

Cream and Sugar sweetens offerings on Square

By Charlotte Flood Kane Jun 28, 2023  0

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Pedestrians pass by and enter the newest ice cream shop on Town Square on Monday. After serving dessert in restaurants for years, Fine Dining opened the brick-and-mortar location for its ice cream brand Cream and Sugar last week.

KATHRYN ZIESIG / NEWS&GUIDE

On Thursday, Fine Dining Restaurant Group opened the doors to Cream and Sugar on the Town Square just in time for the summer.

The scoop shop at 20 E. Broadway will join Häagen-Dazs and Moo's in competition for tourists seeking a cone on the Square.

The grand opening of the artisanal ice cream shop came just two weeks after the Roadhouse Taqueria opened next door — another member of Fine Dining Restaurant Group. Now patrons can top off a night at Roadhouse with a fresh huckleberry ice cream sandwich wrapped in sprinkles.

It all began in 2012 when two members of the Fine Dining Restaurant Group — Rendezvous Bistro and Il Villaggio Osteria — put homemade ice cream sandwiches on the menu. These sprinkles-dipped delicacies soon became incredibly popular; customers loved the ice cream so much that they began asking to take home pints.

Soon, Cream and Sugar was born.

After experimenting with flavors such as garlic and whiskey, Cream and Sugar landed on the classics — vanilla, chocolate, mint chocolate chip, cookies and cream, salted caramel and huckleberry.

Chef Chad Horton led the charge in developing the current specialty flavors: vanilla fudge ripple, chocolate peanut butter pretzel, fresh banana, raspberry sorbet and vegan coconut vanilla, all available in ice cream sandwiches.

Every month, Cream and Sugar will partner with businesses and artisans to develop a limited-edition flavor. In June, customers can try whiskey-infused ice cream made in partnership with Wyoming Whiskey.

During July, National Ice Cream Month, Cream and Sugar will serve lemon curd shortbread ice cream inspired by Alex's Lemonade Stand Foundation for Childhood Cancer. All proceeds from sales of that flavor will be donated to the organization to fund pediatric cancer research.

Future partners for specialty flavors include Teton Slow Foods and Snake River Roasters.

Prices are \$6 for one scoop and \$8 for two, or \$2.50 for an ice cream sandwich. Pints are available for \$7, and boxes of sandwiches cost \$10.

Cream and Sugar emphasizes quality, using only regional cream and milk, baking cookies daily and doing all packaging by hand. “The sprinkles on the outside are actually chocolate — they’re not just sugar,” said Kendra Alessandro, vice president of marketing and communications.

The pints and sandwiches are available in select grocery stores in 15 states, and the company offers nationwide shipping. In Jackson, Cream and Sugar is sold at Whole Foods, Smith's and Albertsons.

The company doesn't offer catering yet but does offer bulk orders. “We have been able to do specialty colors for sprinkles on the outside of the cookie sandwich for specific wedding colors,” Alessandro said.

“What has helped set us apart in Cream and Sugar is that it is all chef-led. Seeing what people have liked and the creative process behind coming up with a menu is how they come up with different flavors. So I think that part is unique.”

The exterior of the brand-new scoop shop is dappled with bright and playful bubbles: turquoise for mint chip, yellow for salted caramel and pink for huckleberry. The space used to be a retail spot for Fine Dining Restaurant Group and before that, a liquor store.

Now the intimate space attracts crowds of people passing by with a counter filled with fresh gallons just a few feet from the street.

There's no seating inside, but there doesn't need to be, given the pace of the Square and many patrons' preference to walk with their ice cream. The store shares an outdoor seating space with the other two Fine Dining eateries.

Once inside, the turquoise walls, color-changing mirrors and light-up clouds make patrons feel as if they have entered a world of Cream and Sugar.

“We wanted it to appeal to kids and grown-ups,” Alessandro said. “On the packaging, there are hand-drawn clouds and butterflies. We wanted to bring the brand into the store here, so that people walked in and felt like they were in a Jackson Hole ice cream shop, not anywhere else.”

Cream and Sugar is open daily from noon to 10 p.m. and 11 a.m. to 10 p.m. on Sundays.