



## **Naganuma Ice Co Opens Second Outlet In Singapore Blasting In 2019 With 'Typhoon Apple' Cream Puff**

### **MEDIA RELEASE**

#### **For Immediate Release**

**SINGAPORE, 27 December 2018** - Hokkaido's most popular and best selling soft serve will open its second outlet in Singapore within Don Don Donki new store at City Square Mall, on 11 January 2019.

Known to be the founder of soft serve in Hokkaido, Naganuma Ice Co (house of ice) sells up to 3,500 soft serve and gelato a day in the small town of Naganuma, Hokkaido. Founded in 1994, it is situated around ranches without tourist attractions and typically boasts long queues of an hour. There are currently three outlets in Hokkaido, three in Taiwan and soon to be two in Singapore.

### **NEW! Items**

Fans can look forward to new items such as **Cream Puffs**, a completely new addition for the Singapore market that come in three delectable flavours: Aomori Apple (limited item, while stocks last), Fresh Strawberry and the classic Hokkaido Milk Custard.

The Cream Puffs made of choux pastry are baked fresh daily, with all ingredients imported from Japan. With custard and its signature 100% Hokkaido raw milk as a base in all three flavours, each puff gives you a bite into Hokkaido's freshness. **Cream Puffs are only available at City Square Mall outlet.**

Another new item is the Chocolate Soft Serve, a mega popular choice among kids and all the way up to grandparents. One of Naganuma Ice Co's classics.

### **Typhoon Apple**

Highlight is the Aomori Apple Cream Puff, also known as 'Typhoon Apple' Cream Puff as it uses apples in Aomori that were hit by a typhoon. Instead of disposing the apples, Naganuma Ice Co contacted the apple farm and initiated to put the still good quality apples to good use. The Fresh Strawberry Cream Puff has bits of real strawberries in the velvety filling, natural to taste, like it's straight off from strawberry fields.

### **About Naganuma Ice Co**

Naganuma Ice Co is founded in 1994 in the town of Naganuma, Hokkaido. Pioneering in manufacturing soft serve in Hokkaido, we first started off with producing delicious and healthy soft serve and now, our production line includes chinese steamed bun, pizza, raw chocolate, cheese, butter, bacon, sausage, vienna sausage, and baked confectionaries.



Besides cream puffs, **four soft serve, two split soft serve and twelve gelato flavours are available** at City Square Mall outlet. Flavours change every two weekly.

#### **How Raw Milk Makes A World Of Difference**

Instead of using fresh milk which is usually already pasteurized at high temperature, freshly-squeezed raw milk from Maoi ranch near Naganuma town is collected daily and transported to Naganuma Ice Co factory to process **within the same day**. To retain the raw milk's original flavour and nutrients, it is pasteurized at 68 degree celsius.

#### **Opening launch promotion**

- Sure win lucky dip with every purchase

Prizes include free soft serve, free gelato, \$1 voucher

- Take a photo with Lolita with every purchase

Participating outlet: City Square Mall

#### **Find Naganuma Ice Co**

##### **Opening on 11 January 2019**

City Square Mall, Basement 2, within Don Don Donki

180 Kitchener Rd, Singapore 208539

Daily, 11am - 10pm

Seats: Available at food court

MRT: Farrer Park, Exit I

IG: [Naganuma Ice](#) FB: [Naganuma Ice](#) #Naganumalce

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## Highlights



NEW! Aomori Apple Cream Puff  
(Limited item - while stocks last)  
(\$4.20)



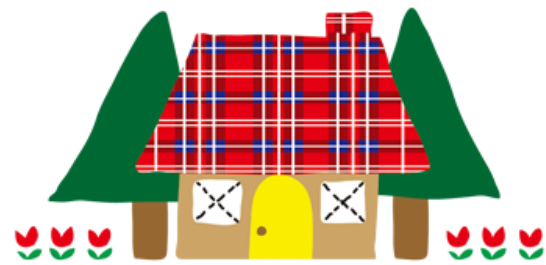
NEW! Fresh Strawberry Cream Puff  
(\$4.20)



NEW! Chocolate Soft Serve  
(\$6/Cup)  
(\$6.50/Cone)

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ネットショップ

Ice no ie since 1994 by Naganuma-ice Company Limited

## Menu

### NEW! Cream Puff

\$3.90 - \$4.20

**Flavours:** Aomori Apple (limited item), Fresh Strawberry, Hokkaido Milk Custard  
(Available at City Square Mall outlet)

### Soft Serve

\$6 per cup

Add \$0.50 for cone

**Flavours:** NEW! Chocolate, Rich Milk, Fresh Strawberry, Matcha

### Gelato

\$5.50 single flavour cup

\$6.50 double flavour cup

Add \$0.50 for cone

**Flavours:** Yame Matcha, Fresh Milk, Double Cheese, Strawberry Milk, Yubari  
Melon, Mango Yogur, Haskap Yogur, Pumpkin, Chocolate, Banana, Azuki Beans

### Yame Matcha

\$7.50 single flavour cup

\$8.50 double flavour + other regular flavour in cup

Add \$0.50 for cone

**For media enquiries, please contact:** [hazel@createsingapore.com](mailto:hazel@createsingapore.com)

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