

December 5th, 2023  
For Immediate Release

## ICE CREAM ENTREPRENEUR INTRODUCES LIMITED EDITION HOLIDAY MENU Alissa Vieira of Swanky Scoops Also a Finalist in \$10K Pitch Competition

TOLEDO, OH – “Our crushed candy cane pieces are chopped by hand, as commercially crushed peppermint pieces never seem to be the right size for that delightful crunch. Finding a piece of candy cane in your scoop is like an extra treat for me!,” shared Alissa Vieira, owner of Swanky Scoops ice cream company based in Toledo, Ohio.

Vieira and her team of culinary elves have been hard at work developing new, limited edition layered holiday desserts and handcrafted ice cream flavors guaranteed to wow guests at any gathering. Between now and Christmas, Swanky Scoops’ will hold two pop-up events in their production shop so visitors can sample holiday flavors, then take home Vieira’s artisanal treats to share. On Saturday, December 9th and December 23rd, 130 10th Street shop in downtown Toledo will be open to the public from 10am to 4pm.

“As a small batch brand, we really encourage preordering the holiday exclusives to make sure you take home the flavors you have your heart set on,” advised Vieira. See the full menu and preorder at [swankyscoops419.com](http://swankyscoops419.com).

For the holiday desserts, including Peppermint Fudge Pie and an Orange Cardamom Cranberry Dessert, cookie crusts are made from scratch then layered with ice cream and mix-ins. Carefully frozen after each layer, the result is a beautiful presentation of colors and an appealing textural journey with each bite.

Swanky Scoops’ December Pint Trio also features top-notch ingredients, with flavors including Peppermint Fudge, Brandied Eggnog, and Hot Cocoa Gingerbread. Throughout the Peppermint Fudge pint you’ll find scratch-made semisweet chocolate fudge made from high quality, selected and traceable, sustainable Belgian chocolate. Hot Cocoa Gingerbread was co-created by the Swanky Scoops team and is inspired by the gingerbread lattes of local coffee shops. “We had so much fun developing this one! Our handmade maple marshmallows had us dreaming of a marshmallow winter with powdered sugar snow flurries.”

The company’s ice cream features a rich, French-style base and this inspired the final trio flavor of Brandied Eggnog, “Our custard recipe is so similar to an eggnog base, that it seemed a natural fit to create an eggnog inspired ice cream. Madagascar vanilla, a touch of brandy, and dark rum add layers of richness to this seasonal treat,” explained Vieira.

People are taking notice of Vieira and team’s ingenuity and commitment to unparalleled ingredients; the ice cream maker is now in the final round for ‘Best Ice Cream’ in Toledo City Paper’s ‘Best of Toledo’ competition, and is one of just five finalists in a \$10,000 business pitch competition through JumpStart Inc. That competition—the JumpStart Small Business Impact Program—is a twelve week business accelerator concluding in an ‘Entrepreneur Showcase’ from 5-8pm on December 12th at The Summit.

“I would love to have the JumpStart judges invest in my business so I can bring Swanky Scoops to even more ice cream lovers in Toledo and beyond,” expressed Vieira.

For now, share Swanky Scoops with loved ones at your own holiday gatherings. The Swanky team suggests this fun idea for your next party; “You’ve heard of wine tastings, but why not treat guests to a blind ice cream tasting with the December pint trio?” Use a mini ice cream scoop to serve three small tastes and then vote on your favorite. These holiday inspired flavors are sure to delight.

**CONTACT:** Lindsay Williams, Swanky Scoops Marketing Director | [williams.linds.m@gmail.com](mailto:williams.linds.m@gmail.com) | 419-209-2365