (PURELY DECADENT)