"Ex-London Lawyers move to Santa Monica to Start *Frozen Fruit Co.*

There is a new frozen dessert player in Santa Monica and one which is aiming to change your entire perception of what soft serve should taste like and be made of.

Recently opened, Frozen Fruit Co makes an entirely new type of soft serve made just from fruit. Dairy free, vegan, paleo and only sweetened with natural fruit sugars, it’s the frozen treat Santa Monica has been waiting for.

The award winning product is the brainwave of ex-London lawyers Michael & Victoria Philippou. “We both have a massive sweet tooth, but wanted to create something which has a simple ingredient list but still packs a wow factor on taste” explains Michael. “Taste is our number one priority – we wanted all of our flavors to offer a different culinary experience”

The couple’s journey began several years ago when they got married and left their legal careers to begin their food journey. “In the beginning, it was really hard to know where to begin. We were trained as lawyers not chefs. No one had even done this before. There were no set recipes to follow and we had to work out how to get the flavors to work using only fruit and natural fruit sugars” explains Victoria.

It took several long years of product development and soft testing in the UK before they decided to move the concept to Santa Monica. “The dream was always to open a store in Santa Monica, where we believed the climate and taste profile would be best suited to our desserts” says Victoria. So in 2015 they sold their house and everything they owned to make the move and open their Santa Monica store.

"We just soft launched" says Michael, "so just quietly opened the doors one Saturday afternoon. The majority of sales so far have literally just been from organic growth - we have had a lot of customers come in just through word of mouth with recommendations and repeat business being great. I love watching people when they try the product - they can't believe it is all fruit based. All of our customers have been so lovely and supportive – we are so excited to finally be open and we can’t wait to meet more of the Santa Monica community."

Frozen Fruit Co offers a variety of rotating all fruit flavors, including - Alphonso Mango, Blueberry, Strawberry, Raspberry & Orange, Coconut, Cacao & Date and Pineapple & Passionfruit. Customers can buy servings in a variety of cups or in a cone with the offer of a variety of toppings. All their flavors are sweetened with either date syrup or natural fruit extracts of apple, pear and peach. Not to be confused with frozen yogurt or sorbet, the couple’s recipes use no dairy or a sugar syrup water base for their desserts giving them a rich and naturally creamy texture and intense taste.

Find Frozen Fruit Co at 729 Montana Ave, Ste 2, Santa Monica, CA, 90403. [www.frozenfruitco.com](http://www.frozenfruitco.com/)

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Twitter @frozenfruitco

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You can also order direct to your door via [Postmates](https://postmates.com/la/frozen-fruit-co-santa-monica%22%20%5Ct%20%22_blank), [Doordash](https://www.doordash.com/store/frozen-fruit-co-santa-monica-64910/%22%20%5Ct%20%22_blank) and Grubhub