



# Nostalgic Flavors. Modern Innovation.





## NOSTALGIA: THE TREND THAT KEEPS ON TRENDING.

Today's trends are coming and going quicker than ever. Many fizzling out faster than developers can formulate.

But nostalgia? It's the trend that keeps on trending.

Unlike other fading fads and viral trends, the strategic power and potential driving nostalgia in food and beverage doesn't belong to a single demographic or generation.

It belongs to everyone.

These familiar flavors are about more than tastes; they're emotional anchors, providing comfort and connecting us to specific moments in time.

For Boomers & Gen X, nostalgia helps them relive the joy of a simpler time, whereas Millennials want to experience their childhood favorites, reimagined with the premium quality and cleanlabel credibility they've come to expect as adults. Gen Z, on the other hand, is using social media to discover retro flavors for the first time as entirely fresh and exciting experiences.

This wave of "newstalgic" innovation presents a rare opportunity. Nostalgic products offer familiarity from before the first bite. This inherent trust reduces the friction of trial, helping accelerate product acceptance without sacrificing innovation.

Demonstrating what nostalgia as an innovation platform tastes like in practice is the inspiration behind the five featured flavor concepts in this collection.

Crafted with fruit-forward and clean-label ingredients, these featured flavored concepts transform timeless tastes into modern, elevated profiles ready for innovation or sampling today.



# Apple Cider Donut Ice Cream

## A Comforting Classic

If “cozy” was a flavor, this would be it. A modern twist on a timeless classic, this **Apple Cider Donut Ice Cream** brings the joy and sensory experience of fresh orchard-baked donuts to a frozen treat just as memorable.

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### Key Ingredients

- Spiced Apple Base (FSAB6046)
- Cinnamon Swirl (PD 2562516)
- Fat Coated Apple Donuts

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### Tasting Notes

This creamy spiced apple ice cream is infused with warm notes of cinnamon, nutmeg, and clove, with a rich cinnamon swirl that adds depth and sweetness. Soft, cake-like donut pieces bring the comforting flavor and texture of a fresh apple cider donut.

# Funnel Cake Ice Cream



## A New Fairground Experience

Nothing screams nostalgia like a day at the fair. Family, Ferris wheels, and of course, the sweet fried taste of funnel cake. Our **Funnel Cake Ice Cream** offers a new take on the fairground classic, letting you experience this blue-ribbon-winning treat like never before.

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### Key Ingredients

- Vanilla ICB (PD 2582503)
- Powdered Sugar Variegate (PD 2582505)
- Fat Coated Cake

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### Tasting Notes

This rich and creamy vanilla ice cream is blended with a sweet powdered sugar variegate and soft, golden cake pieces that capture the flavor and texture of classic fair-style funnel cakes

# Stout Ice Cream



## A Different Kind of Pint

Skip the pub, and try a different kind of pint. Premium and indulgent, this **Stout Ice Cream** balances the sophistication of rich roasted malt with the comfort of a smooth caramel swirl for the perfect sweet or savory pint (of ice cream).

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### Key Ingredients

- Stout Base (PD 2562517)
- Natural Caramel Variegate (FCAV0465)

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### Tasting Notes

A bold and creamy stout-flavored ice cream featuring the rich roasted character of malt and a smooth, full-bodied flavor. A creamy caramel variegate swirls throughout, adding warmth and sweetness that perfectly complements the depth of malted stout.



# Strawberry Rhubarb Crisp Ice Cream

## A New Family Recipe

No one can forget the smell of baking strawberries and rhubarb, fresh from the garden, filling grandma's kitchen on a sunny afternoon. Our **Strawberry Rhubarb Crisp Ice Cream** delivers all the warmth, crunch, and nostalgia of the secret family recipe, no oven required.

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### Key Ingredients

- Vanilla ICB (PD 2582503)
- Rhubarb Variegate (PD 2582504)
- Stabilized Strawberries (FSBS7412)
- Fat Coated Oat Clusters

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### Tasting Notes

This smooth, creamy vanilla ice cream is swirled with a bright, tangy rhubarb variegate, sweet stabilized strawberries, and complemented by crunchy, buttery oat clusters, to deliver all the texture and comfort of a homemade strawberry rhubarb crisp.

# Pistachio Raspberry Truffle Ice Cream



## Indulgence For Every Decade

Pistachio is back in the limelight. Raspberry and chocolate, never left. Elevated, yet unexpected, this **Pistachio Raspberry Truffle Ice Cream** blends together classic flavors for a premium pairing that's on-trend and deliciously redefines decadence.

