Elephant House expands Ice Cream Range

Elephant House, which has enjoyed market leader status of over 60% in the Ice-Cream Industry has launched two new products into the market.

“We have expanded our Jumbo Jolly range to include Orange and Lime, while the ever popular Wonderbar now comes in Chocolate and Strawberry”, said Cold Stores director Billy Walpola.

According to Walpola, the Jumbo Jolly product which was first introduced to the local market in March this year and is popularly known as Ice Palam, is currently available in Pineapple flavour, however such is its popularity that the company decided to further expand their range. ‘It’s priced at an affordable Rs 8 and as it’s an excellent thirst quencher, has proved to be a hit amongst both adults and children alike,’ he said.

The Wonderbar which is creamy vanilla Ice cream with a rich chocolate coating on the outside is priced at Rs 15 and here too due to its increasing popularity, will now be available in both chocolate and strawberry flavours as well.

Walpola went on to say that Jumbo Jolly and the Wonderbars are made using state-of-the-art technology, namely the Ria Machine which is a high quality Danish product. ‘It is a fully mechanized process,’ said Walpola ‘and as such is untouched by human hands, right down to the wrapping of the products.”

Jit Gunaratne – director Cold Stores said that they were extremely particular when it comes to the raw materials used. ‘The best of milk and imported sugar of a refined grade are integral constituents of all our products, while only treated water is used in the manufacturing process,’ he said. Flavouring and colourings too were obtained from reputed suppliers in Germany, UK and Singapore. Gunaratne reiterated the fact that all products were subject to a stringent quality control process.

Sri Lankan palate was always taken into consideration in the manufacture of products. ‘At Elephant House our products meet the most exacting of international standards, however keeping the local preferences with regards to taste and

flavouring in mind,’ he emphasised. Walpola added that the ongoing research and development process within the company will result in a number of new products catering especially to the Sri Lankan palate, being launched shortly, while in the area of bulk ice- cream the company remains the undisputed market leader with regards to both quality and affordability.