



PURE FLAVOUR DESCRIPTIONS & TASTING NOTES

From the very first batch, PURE New Zealand Ice Cream's promise has been simple: craft exceptionally delicious ice cream using the finest natural ingredients free of artificial additives of any kind. That commitment has not changed – and never will.

PURE New Zealand ice creams are truly **Free of Artificial Preservatives, Emulsifiers, Stabilizers, Colours and Flavour Enhancers**. And because PURE is just full of natural goodness, our flavours are genuine and innately intense.

Our entire range is certified **GLUTEN-FREE** and **PEANUT-FREE** and our Sorbets and Gelatos are also certified **DAIRY-FREE**.

The result is a range of **Genuinely Premium, Multi Award-Winning** ice creams offering a **Reassuringly Outstanding Food Choice** for families, food stores and food services.

PURE is not just concerned about creating outstanding ice cream – we're concerned about our outstanding environment too. So all our containers are designed to be versatile and robust, making them **100% Reusable**. We've also made sure they're made from **100% Recyclable** materials, easily recycled right here in NZ.

ICE CREAMS

Certified Gluten & Peanut Free

Dark Chocolate: NZ Ice Cream Association Gold 2025, 2022; Silver 2024

The 72% dark Belgian Callebaut chocolate and premium cocoa offer a rich, deep cocoa flavour with a velvety texture and subtle bitterness balanced perfectly with rich sweetness. This flavour is sumptuous enough to be an enjoy-alone ice cream as well as an accompaniment for a wide range of desserts.

Available in 5 lt, 1 lt and 110 ml tubs

Mānuka Honey & Fig: NZICA Silver 2023, Silver 2022

The natural benefits of Canterbury Mānuka Honey combine perfectly with plump Turkish figs to produce Middle-East meets Aotearoa flavours, unique to PURE New Zealand Ice Cream. The familiar NZ Mānuka Honey flavour is complemented by the sweetness and balance of slow-cooked figs.

Available in 5 lt and 1 lt tubs



Hokey Pokey: NZICA Silver 2024

Traditional hokey pokey is handmade on our stove-top, chopped into larger pieces for crunch and smaller pieces for melt - making sure all our hokey pokey lovers' tastes are satisfied! The hokey pokey is scattered through golden syrup ice cream to produce this mouth-watering, iconic Kiwi treat.

Available in 5 lt and 1 lt tubs

Kaffir Lime & Ginger: Outstanding NZ Food Producers Awards Silver 2024; NZICA Silver 2023, Silver 2022

The citrusy, floral notes of Hawkes' Bay kaffir lime leaves create a refreshing brightness, while the ginger adds a comforting, spicy kick. A balanced, aromatic blend—zesty, creamy, and subtly peppery, with a lingering, invigorating finish.

Available in 1 lt tubs

Salted Caramel: NZICA Silver 2023, Silver 2022

Traditional, stovetop caramel is sprinkled with New Zealand Marlborough flaky sea salt to create the delicious taste collision of lightly salted caramel ice cream.

Available in 5 lt, 1 lt, 500 ml and 110 ml tubs

Mascarpone, Date & Orange: NZICA Bronze 2025

Our PURE-made mascarpone is rich and velvety. Combining with ripe dates, cardamom, cinnamon, star anise and the zest from New Zealand navel oranges make this a gourmet ice cream dish. The dates are cooked and reduced, then folded through the ice cream, creating a dessert in itself and a firm dinner party favourite.

Available in 5 lt and 1 lt tubs

Vanilla Bean: NZICA Bronze 2025, Silver 2022

A creamy smooth, delicately sweet ice cream with the nostalgic flavour of vanilla custard with bean seeds and extract offering vanilla's classic aromatic warmth.

PURE's Vanilla Bean Ice Cream is a superior, eat-alone ice cream or a perfect accompaniment to an endless range of desserts; however it's taken, this is a delicious ice cream to be savoured.

