



Cool Ice Cream Places in the City

by Aerin Behar

I scream, you scream, we all scream for ice cream! ICE CREAM!! Many people think ice cream places are popping up everywhere in the city because of social media. Do I agree? Yes! I think that most people go to ice cream stores for pictures, and that most people hear about these places by social media. For example, one time I went to an ice cream place called Bing Box which I had never heard of. I went because it was Alexis' sister's idea to go. When we got there I found out it was really popular and that Sophia found out about it by social media. Since that time, I always look up cool ice cream places on social media. I also think that sometimes people just go to ice cream shops just for the pictures, and not always to eat the ice cream.

In an interview with Alexis Villani, a student at PS290 on the Upper East Side, she believes that, “kids go to ice cream places, because they want a picture for snapchat instagram and etc....” She also said that her favorite ice cream places are “Wuo Kong, Blacktap etc.. Because they are so different from other ice cream places like Pinkberry and 16 handles etc.”



I also interviewed Sophia Villani, a student at ESMS on the Upper East Side, she stated that she thinks that “people find out about ice cream places by social media because when people see the ice cream they want to go because they think the pictures are cool.” I can relate to Alexis and Sophia because whenever I see a cool ice cream place on social media I ether always crave it or I beg my mom to take me to that place.



In an interview with Ariella Behar, a student at BWL on the Upper East Side, she also agrees with me that many people think ice cream places are popping up everywhere in the city because of social media. She said, “because kids want pictures for social media. I also think Do,10 Below, and Black tap are getting popular because of social media.” According to Metro, “ the first shake by Black Tap pop up truck hits the streets on June 2 (2017) at the South Street Seaport to bring the crazy all over New York from Central Park to Seaport Street.



Later in the summer, watch out for collaborations with Broadway musical “Charlie and the Chocolate Factory” and white raw cookie dough do. I think that Black Tap is having the pop up trucks because they think they will have even better business moving around and by having the “famous do” they will sell even more.



According to a customer at 10 Below Ice Cream, he said, “One Thursday I tried to get 10 Below ice cream and I waited 30 to 40 minutes without the line even moving(last year)”!! 10 below ice cream is pouring cream on top of super cold metal containers causing it to freeze rapidly..” I think that the only reason 10 Below ice cream is popular is because of the “rolls” and because of social media. I also think that the toppings on top of the “rolls” are cool, and that people also go to 10 Below for that.

Huffpost states, “food trends give chefs and owners access to wealth and ideas”. I agree because if people are starting a store and they need customers just take a cool picture of their store and you will probably have a block of people wanting to get into your store to take a photo.



In conclusion I think ice cream places are popping up everywhere in the city because of social media and because of the ice cream being “artsy” and for teens/ tweens for going with friends and to take pictures for snapchat and instagram and etc.. Now you finally know how so many people hear about all these cool ice cream places and why so many people want to go to cool ice cream places.

