



*Brilliant Restaurant*

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*Criterion Ices*  
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## **Gulab Jamun Ice-Cream by Dipna Anand, of Brilliant Restaurant – in collaboration with Criterion Ices: 13th November 2013**

We are proud to announce that Dipna Anand of the Brilliant Restaurant has invented a super new creation for Criterion Ices, one of the leading suppliers of fine ice-creams in the UK.

**Gulab Jamun ice-cream is believed to be the next new trend to hit the Indian restaurant sector.**



Dipna, who is currently managing her father's restaurant also carries out cookery courses at The Brilliant Cookery School and is currently writing her very own recipe book set to launch in April 2014. Dipna is also a Chef Lecturer at The University of West London and signature chef for the Spice2Go franchise chain. She is ecstatic about her new development and is positive the ice-cream will go down a treat with everyone who tries it. Dipna believes Indian restaurants around the country will most definitely opt in putting the ice-cream as part of their dessert choice on menus because Gulab Jamun is a hot favourite dessert in almost all Indian restaurants.



Dipna said: "At our restaurant, customers almost always order their Gulab Jamun with either a kulfi or with ice-cream because the combination of the creaminess from the ice-cream and sweet butterscotch like taste of Gulab Jamun is absolutely stunning, one which cannot be faulted under any circumstance. I had the idea of pairing the two items together as an ice-cream for a while because I could imagine the luscious taste in my mind every time I thought of it."

When Dipna met the team at Criterion Ices by chance at this years restaurant show, she was so impressed with their quality of their superb ice-creams and wonderful unique flavours, she mentioned her vision of the Gulab Jamun ice-cream to one of the sales team. After meeting with Dipna and further discussing the idea, Criterion worked alongside Dipna, tested and trialling the product in their Suffolk based factory and the results were perfect first time around. A few weeks later it is now on The Brilliant menu and is already become a favourite of many customers. The ice-cream will soon be available to other restaurants and establishments to purchase, so do watch this space.

Dipna said: "Having an ice-cream produced by me and my name behind it, is a true privilege. I would love for everyone to taste this spectacular ice-cream because I know once they have a spoon full they will be unable to stop. The taste in the mouth is creamy with chunks of sweet Gulab Jamun sponge, I can only describe it as heaven in a scoop. I hope to continue working alongside Criterion Ices in the future to produce more whacky wonderful ice-creams.



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