

# Introducing Vegan Salted Caramel & Almond Swirl Ice Cream – a mouth-watering, “can’t believe it’s vegan” new flavour from ice cream innovators Northern Bloc.

Submitted by: Northern Bloc

Thursday, 7 November 2019

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Leeds based ice cream innovators, Northern Bloc are launching a brand new flavour into retail on Nov 11th. This new flavour is a truly indulgent, ice cream with caramelised almond pieces and a caramel swirl. Creamy? YES. Crunchy? YES? Awesome? YES? Vegan? UNBELIEVABLY YES!

Northern Bloc have been renowned for their innovative, no compromise vegan ice creams since adding them to their range of bold flavoured, all-natural ice creams in March 2018.

But it's not just vegans who love the incredible taste. Northern Bloc are all about ice cream for all, and that's exactly what these are. Perfect for anyone who's dairy free, lactose intolerant, people trying to incorporate more plant-based meals or even dairy ice cream fans. These awesome plant-based ice creams taste so good you'd never know they don't contain dairy.

This new flavour was previewed at Vegfest London at Olympia in October with long queues of fans desperate to try this brand new flavour! The feedback was phenomenal...

“Salted Caramel @northern\_bloc ice cream is to die for!” @6milesup via Twitter

“This was the bollocks. Just this little micro mouthful to convince me @northern\_bloc does the best vegan ice cream going” @decentworksgram via Instagram

“My new favourite has to be the @northern\_bloc salted caramel ice cream” @justcat31 via Instagram.

Northern Bloc have been working to redefine ice cream through their championing of natural ingredients, refusal to use additives, and innovation in with plant-based / vegan ice creams but always prioritising quality and flavour above all else.

The Salted Caramel & Almond Swirl ice cream will be in store freezers from 11th November at CO-OP stores nationwide and will retail for £5.00.

Josh Lee, Founder of Northern Bloc says “At Northern Bloc we are leading the way in vegan innovation. Ice cream is both an art and a science. We are really proud of the way we do things at NB°C. Our 4th generation ice cream world champion and scientist chef, is able to truly achieve an all-natural, creamy taste and texture. You really can't tell it's made from plants! What's not to love? An ice cream for all – not just vegans”

Ends

For further comments or images please contact

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LAUNCHED INTO CO-OP STORES NATIONWIDE ON NOV 11TH

Northern Bloc

At Northern Bloc we set out to create a great tasting natural ice cream. We're ice cream pioneers challenging the norm and changing the game to make ice cream much more than just a summer treat. Based in our inner city HQ in the North, we don't compromise and believe that you shouldn't have to either –

whether that's on flavour, ingredients, values, ethics, or anything else.

We're straight talking and always stay true to the principle of using only the best natural ingredients. Ice cream is both a technical science and an art. Our 4th generation ice cream scientist (and world champion no less) continues to innovate in the pursuit of perfection.

Our unique, bold flavoured ice creams are ground-breaking. Just have a scoop of our 100% plant based ice cream and you'll see. This is Ice Cream. Done Different.

Address

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