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Ice-Cream Makers Get Inspired

By CHARLES PASSY

Call it cookies and cream, New York-style.

To mark the opening on Monday of its location on Manhattan's Upper East Side, Quality Eats steakhouse has created a rugelach ice cream in partnership with Orwashers, a bakery that has been a fixture in the neighborhood since 1916.

The idea, say representatives from both businesses, is to play off the popularity of the cookies-and-cream flavor, but with a kind of Big Apple bravado. Rugelach is a Jewish-style pastry that is a staple at New York bakeries, including Orwashers, which offers it in

three different varieties—chocolate, raspberry and apricot (the latter was used for the ice cream).

The rugelach ice cream is “a fun, modern riff,” said Michael Stillman, president and founder of Quality Branded, the parent company of Quality Eats, whose original location is in Greenwich Village.

Keith Cohen, owner of Orwashers, said when the collaboration was discussed, he thought it was a natural. Rugelach, he noted, is made with cream cheese, so it has an inherent richness that works well in an ice-cream context.

The rugelach ice cream is available for \$10 a pint at the Upper East Side locations of

both Quality Eats and Orwashers.

The offering is far from the only frozen collaboration of late. Lantern Hall, a Brooklyn beer hall, has worked with Topsy Scoop, a New York-based ice-cream brand, to create a series of beer-flavored ice creams and sorbets. The desserts will be featured starting Wednesday.

To top it off, the beers that go into the treats include some sourced from New York brewers.

“It’s bringing the idea of local collaboration to a peak,” said Liz Vaknin, co-founder of Our Name Is Farm, a food-focused media company that helped arrange the joint venture.



Rugelach ice cream, a collaboration between Orwashers and Quality Eats, sells for \$10 a pint.