

The Grocer

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Regional ice cream superstars

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Which are the UK's regional superstars of ice cream? Which are likely to be the next Kelly's by becoming a national name?

This feature will shine a spotlight on ice cream suppliers known and loved in their home county but still without traction nationally. It will look at players from across England, Scotland, Wales and Northern Ireland – not just the dairy heartland that is south-west England.

Which businesses are the most successful? The most eye-catching, longstanding or award-winning? What makes them such a hit? What are their ambitions? How likely are they to become Britain's next big thing in ice cream? What lessons can they learn from Kelly's and other ice cream brands that have become household names from humble beginnings?