



28<sup>th</sup> June 2017

## **PRESS RELEASE**

### **Two Isle of Wight Ice Cream Companies Combine Forces**

The Isle of Wight Ice Cream Company are pleased to announce their recent affiliation with Minghella starting from this Summer, 2017.

Now in its fourth year of trading, the Isle of Wight Ice Cream Company have been in extensive talks with Minghella to join together and pool expertise to produce two delicious, yet different local ice cream brands, all to be made using Isle of Wight Ice Cream's state of the art ice cream manufacturing facility.

The Isle of Wight Ice Cream Company boasts a popular portfolio of delicious ice creams, made using traditional recipes. They now list 30 flavours of dairy ice cream named after local villages, including best-seller Ventnor Vanilla and Whippingham White Chocolate and Raspberry. Both brands will be using fresh milk from Read's Farm in Carisbrooke, less than 2 miles from the production unit based at Riverway, Newport.

Gioia Minghella and her husband, Richard, have been working with Jenny Simmons and her team at Isle of Wight Ice Cream Company to ensure their delicious, gourmet Minghella ice cream is made to their authentic Italian recipes, using only the finest of ingredients. Minghella offers over 230 flavours and each recipe is currently being carefully replicated in the Isle of Wight Ice Cream Company's state of the art Ice Cream Production Unit.

The Minghella family have been making ice cream on the Isle of Wight since 1950 and have a national reputation for excellence. They place real emphasis on the provenance and quality of their ingredients. In the last 10 years, they've won over 80 Great Taste Awards and were even judged makers of Best British Speciality Food for their delicious Gin & Pink Grapefruit Sorbet.

The two businesses see this development as a huge opportunity for both brands, primarily due to the environmental benefits the union represents. By using one manufacturing base, resources such as electricity, water and fuel are fully utilised. Perhaps the biggest 'green' benefit of the changes is the delivery logistics of both businesses.

Medina Foodservice already offers a daily delivery service for Isle of Wight Ice Cream across the Isle of Wight and the South Coast. Now Minghella Ice Cream will also be available through Medina too. This reduces food miles significantly. The environmental impact of moving food around is an ongoing problem and one which is causing real damage to our local infrastructures.

Steve Ross, Partner of the Isle of Wight Ice Cream Company and Medina Foodservice, said "I'm pleased to be able to offer a robust delivery service of local ice cream. By offering a number of local ice cream brands, including Calbourne Classics and New Forest Ice Cream, Isle of Wight Ice Cream Company and now Minghella Ice Cream, I would hope that we can meet all the service needs of the diverse range of establishments on the Island, from restaurants to cafés and beach shops to amusement parks."



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Gioia Minghella, whose father Edward founded Minghella Ice Cream, said “We are absolutely delighted about this. It’s wonderful to work with Jenny and her team in their fantastic production facility with its state of the art equipment, and we are thrilled that Medina Foodservice will now handle all the distribution. It means the Minghella brand, famous for its artisan expertise and gourmet credentials, can only go from strength to strength.”

“It’s fantastic to see two strong island brands coming together, which will both undoubtedly strengthen with time. I am really pleased that the benefit derived from the Rural Development Funding of the Isle of Wight Ice Cream Company’s equipment is continuing to bring benefit to the Isle of Wight in this new venture.”

*Graham Biss, Natural Enterprise*

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