Available in 5 lt, 1 lt, 500 ml and 110 ml tubs

Roasted White & Dark Chocolate: NZICA Silver 2022

We oven roast and caramelise Belgian Callebaut White Chocolate, then fold this together with our 72% Dark Belgian Callebaut Chocolate Ice Cream to create a swirl of unique white and dark chocolate flavours.

The effect is a unique caramel twist with a visually arresting swirl, taking our Roasted White and Dark Chocolate ice cream to the next level.

Available in 5 lt, 1 lt and 500 ml tubs

Lemon Curd: NZICA Bronze 2023

When treated gently, the humble lemon delivers the most beautiful flavour – as it has with our PURE new Lemon Curd Ice Cream.

We use whole lemons – the zest to flavour the ice cream and the juice to create a knock-out curd. We drizzle the curd through our award winning ice cream base, flavoured the old fashioned way with lemons, and only lemons... This traditional fruit produces a sublime, far from traditional lemon ice cream experience.

Available in 5 lt and 1 lt tubs

Tiramisu NEW! NZICA Gold 2025, Silver 2024; ONZFPA Gold 2025

New to the PURE range and inspired by the iconic Italian dessert. Translated from Italian, Tiramisu means “Pick-me-up” and its utter deliciousness leaves ice cream lovers of all ages not wanting to put it down...

Smooth and buttery mascarpone ice cream with swirls of the rich coffee and cocoa inclusion offer up authentic tiramisu flavours.

This irresistible dish features PURE-made mascarpone, coffee, cocoa and eggs - mirroring the dessert recipe to make this a total family pleaser and perfect dinner party contribution.

Available in 1 lt tubs only

GELATO

Certified Gluten & Peanut Free

Boysenberry Gelato: NZICA Gold 2025, Silver 2024, 2023

A sweet-tart blend of blackberry, raspberry and loganberry flavours balanced by the smooth, sweet and creamy gelato. Using only full cream with no eggs or milk makes this gelato truly irresistible. The plump fruit offers up a huge berry flavour as well as a rich, magenta boysenberry colour that is clearly on show through our transparent, 100% recyclable and re-usable tubs.

Available in 5 lt, 1 lt, 500 ml and 110 ml tubs

SORBET & GELATO

Certified Dairy, Gluten & Peanut Free

Boysenberry Sorbet: NZICA Gold 2024

A richly coloured premium sorbet produced from the purée of NZ boysenberries. This sorbet explodes with antioxidant berry flavour, with comforting berry sweetness balanced with a hint of tang.

A perfect dairy-free dessert or palate cleanser.

Available in 5 lt & 110ml tubs

Mango and Coconut Gelato: NZICA Gold 2025, Silver 2023, Category Champion & Gold 2022; ONZFPA Gold 2023

A creamy rich coconut gelato with silky smooth texture, showcasing vibrant amber swirls of juicy sweet tropical mango purée. This dreamy dairy-free gelato takes your palate on a tropical flavour journey.

Available in 5 lt and 1 lt tubs

Dark Belgian Chocolate Sorbet: NZICA Gold 2023

An intense, rich Belgian chocolate flavour with a hint of bitterness, balanced with gentle sweetness. When softened, the texture is smooth and creamy, without the heaviness of dairy.

72% Dark Belgian Callebaut Chocolate and luxury Cocoa give this sorbet a richness and balance you could expect from a premium dark chocolate ice cream. Whether selected as a dairy-free treat or as a dessert, this sorbet is hugely satisfying and luxurious.

Available in 5 lt and 500 ml tubs

Lime Sorbet: NZICA Gold 2024, Silver 2023

Zesty, tangy lime flavours giving a refreshing citrusy hit, balanced by the sweetness of the sorbet made with organic lime juice from New Zealand's Hawkes Bay. Whether taken as a palate classic cleanser, treat or dessert, this sorbet is deeply refreshing.

Available in 5 lt and 500 ml tubs

FIND OUT MORE

More details and imagery: purenzicecream.com/pure-flavours

To order: icecream@purenzicecream.co.nz

To talk to us: +64 (3) 443 7792

