



# USA's Mini Melts ice cream launched in India

Press Trust of India | Updated On: April 23, 2013 23:43 (IST)

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USA's Mini Melts Inc launched its ice cream in India today and said it aims to make it available in 1,200 outlets in the next three years across the country.

It is priced at ₹ 40 for an 82 grams cup. Two other packs come in at ₹ 60 and ₹ 85 with higher quantity, according to a company statement.

Mini Melts ice cream is produced at a temperature of about minus 190 degrees. Unlike traditional ice cream, it is flash-frozen to lock in its flavour and has no air whipped into it, it said.

"In order to keep its shape and flavour, Mini Melts is stored at -45C, in specially designed and imported freezers, making it the world's coldest ice cream," it added.

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**Story first published on:** April 23, 2013 23:39 (IST)

**Tags:** [Mini Melts Inc](#), [United States](#)

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