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JULY 2011

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SO LUXURIOUS



COWABUNGA:

The Louis Vuitton of ice cream

Next time you want to treat yourself to dessert, think designer. If the idea of ultra-smooth, velvety, dense and creamy handmade ice cream is your idea of a good time, then grab a spoon and some Cowabunga Ice Cream.

Billed as the world's first and only designer ice cream, Cowabunga elevates the ice cream experience from ordinary to extraordinary by combining divine premium ingredients with distinctive flavors that leave even hardened foodies longing for more.

What really sets Cowabunga apart from other super-premiums on the market is its proprietary production process. The ice cream is made by hand in small five-gallon batches to minimize aeration and artificially inflated volume to cultivate a thick, creamy consistency. Cowabunga also uses a high butter fat content base for its designer ice cream line, which is also integral to achieving its signature ultra-velvety texture.

The company doesn't skimp on anything, using only the highest quality ingredients to ensure the utmost in flavor, form and decadence.

BY MERILEE KERN

GOURMET



This inimitable ice cream purveyor offers a wide variety of perennial favorites and unique seasonal flavors, with many exclusive to the brand. Offerings in its current ice cream line include Madison Avenue Chocolate, Hampton's Lux Vanilla, and a variety of Rodeo Drive Designer Flavors like Cake Batter, Almond Joy, New York Cheesecake and Mint Chocolate Chip, among others.



Cowabunga also offers a selection of South Beach R.E.A.L. frozen yogurt flavors like Red Velvet Cake and Chocolate Cable Car that are all low-fat and contain probiotics to naturally promote healthy digestion.

I've experienced Cowabunga and can tell you that the fresh, smooth and rich taste makes other premium ice creams taste "day old."

But, although this treat is top-shelf, pretention need not apply. While the company's inspired ice cream blends are ultra-luxurious on the palate, the brand uniquely blends an exquisite epicure experience with the fun and relaxed sensibility of surfing and beach culture. This the company calls the "Cowabunga lifestyle," which translates to living life to the fullest and in abundance until it overflows.

May your ice cream bowl runneth over, indeed.

Merilee Kern is executive editor of "The Luxe List" (www.LuxeListReviews.com). She scours the luxury marketplace for exemplary travel experiences, extraordinary events, and notable products and services. Follow her on Twitter at <http://twitter.com/LuxeListEditor> or Facebook at www.Facebook.com/TheLuxeList.

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