

Satisfy that sweet tooth with kulfi and ice cream from Kwaliti Ice Cream

When you are craving a sweet and creamy dessert, treat yourself to a refreshing scoop of Kwaliti Ice Cream, located at 1734 Oak Tree Road in Edison. The parlor offers more than 56 gourmet ice creams and traditional Indian kulfi featuring exotic fruits, chopped nuts and flavors such as cardamom, rose petal and saffron. From Cookies and Cream to Meetha Paan, the selection at Kwaliti ranges from kid-friendly favorites to sophisticated taste-bud temptations.

The premium, all-natural ice cream and kulfi is made fresh daily using the techniques and recipes perfected by Kwaliti Foods co-founders Dr. Kanti Parekh and his son, Anand. Dr. Parekh is a PhD food scientist, a food technologist, quality assurance specialist and a flavorist. Combined, father and son have more than 40 years of industry expertise, ensuring that every scoop is a delicious delight.

What Is Kulfi?

“Kulfi is a traditional Indian frozen dessert, similar to ice cream but denser and creamier,” said Anand Parekh, who co-owns Kwaliti Foods with his father. “Kulfi has a long history dating back to the 1600s during the Mughal period in India, where it was a royal treat.”

Popular across the Indian subcontinent — especially during festivals, weddings and hot summer months — Kulfi has spread to other parts of the world and is gaining popularity in the United States.



Kwaliti Ice Cream makes kulfi, a traditional Indian dessert dating back to the 1600s.

“In fact, during summers, Kwaliti Foods makes around 2,400 pounds of kulfi every week, and at the end of the week, it completely sold out across our 27 locations,” Anand Parekh said.

Because Kulfi isn’t churned, there’s no air whipped into it. The result is a texture that is denser than regular ice cream, with a luxurious, silky-smooth feel on the palate.

“Kulfi is made by slowly simmering milk until it thickens, then it’s flavored with traditional ingredients like cardamom, saffron, pistachios or almonds,” Anand Parekh said.

The thickened milk is called rabri. Kulfi is basically frozen rabri, which is chilled slowly so there are fewer crystals for a creamier texture.

Kulfi is often shaped in a half-moon disc, and may be served popsicle-style on a stick or in a small clay pot called a matka. Kwaliti kulfi

flavors include malai, pista, kesar pista, mango, paan and rose.

What is Kulfi Falooda?

Kulfi is commonly paired with falooda, a vermicelli-like noodle made from cornstarch.

“Kulfi falooda is a layered dessert that offers a mix of textures and flavors, making it rich and indulgent,” Parekh said. “The falooda noodles are often served chilled, mixed with sweetened milk or rose syrup, and topped with a scoop of kulfi.” The final presentation may be garnished with basil seeds, chopped nuts or fresh fruits for additional texture and flavor.

“The combination of kulfi’s creamy, rich flavor with the slightly chewy falooda noodles, and the cooling sweetness of rose syrup or milk, creates a refreshing, complex dessert,” he added. “It’s particularly popular in the summer and is commonly sold by street vendors or in dessert shops across India.”

Kwaliti Ice Cream locations feature several colorful, fruity falooda desserts, including a mango falooda drink and a falooda kulfi ice cream cup.

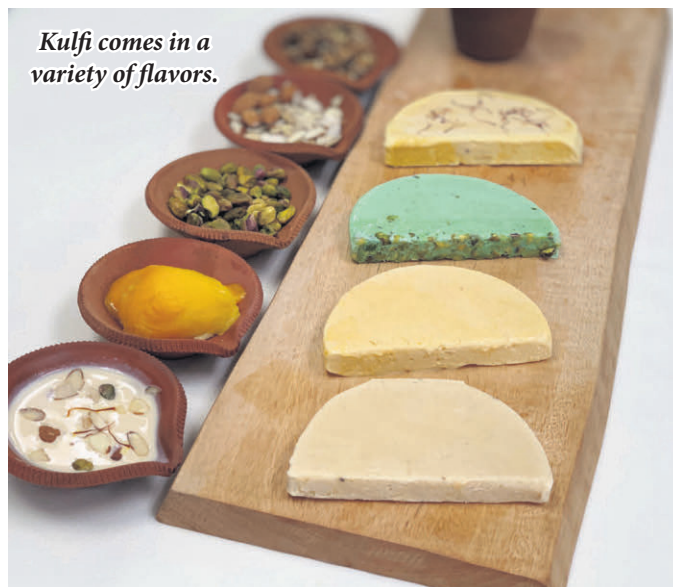
The mawa rabdi cup is comprised of mawa ice cream, two types of rabris, falooda, basil seeds and a zest of rose syrup. It is topped with nuts and tutti frutti.

Try kulfi and kulfi falooda desserts at Kwaliti Ice Cream parlors and Indian restaurants. It’s a unique, refreshing and fun addition to parties, weddings and other occasions.

In addition to kulfi and traditional ice cream desserts, Kwaliti Ice Cream specializes in eggless ice cream cakes, no-sugar-added ice cream, and cassata — a classic, layered dessert of vanilla, tutti frutti and pistachio ice cream with a slice of sponge cake.

Visit the Kwaliti Ice Cream location at 1734 Oak Tree Road in Edison. It is open Monday through Thursday from 11 a.m. to 10 p.m., Friday and Saturday from 11 a.m. to 10:30 p.m., and Sunday from noon to 9:30 p.m. For more information, call 732-906-1941 or visit www.kwalitifoods.com.

— Andrea Adams



Kulfi comes in a variety of flavors.

