

Kwality Ice Cream of Edison celebrates authentic all natural Indian flavors

The words business owner or entrepreneur come to mind when you think of someone who runs an ice cream shop, but for Dr. Kanti Parekh, the word is “flavorist.”

“A flavorist is someone who specializes in creating flavors for food with their extensive knowledge of ingredients and consumer preference,” said Anand Parekh, co-owner of Kwality Ice Cream. “Look at it this way: all strawberries do not taste the same, some are tart while others are sweet. In order to get the best consistent taste in every bite, Dr. Parekh, my father, identifies ‘flavor top notes’ which give the initial impressions and immediate sensory characteristics of the strawberry fruit.”

Dr. Kanti Parekh and his son Anand Parekh are co-owners of Kwality Ice Cream in Edison. Kwality Ice Cream offers a wide variety of ice creams and frozen desserts and is celebrated for its authentic Indian flavors made with all-natural ingredients.

The secret to getting that unmistakably rich ice cream texture? It all starts with 16% butterfat, the base for all ice cream. Kwality Ice Cream employs a small-batch process to ensure that the mixing, churning, and freezing happens quickly to ensure a smooth creamy texture.

Edison has a diverse population and thriving economy. Areas like Oak Tree Road are known for their concentration of South Asian businesses, including restaurants, grocery stores and shops, making Edison a cultural hub in the region.

“We wanted to introduce consumers to Indian-inspired ice cream which typically consists of fruits and nuts ranging from mango, lychee and fig to pistachios, cashews and walnuts, dashed with sweet



Kwality Ice Cream, a maker of super premium Indian ice cream, was founded by Dr. Kanti Parekh (right) and is now co-owned with his son, Anand.

spices like saffron or cardamom,” Parekh said.

“While we cater to the South Asian community who are familiar with our flavors and foods, our reach has garnered the attention of tastebuds from people beyond this area too,” he said.

Although Kwality Ice Cream is open all year, warm weather days are a particularly interesting time. The shop is a whirlwind of activity, with a steady stream of customers eagerly lining up to place their orders. “Summers are peak time for our business, as folks seek relief from the heat and a delightful treat to cool down with, asking for ice cream in double scoops or to-go containers.”

It’s hard to choose one favorite flavor, as they are all distinct in their own nature and profile. However, spicy guava (guava ice cream with red chili powder)

stands out as a crowd favorite. Spicy and sweet may seem like an unlikely pair, but the contrast between the heat of the spice and coolness of the ice cream actually create for a stimulating interplay of sensations on the palate.

Meetha paan is another popular choice for an after-dinner delight. Paan is a traditional South Asian preparation that consists of beetle leaves blended with fennel seeds, rose petals and dried papaya.

Aside from ice cream, the shop also carries ethnic novelty items. Malai kulfi, for example, is a dense, frozen dessert with a slightly nutty flavor and subtle chewy texture. It has a rich history that is deeply intertwined with the culinary traditions of India.

“In order to maintain authenticity, we stick to our roots,” Parekh said. “We follow the traditional method of slow-cooking milk until it is thickened and reduced significantly, enhancing its sweetness and creaminess. The mixture was then

flavored with ingredients like cardamom, saffron and pistachios.”

With its commitment to high-quality ingredients and diverse array of delectable offerings, Kwality Ice Cream has carved out a unique niche in the frozen dessert landscape. From innovative flavor pairings to timeless classics, this family-owned business continues to tantalize taste buds for ice cream lovers near and far. Kwality currently has 24 active locations, including one in Kendall Park, and additional franchises in 15 states as far as California and Florida

Kwality Ice Cream is located at 1734 Oak Tree Road, Edison, N.J. You can find them online at kwalityfoods.com and reach them at 732-906-1941.

—Kendal Nicole Lambert



Rose petal ice cream



Our ice creams have real fruits and nuts. This one is pistachio.



Orange pineapple ice cream



Meetha paan ice cream includes beetle leaves, fennel seeds, rose petals, tutti fruitie and cardamom.



Mango ice cream



Guava ice cream with hot pepper