

**TECHNOLOGY**

## **MooBella Ice Creamery at URI, JWU**

By Ted Nesi  
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TAUNTON – MooBella Inc., maker of a self-serve ice cream machine, has installed its second Ice Creamery in the state on the University of Rhode Island campus, and another school is next in line.

The Ice Creamery – a refrigerator-size machine that makes a scoop of traditional hard ice cream, not soft-serve, in about 40 seconds – is now up and running in the Rams’ Den dining hall inside URI’s Memorial Union. The other local Ice Creamery is at Rhode Island Hospital.

Johnson and Wales University is scheduled to get its own Ice Creamery “in the coming weeks,” MooBella said. In Massachusetts, the machines are installed at Northeastern University, Massachusetts College of Art, Worcester Polytechnic Institute and Salem State College.

Dave Peters, MooBella’s vice president for marketing and sales, said the company is currently in talks with another group of colleges and universities which are looking to get an Ice Creamery in place for the start of the new school year this fall.

Separately, the Boston firm Connelly Partners said it has signed a deal to market MooBella that will use both print and Web media, including a MooBella channel on YouTube.