

ProvPlace gets MooBella Ice Creameries

By Alissa Foley and Ted Nesi
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PROVIDENCE – MooBella Inc. has installed three more Ice Creamery machines in Rhode Island at one high-profile location: the movie theater inside Providence Place mall.

The Ice Creameries at the 16-screen National Amusements Inc. cinema join other machines at Rhode Island Hospital, Johnson & Wales University and the University of Rhode Island that the Taunton-based company has installed since it started rolling them out late last year.

“We’ve just begun to introduce MooBella in the Providence area and we’ve already seen how much Rhode Islanders love their ice cream,” MooBella CEO Bruce Ginsberg said in a news release.

The Ice Creamery is a refrigerator-sized machine that makes a scoop of traditional hard ice cream – not soft-serve – in about 40 seconds. Customers type in their orders on an LCD touch screen, choosing regular or low-fat ice cream; one of 12 flavors; and one of three mix-ins such as chocolate chips. They then insert an empty cup through a small door in the machine.

The machine handles the rest: a robotic arm lifts the cup into the machine, where an aseptic bag of room temperature milk is punctured and the contents are mixed with the designated flavor. The mixture is then blasted with air and flash frozen – and within 40 seconds, the robotic arm lowers a 4.5-ounce cup of fresh ice cream.

MooBella has installed machines at 19 locations in Rhode Island, Massachusetts and Connecticut so far. Other sites include St. Anne’s Hospital in Fall River and the New England Aquarium in Boston.

“Our food service customers tell us the fact that the Ice Creamery is compact, easy for consumers to use and for their staff to clean and maintain is a huge selling point,” Ginsberg said.

The company says it is currently in talks to bring Ice Creamery machines to several other Rhode Island businesses, nonprofit organizations and entertainment venues.