

Ideal Ice Cream bags five awards in Great Indian Ice Cream Contest 2013

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MANGALORE, DEC 10, 2013: The Mangalore based Ideal Ice Cream secured a major triumph of five awards at The Great Indian Ice Cream Contest 2013, an all India Ice Cream Competition held on December 3, 2013 at Gurgaon, New Delhi under the aegis of Indian Dairy Association, said S Mukund Kamath, proprietor, Ideal Ice Cream.

Speaking at the press meet held at Hotel Ocean Pearl on Tuesday, Dec 10, he said that the contest was organized by DUPONT Nutrition and Health, a leading supplier of food ingredient solutions to the global dairy industry. More than 70 topnotch Ice Cream companies across India had participated, competing in six different categories namely - Standard Vanilla Ice Cream, Standard Vanilla Frozen Dessert, The Best Chocolate, Premium Ice Cream, Kids Category and Innovation and nearly 500 samples were presented.

Mukund Kamath had accepted the awards for Best in Class in Vanilla Ice cream, Gold in Vanilla Ice cream, Gold in Vanilla Frozen Dessert, Silver in The Best Chocolate, Silver in Innovation category on behalf of the firm.

Ideal Ice cream bagged two gold medals for the Best Vanilla in the Frozen Dessert category as well as the Gold Medal for Standard Vanilla, in which it secured the prestigious Best in Class too, this effectively establishes Ideal Ice cream as the best Vanilla Ice Cream in India.

The other awards were in the category of the Best Chocolate ice cream in which Ideal Ice Cream won the Silver medal for its Belgian Chocolate. Apart from this in recognition of their commitment to excellence in innovation and high quality standards in ice creams they won the Silver medal in the Innovation category for their novel product Jackfruit Payasam Ice Cream.

Overall, Ideal Ice Cream Mangalore held the distinction of winning the most number of awards in the contest. This contest was the fourth of its kind and biggest in the world in terms of number of contestants. The best brands in India participated in the contest.

The event was independently judged by an eminent panel of judges, comprising of leaders in the Ice cream industry, members of Indian Dairy Association, members of Dairy Academia and technical and innovation leaders from DuPont.

The ice creams were primarily judged on the flavour and aroma, texture and body and in presentation.

There was an initial round to identify the gold winners who qualified for the finals. In the finals the gold winners competed amongst themselves for the coveted and most prestigious "Best in class" award.

The awards were presented by Dr Rajeev A Vaidya, President, South Asia and ASEAN DuPont, Brian Jones, President South Asia, DuPont Nutrition and Health and K L Arora, Secretary, North Zone of IDA.

The gold, silver, bronze and Best in class awards were announced in a glittering ceremony which was witnessed by more than 150 guests from the industry.

The contest is held to recognize commitment to excellence and high quality standards in ice- creams. Connoisseurs of Ice Cream now have an additional reason to visit Mangalore to taste the best Vanilla Ice Cream in India. Truly, Ideal Ice Cream has made Mangalore proud.

Founder of Ideal Ice cream Prabhakar Kamath, his wife Jaya P Kamath and Sudhir Ghate of Magnum Intergrafiks were present at the press meet.