

# Outrageous Indulgence on Oxford Street - Wheyhey Healthy Ice Cream In Partnerships With Primark.

Submitted by: Protein Ice Cream Company (Wheyhey)

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Healthy food pioneers, Wheyhey, launched their first Outrageous Scoop Shop on the busiest street in Europe on July 3rd. Founded by Irishman Damien Kennedy, Wheyhey are offering the ultimate build your own ice cream sundae experience at Primark, Oxford Street East until the end of September.

At the Wheyhey Outrageous Scoop Shop, in partnership with Primark, customers can create fun, delicious sundaes using 15 unique flavours of low sugar ice cream along with tasty toppings and sauces. The menu has been designed with the help of leading dieticians to ensure consumers are not faced with a compromise on health, taste or price – offering Outrageously great tasting treats.

Wheyhey founder Damien Kennedy adds:

“Primark are innovators on the high-street and we are excited to work with such a forward-thinking business who put the customer at the heart of everything they do.”

Primark’s Director of New Business Development, Tim Kelly said:

“We are hugely excited to be bringing the first Wheyhey Outrageous Scoop Shop to the British high street. Customers can relax and have fun there whilst also enjoying our amazing fashion at amazing prices in our Oxford Street East store.”

Since launching in 2013, Wheyhey has been a major disruptor in the food market– offering great tasting and healthy treats and snacks across multiple categories. Following 12 months on the Silicon Valley-based Thrive accelerator programme for emerging food tech businesses, Wheyhey have rapidly gained a number of prestigious industry accolades including winning Start-Up of the Year at the High Potential Business Awards 2016, being named a ‘Trailblazer brand’ by Food Vision and Unilever and being selected as a Virgin Pioneer Business by Sir Richard Branson.

They have gone on to innovate across multiple food categories and count Tesco, Sainsbury’s, ASDA, Morrison’s, Musgrave Group amongst their stockists. This is the next stage in growth for Wheyhey, with plans in place to open up another 20 stand alone stores in the UK & Ireland in 2020.

Notes to editors –

Wheyhey is backed and supported by celebrities and professional athletes such as David Gandy, Harry Styles, Niall Horan and the England Football Team.

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