

Life

THURSDAY

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(PHOTO: ANDREW WARD)

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DEVON HOUSE
I-SCREAM



Devon House *I-Scream* Hits Covent Garden

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DI
Favourite



The Best Dressed Chicken





THURSDAY FOOD

NESCAFÉ
wake up to life!



Devon House 'I-Scream' lovers all in a row, from left: Olivia Skeete, Sophie Williams, Lucas Skeete and Victoria Williams. (PHOTO: ANDREW WARD)

Yes, you read correctly! Devon House 'I-Scream' is now available in Covent Garden, London, at the Jamaica Patty Company (JPC).

Devon House I-Scream has partnered with (JPC) of the UK in its first distribution deal in an overseas market.

Under the agreement the ice cream will be produced for the patty company under licence in the UK. "The children cannot get enough of this wonderful Jamaican ice cream," raved JPC conceptualiser and director Theresa Roberts.

Children are not the only ones delighted with the ice cream. Adults are also in the queue. "We're delighted to have Jamaica's most celebrated ice cream at this our first location," Roberts states. And as to which flavours are the most popular, "rum and raisin

Devon House 'I-Scream'

A Hit In Covent Garden

followed by ginger" is her immediate response.

JPC opened its first location in March 2014, as part of a roll-out plan that targets 50 retail stores across the UK.

Janette Taylor, executive director of Devon House Development Company, sees the relationship with the Jamaica Patty

Company as presenting "a powerful opportunity for our 'I-Scream' to significantly expand our presence outside of our shores and to serve an even broader range of customers".

Jamaican-born Brit Theresa Roberts and husband Andrew invested US\$500,000 (J\$56 million) to start a Jamaican patty

franchise in the UK.

Devon House 'I-Scream' joins JPC's seven different patty flavours, Blue Mountain Coffee, Tortuga Rum Cake, soups, coconut water and soursop juice.

"The model," according to Andrew Roberts, "is designed to tap into the growing UK trend for fast casual dining and has been designed to allow rapid expansion once the first store is producing an acceptable sustainable profit margin."

Jamaica's High Commissioner to the United Kingdom Aloun N'dombet Assamba, who attended the UK launch on Thursday, July 24, beamed with pride as patrons eagerly purchased the Jamaican 'I-Scream' a popular treat at Devon House and named by National Geographic as one of the Top 10 Places To Eat Ice Cream in the World.

— NMW

Di Favourite

The Best Dressed Chicken

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Jamaica's High Commissioner to the Court of St James's Aloun N'dombet Assamba (right), with JPC director Theresa Roberts, is delighted at the enthusiastic reception to Devon House 'I-Scream'.

Retired English footballer-cum-*Guardian* newspaper contributor Sol Campbell readies to enjoy some Devon House 'I-Scream'.

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Ginger and rum and raisin ice cream are the preferred Devon House 'I-Scream' flavours.



Lucas Skeete is all set to enjoy his two scoops of chocolate flavoured Devon House 'I-Scream'.

Devon House 'I-Scream' A Hit In Covent Garden

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Noted Jamaican mixed-media artist Phillip Thomas, who is currently in the UK, as the artist in residence at Dumfries House courtesy of Prince Charles, is seen with his benefactor Theresa Roberts at Jamaica Patty Co. (PHOTOS: ANDREW WARD)

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Theresa Roberts introduces members of her JPC team: Stefano Bertero (behind the counter) Serena Gennai and Daniele Nigi.