

Salt & Straw's Ice Cream Makers Collaborate with Los Angeles Youth at Inner-City Arts to Create New Ice Cream Flavors



LOS ANGELES, Calif. (March 17, 2017) – Artisanal ice cream kitchen **Salt & Straw** has partnered with 4th and 5th grade students from **Inner-City Arts**, a leading provider of quality arts education for underserved children in Los Angeles, to create three new signature flavors which will launch in the Salt & Straw Arts District store for the month of April.

In early March, head Salt & Straw ice cream maker **Tyler Malek** met with a class of students from **Metro Charter Elementary** in the Inner-City Arts Ceramics Studio to conduct a lesson centered around the role creativity plays in flavor-making. He then guided students through a flavor creation process of their own, encouraging them to reflect on foods, memories and feelings that they love most. Following his visit, Malek brought the ideas students crafted back to the kitchen where he and the other Salt & Straw ice cream makers went to work on creating three official Inner-City Arts student-inspired flavors.

"I'm thrilled to have the opportunity to work with the students, to dig deep into their creative minds and show them how to translate their favorite foods, memories, and feelings into flavors of ice cream," said Head Ice Cream Maker **Tyler Malek**. "Opening our Arts District shop this past year gave us the chance to learn more about Downtown LA and Inner-City Arts, and I couldn't be more proud to partner with an organization supporting such vital arts education programs in the community."

Influenced by Salt & Straw's visit, the students also collaborated on two large-scale ceramic ice cream sculptures—one sundae and one cone scoop—which will debut in the Arts District store alongside the flavors and remain on display for the month's promotion.

The three new flavors – **Hearts Hugs Yummy Nice Kind Friendship**; **Rice Shrimp Sushi with Lime**; and **Chicken Tinga** – will be available at Salt & Straw's Arts District location (829 E. 3rd St. Los Angeles, CA 90013) starting March 31st through to April 27th. 15% of proceeds from the sale of these flavors will benefit Inner-City Arts programs.

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ABOUT INNER-CITY ARTS:

Founded in 1989, Inner-City Arts is a learning oasis in the heart of downtown Los Angeles. Under the guidance of professional teaching artists, Inner-City Arts' students are immersed in a safe and supportive environment where they engage in a variety of visual and performing art forms in studio and theater settings. Services include classes during the instructional day for elementary students, after-school, weekend and summer workshops for teens and creativity-based professional development for educators.

Children who attend Inner-City Arts develop skills that are highly valued in the 21st-century workforce such as collaboration, creativity and critical thinking. We have also found consistent and significant gains in student proficiency in English language arts—a 15% average

increase among English language learners and a 10% average increase among whole school populations where we provide services, as well as a 6.5% average gain in mathematics. More information available at: www.inner-cityarts.org

ABOUT SALT & STRAW:

Salt & Straw Ice Cream is a chef-driven ice cream kitchen with scoop shops in Portland and Los Angeles that partners with local artisans, producers and farmers to serve unusually creative and absolutely delicious ice cream. Each ice cream is handmade in small batches using only all natural cream from local farms in each city. Flavors showcase the best local, organic and sustainable ingredients from Oregon and Southern California farmers and artisans as well as imported flavors from small hand-picked farms from around the world. The company started in Portland, OR serving eight flavors from an ice cream cart in May of 2011 and now has three scoop shops in Portland and five in LA. Scoops of handmade, small batch ice creams, sundaes, milkshakes and floats as well as pints to go are available at each with an ice cream sommelier of sorts who will gladly take you through a tasting of all the flavors. Favorites, seasonal, design your own variety packs and pint club memberships are available for online purchase and can be shipped anywhere in the United States. Salt & Straw's ice cream cart is available for catering parties and events. In April of 2016, Salt & Straw opened Wiz Bang Bar at Pine Street Market, a soft serve dessert bar featuring fresh spins on the childhood swirl, sundaes, novelties, and more. Find more information at www.saltandstraw.com or call 971-271-8168. Follow us on Facebook at Salt and Straw Ice Cream, Twitter and Instagram: @SaltandStraw.

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