



DELICACY PATH CO. LTD.

Frozen Delights

A company devotes itself to bringing a beloved classic back to Hong Kong.

Nothing brings sheer happiness quite like ice cream. The prospect of having a scoop, picking flavors, and eventually enjoying a cone or cup, is pure, blissful fun. Adding a distinctive twist to its preparation and presentation greatly augments the experience, making it even more memorable.

Hence, the super premium brand Mini Melts captivated the Hong Kong market. When the franchise was withdrawn, it created a gaping hole felt by many, including Kenix Chan, Joyce Cheung and Katie Kwok, proponents of Delicacy Path who took it upon themselves to ensure the frozen treat's return.

The Ice Cream Dream

With full awareness of the great potential bringing Mini Melts back to Hong Kong had, Delicacy Path was established. Chan and company began taking all necessary steps, quickly getting in touch with the franchise's headquarters in Connecticut and coordinating with the Asia factory located in Seoul to become Hong Kong's sole Mini Melts distributor.

Mini Melts uses only premium quality ingredients, and its manufacturing process is an exact science difficult to replicate. The use of cryogenic freezing with liquid nitrogen creates the ice cream's distinctive taste, texture and pelletized shape, and done so to a precise degree that distinguishes it from seemingly similar brands.

Online and On-Ground

Wasting no time, Delicacy Path then took to social media, announcing the return of Mini Melts in May of 2014. Upon setup, its Facebook Fan Page



Kenix Chan, Delicacy Path Director.

garnered over ten thousand likes just overnight, and grew more than fivefold in just a few months. The news was soon picked up by major periodicals and the region flooded with queries on where to avail of the product.

While savvy use of digital marketing created awareness, actual accessibility was another matter altogether – especially in a competitive landscape where branded ice cream can be found everywhere. Delicacy Path went the pop-up route, with targeted participation at events comprising prominent food expos and exhibitions. As word got out, the lines grew longer. The product soon became available at select shopping centres, cinemas and supermarkets.

Success Begets Confidence

Apart from meticulous planning and execution, Delicacy Path is obligated to play it by ear; having no central refer-

ence point or previous experience, new and unfamiliar problems are a daily challenge. This handicap however has not stayed the overwhelming positive response Chan and company enjoy. More product variants and kiosks, as well as a flagship cafe have been in the works. The company's thrust to present Hong Kong with the world's most unique, creative and undeniably delicious food guides it towards one day becoming the market leader it is shaping up to be. ■

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