

Ajinomoto launches Flowering Ice Cream in Singapore

26 March 2025 | News

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Ajinomoto, a leading Japanese multinational food and biotechnology corporation, is promoting a new food lifestyle that is both healthful and environmentally conscious in Singapore. They are launching their first and only food truck concept, Atr.72 (Atelier Seven-Two), which will debut on 28 March 2025. The food truck will serve its innovative "Flowering Ice Cream" at various locations throughout Singapore.

In collaboration with Solar Foods, a Finnish startup, Ajinomoto Co. has developed and launched these unique products using Solein.

Triple Blooms at Bugis

From 28 March to 16 April 2025, Atr.72's food truck will be stationed at Bugis Junction Fountain Square, offering three flavours of its Flowering Ice Cream.

Signature Vanilla with Mochi (contains dairy): Enjoy creamy, smooth vanilla ice cream combined with soft and chewy Japanese rice cake.

Chocolate with Lemon Peel (non-dairy): Made with coconut milk for a subtle sweetness, this ice cream features bits of lemon zest, providing bursts of tartness and a complementary hint of bitterness from the rind, resulting in a rich yet refreshing treat.

Salty Caramel with Nuts (non-dairy): This flavour blends toasty notes of caramel with a pinch of salt to enhance the oat milk base and incorporates macadamia nuts for a buttery undertone.