

## WholeSoy & Co. Soy Frozen Yogurt – Black Cherry & Chocolate Hazelnut (Vegan, Gluten-Free) \*Top Pick\*

Thanks to an increase in awareness among food manufacturers, there are several very excellent dairy-free and non-dairy “ice creams” now on the market. Yet, of all the varieties we have trialed, none could top WholeSoy & Co.

Last year I scored two pints of this wonderful dairy-free frozen dessert, one Vanilla Bean and one Crème Caramel. Even though I found them at my local Von’s / Safeway, I have since moved, and it has taken me almost an entire year to locate this brand again. Of course, it was none other than Whole Foods who finally recognized this fabulous “ice cream” and has generously stocked more than half of their flavors in my local area.

I should note that WholeSoy & Co. does not describe their frozen dessert as an “ice cream.” Rather it is labeled as Soy Frozen Yogurt. The frozen yogurt status comes with those tummy friendly live active cultures and a low fat profile. But, don’t let this label fool you. The rich and creamy decadence of Whole Soy & Co.’s frozen yogurt rivals any “ice cream.”

I had been waiting so long for this brand to re-emerge that I had selected my next two flavors long before they even hit my local ice cream shelf. If you were to ask me what I missed most about my time in Vienna, one of the things I would choose is the “hazelnuss” gelato. Hazelnut is a flavor I rarely see in the U.S., so the Chocolate Hazelnut frozen yogurt was the first to go into my basket. The second was Black Cherry, a flavor I have always been drawn to.

### Black Cherry

I wanted to take a picture of the perfect black cherry pint once opened, but our black cherry ice cream addict (seriously) snuck a spoonful when I wasn’t looking. As it turned out, this was her favorite flavor of ice cream, and she had in fact snuck out to 31 flavors the night before for a scoop. Yes, two of our taste-testers were dairy consumers to get some opinions from the other side of the fence. So, what did they have to say? “mmm, yes this is the best” and “ooh, this is really rich and creamy!” were two comments I can easily recall.

I think what amazed me most about Whole Soy & Co. was how pure their frozen yogurt tastes. Like most foods, soybeans have a flavor all their own, that can sometimes overwhelm delicate flavors. Yet, not a single note of “beaniness” could be detected by any of us. Not to mention, it was so rich and creamy that I did a double take on the nutrition label, which stated a mere 1g of fat per serving in this pint. Yes, that was ONE GRAM; I kid you not. No one else believed me.

While the Black Cherry was on the sweet side, as any good frozen dessert should be, the after taste lingered with a very pleasant flavor, rather than a sugar overdose. The cherry bits were quite small and few. Unlike many black cherry ice creams, this one was more about the ice cream flavor than the chunky additions. Though I usually long for the chunky additions, I wouldn’t change a thing about their frozen yogurt.

Admittedly, this Black Cherry version of WholeSoy & Co. did bounce between a “luxurious ice cream” and an “ice milk” texture on occasion, hinting at the potential of a frozen yogurt. But somehow it just worked in flavor, indulgence &hellip; everything really. Chocolate Hazelnut

Wow! Any hint of frozen yogurt was completely abandoned in this truly luxurious Chocolate Hazelnut frozen dessert. The ultimately smooth and silky texture shocked our taste buds, while the deep chocolate flavor seemed infinitely soothing. Once again, not even a trace of beany flavor could be identified, making me think that this is THE brand for soy super-tasters.

Since I am not a chocoholic by any means, I found the chocolate a bit overwhelming at first, but I was certainly alone in my opinion. The hazelnut served as more of an enhancement, exuding its presence most in the form of a very pleasant aftertaste. However, it did seem to form a base for the chocolate, almost magnifying the intensity of the deep chocolate flavor. It was excellent, but one scoop was enough for me.

Though the nutrition label states it in plain English, I am still having trouble believing that WholeSoy & Co.’s Chocolate Hazelnut has only 2.5g of fat per serving. The ever so slight increase in fat from the Cherry variety seemed to equate to an increase in creaminess as well.

Each taster agreed that this was a superior product. After a marathon trial of several dairy-free frozen dessert brands and flavors, WholeSoy & Co. won over our taste buds, and became the first place selection.

**My Extra Notes & Tips:**

- In my opinion, WholeSoy & Co.'s Frozen Yogurt is still under-recognized and under-distributed. If you don't see it in your local grocery store, be sure to ask the frozen dessert manager to order it.
- WholeSoy & Co. practices strict food allergy procedures. Contact them if food allergies are a concern. They label their products as dairy-free, gluten-free, vegan, and certified kosher parve.
- If you have someone who just doesn't want to try anything that is labeled as "soy" (like my husband), give them a scoop of this frozen yogurt before they spot the pint. You may produce a convert.
- The frozen yogurt is available in Vanilla Bean, French Vanilla, Chocolate Hazelnut, Crème Caramel, Black Cherry, Mocha Fudge, Very Strawberry, Lemon Ginger (next on my list), and Swiss Dark Chocolate.

**Where to Purchase:** WholeSoy & Co. Soy Frozen Yogurt is distributed to grocers throughout the U.S. See their website for a store locator.