



320 Below Pte Ltd

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It's not just cool, its FREEZING!

320 Below was founded in year 2012, aiming to provide a unique dining experience for ice cream lovers. In today's trend, consumers are becoming more health conscious, more receptive to new trendy concepts and seek for value for money experience. The concept of using Liquid Nitrogen to make ice cream has been popular in European countries. Owner, Aillyn, a keen ice cream lover, saw the opportunity and wanted to venture into entrepreneurship with something of deep interest and passion. Together with her partners, they undergone 6 months of Research & Development and finally created the 320 Below LN2 ice cream.

320 Below is the first Singapore Nitro Cream Cafe, offering ice cream, sorbet and yoghurt. Since then, they have created more than 50 flavours and almost anything can be made into ice cream. Liquid Nitrogen is used as a freezing agent to freeze the puree, mixed with their Chef's recipe ice cream base. Because of the fast freeze process, there is almost no ice crystal, and the ice cream texture is so smooth and every spoon is still freezing cold until the very last bit. When Liquid Nitrogen is dispensed into the mixing bowl, the smoke effect is the main attraction. Customers, be it adult or children are fascinated with the smoke and amazed how their ice cream is made just in minutes, right in front of their eyes. Everything is freshly made on the spot, all puree is made from fresh or frozen fruits. They do not use flavouring, colouring, stabilizers, nor preservatives in their products. At 320 Below, customer can create their own flavours, by mixing two flavours into one single scoop of ice cream. On top of this, they offer customers a preferred choice of having their ice cream less sweet or no sugar added. This is something other ice cream cannot offer. Liquid Nitrogen is colourless, odourless, tasteless, non-toxic, and it just

evaporates in the air. Liquid Nitrogen boils at minus 320 degree Fahrenheit and thus the brand “320 Below”.

320 Below also does event catering. They have their mobile Liquid Nitrogen tank and blending kits, and they will make your choice of ice cream fresh on the spot, just like how they are made it in the cafe. They have done almost 30 caterings and responses are always overwhelming. If you have theme parties, they can create special flavours just to suit your party theme.

Besides ice cream, they also have homemade pastries and their Chocolate Lava Cake is probably the best in town, as quoted by customers. They also have Classic Brownie, Butterscotch Blondie, Sticky Dates Pudding, Waffles and many more. They were once ranked Number 1 among all the restaurants in TripAdvisor.com.sg and they still stand in high ranking for ice cream desserts. They have received several awards, namely Singapore Brands Award 2014/2015, Best Dessert Award by The Food Journal published in January 2016,

Certificate of Excellence by TripAdvisor consecutively for 3 years, and owner Aillyn Ang received The Asia Pacific Entrepreneur Award 2016, Food & Beverage Category.

As the business grows, 320 Below never forgets to contribute to the community. Over the last few years, they have been working with Riverkids Foundation, launching Christmas promotion to help raise funds to benefit the organisation to help stop child trafficking in Cambodia. In December 2013, they raised \$2500, and the funds were used to get food for the children, provide them a place to stay and education. In December 2014, they launched again a promotion, Buy 2 Cups of Ice Cream at \$9 and \$1 sales proceed from this will benefit Riverkids Foundation.

320Below currently has 3 outlets and seeking for opportunities to grow within Singapore and beyond.

“Focus in doing what you are good at” is the key mission that drives the owner in growing the business. Their vision is “To be the most preferred choice of ice cream” and their objective is to make their presence strong in Asia over the next three years.