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J.P. Licks to unveil non-dairy ice cream this spring, including hemp-based line

Posted by Matt Rocheleau March 1, 2012 09:00 AM

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By Matt Rocheleau, Town Correspondent

Jamaica Plain-based frozen dessert chain J.P. Licks plans to soon launch a new line of non-dairy, gluten-free, vegan, kosher-certified ice cream, including hemp-based flavors.

The hemp flavors will debut on April 20, a date that some celebrate by smoking, vaporizing or otherwise consuming cannabis.

Made from hemp seeds, the hemp-based ice cream flavors will contain no tetrahydrocannabinol, or THC, company officials said. THC is an ingredient in marijuana that can induce a “high” feeling when ingested.

“For some people, it’s too bad because the seeds don’t have THC in them, so you can’t get high on eating the ice cream,” J.P. Licks’ founder and owner Vince Petryk said by phone.

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“But, still, there’s a novelty to it for some people,” he said, citing how hemp-based ice cream has “kind of a nutty flavor.”

The first line of non-dairy ice cream will be coconut-based flavors that the local company plans to debut at all of its locations in early March, said Petryk, confirming recent reports about the new non-dairy line on the WickedLocal website and in other local media. Soy-based flavors are set to be released in May.

Each of the three hand-made-from-scratch base types will be sweetened with brown rice and agave syrups. Though Petryk expects the new dessert types will cost the company more to make, the non-dairy flavors will be sold for the same

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There’s been a demand [for non-dairy ice cream] for years from customers,” he said, noting how in the mid-1980s his now three-decade-old business for a few months tried offering some soy and tofu based flavors that failed to take

“It wasn’t very good, so we stopped selling it,” he said of versions of non-dairy ice cream the company experimented with three decades ago.

The company will offer a sampling of the new flavors, and anyone who wants to buy more beyond the tasting can do so for half price during these hours.

The first three coconut flavors will be Coconut Almond Cashew, Chocolate Coconut and Pomegranate Coconut.

The other two coconut flavors will be Coconut Cashew and Coconut Cashew.

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