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### Key Ingredients

- Pistachio Flavored Base (PD 2892507)
- PNW Raspberry Variegate (PD 1262514)
- Liquid Chip (PD 1642517)

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### Tasting Notes

A smooth, nutty pistachio ice cream swirled with vibrant, tart raspberry variegate and studded with rich chocolate pieces. The balance of creamy pistachio, bright raspberry, and indulgent chocolate creates a layered, truffle-like experience in every scoop.

# Timeless Tastes. Modern Innovation.

From autumn orchards and county fairgrounds to craft beer culture, grandmother's summer garden, and elevated taste experiences, this collection captures the spirit of our shared American experience. But, it also shows that when built on the right ingredient system, nostalgia becomes a powerful platform for innovation differentiation.



## Apple Cider Donut Ice Cream

A fall flavor favorite, reimagined. Enjoy the warmth of smooth spiced apple ice cream, rich cinnamon swirls, and subtly sweet soft-baked apple-cider donut pieces that bring the taste of an autumn orchard to a frozen format that's perfect year-round.



## Strawberry Rhubarb Crisp Ice Cream

Texture-rich and bursting with flavor, this timeless taste is just like grandma made it, but maybe even better. With a tangy rhubarb variegate, stabilized sweet strawberries, and buttery oat clusters, this classic summer taste is ripe with premium retail potential.



## Funnel Cake Ice Cream

Indulge in the taste of the state fair, without the crowds. Golden cake pieces paired with a powdered sugar variegation to create a simple, high-impact flavor concept with cross-generational nostalgic appeal.



## Pistachio Raspberry Truffle Ice Cream

Rich, but refreshing. Familiar, yet unexpected, this innovative combination of classic profiles is the definition of indulgence. A creamy pistachio base is swirled with a PNW raspberry variegate, layered with liquid chip, for a truffle-inspired experience that has premium written all over it.



## Stout Ice Cream

A versatile concept that's bold, sophisticated, and perfect for both pints or plated desserts. The cozy comfort of a caramel variegate blends seamlessly with the depth of roasted malt for an elegant and elevated sweet, or potentially savory treat.



# Innovating With Ever Fresh: Our Ingredient Systems.

These concepts, as well as all of Ever Fresh's premium, clean-label solutions, are crafted with our portfolio of innovative ice cream ingredient systems, developed and refined for consistent quality and performance at any scale.

These include:

- **Flavor Bases:** Our custom-formulated ice cream bases deliver authentic flavor, color, and texture, providing consistent, creamy indulgence from the first scoop to the last.
- **Variiegates & Swirls:** From cinnamon swirls and caramel ribbons to tangy rhubarb variegates and rich raspberry swirls, our inclusions elevate nostalgic favorites with high-quality ingredients designed to enhance flavor and texture.
- **Fruit & Baked Inclusions:** Known for Pacific Northwest fruit, our stabilized fruit pieces and baked inclusions retain their texture and flavor through processing and freezing, taking your innovations to the next level.
- **Liquid Chip:** Our specialized chocolate inclusion technology sets instantly on contact, shattering into irregular mini chips that distribute naturally, resulting in better coverage, a superior melt, and more consistent flavor release than standard chocolate chip inclusion.

By incorporating nostalgic flavors into your product lineup, you're not only tapping into beloved, time-tested flavors but also fortifying your portfolio. Nostalgia-driven innovation:

- **Reduces risk:** Familiar flavors enter the market with built-in consumer trust, accelerating trial and repeat purchase.
- **Broadens demographic appeal:** Nostalgic concepts resonate across generations, from those seeking comfort to younger generations experiencing retro flavors for the first time.
- **Future-proofs your lineup:** Nostalgia-based platforms offer a solid foundation built to evolve, with seasonal and limited-edition variations to match market trends.

We take pride in our strong product innovation and R&D capabilities, ensuring that every creation is rooted in the latest trends and premium ingredient standards. Whether you're seeking consistent product quality, clean-label innovation, or a reliable partner to help bring your next flavor concept to life, Ever Fresh is here to support your success.



# Ready to Explore Nostalgic Innovation?

Whether you're incorporating nostalgia into a new product line, refreshing an existing formulation, or looking for a proven innovation platform for your next LTO, Ever Fresh is here to help your R&D team take your development from concept to shelf, fast.

Arrange a tasting session today and experience how Ever Fresh's clean-label ingredient systems can transform your next nostalgia-driven innovation.

[Get Started](#)

