

Quality vegan and dairy soft serve made from scratch in hand-made waffle cones with flavors made from real food toppings curated with love, plus collaborations with local minded folks.

Cold Truth BRAND MESSAGE: Proudly setting the soft serve industry back 60 years.

LEARNINGS: The inventors of the soft serve industry could never have imagined success without artificial colors, fillers or corn syrup

1. Got Milk? No.
2. No Dennis Rodman, we don't 'got milk.'
3. No Jeff Goodby, we don't 'got milk.'
4. No Chrissy Tiegen and your stupid mustache, we don't 'got milk.'
5. We don't 'got milk.' And we like it that way.
6. No, we don't 'got milk.'
7. We don't 'got milk.' And that's ok.
8. No, we don't 'got milk. Yes, we make it all from scratch.
9. We make it from scratch. Without the help of cows.
10. All ice cream from scratch, without any cow help
11. All from scratch, without the help of cows.
12. No boo-hoo for no moo-moo.
13. All the cream, none of the scream
14. Our ice cream doesn't make you scream.
15. Finally, ice cream that doesn't make you scream.
16. Ice cream with ingredients that don't make you scream.
17. Ice cream that doesn't make you scream.
18. We always kinda thought that ice cream shouldn't make you scream.
19. Because ice cream shouldn't make you scream.
20. Ice cream that doesn't make you scream in 10 years.
21. Ice cream without everything that makes you scream
22. Ice cream without the screaming part.
23. The dairy darkness is over
24. Bringing light to the dairy darkness
25. The light at the end of the Detroit-Windsor tunnel
26. The light of Cass Corridor
27. Cass corridor's coolest creamery
28. Cream of the cass crop
29. Cass corridor's cream of the crop
30. When it comes to sweets in Cass, we kick ass
31. We may be in midtown, but this cream is high class.
32. The highest class of Cass
33. High class on Cass
34. Next door to Thai food for a reason.
35. That Thai food you got next door's pretty spicy, ain't it?
36. Coming to your too-spicy-Thai-food rescue.
37. Man, that Thai food next door's pretty spicy, ain't it?
38. That Thai food next door's pretty spicy, ain't it?
39. Because waffle cones are the best cone around.

40. Because waffle cones pwn.
41. Get pwned by a waffle cone.
42. Wffl cones pwn.
43. Everybody wants a waffle cone
44. Wannawafflecone?
45. We make waffle cones like it's our job. Because it is.
46. No sugar cones. No dairy. All the ice cream
47. No sugar cones. No dairy. Better ice cream.
48. Taking everything you know about ice cream and throwing it away.
49. We took everything you know about ice cream and trashed it.
50. Everything you like about ice cream, without everything you like about ice cream.
51. Just a heads up, it's not the ice cream you're used to.
52. It's not the ice cream you're used to. But it will be soon.
53. It's not the ice cream you're used to, but it will be soon.
54. It's not the ice cream you're used to. But it soon will be.
55. It's not your favorite ice cream...yet.
56. We have nothing you like about ice cream. Well, what you like now.
57. We have nothing that you think you like about ice cream.
58. Nothing like the ice cream you like.
59. Your second love is always better.
60. Second marriages are always better.
61. It's about time you upgrade.
62. Car? Better. House? Bigger. Ice cream? It's about time.
63. Never settle. Not even for ice cream.
64. We're the reason ice cream trucks don't come 'round these parts.
65. Ice cream trucks don't come 'round here no more.
66. Dump ice cream for me.
67. I bet your regular ice cream can't do this.
68. Break up with your ice cream for me.
69. Take a lick of me and you'll never go back.
70. The-hot-girl-you-wish-you-could-get-with-but-your-ice-cream-is-toxic. Yikes.
71. Cheat on dairy with me.
72. Go ahead, lick. Dairy doesn't have to know.
73. Shhhh. Dairy doesn't have to know.
74. Shhhh. Ice cream doesn't have to know.
75. It's already a sometimes treat. Why not go hard?
76. Why go half-ass on a sometimes-treat?
77. The best part about vegan ice cream is that it doesn't have to be a sometimes-treat.
78. Our ice cream doesn't have to be a sometimes-treat.
79. Go hard on this soft-serve.
80. Soft-servin' the dairy industry's ass.
81. Why pay extra for a waffle cone when it can be your only choice?
82. We only have waffle cones. Yes, that's a good thing.
83. Waffle cones only.

84. Flavors you can't find anywhere else
85. Yes, lavender is a flavor.
86. When you do it our way, lavender isn't just your grandma's favorite smell.
87. Lavender isn't just Grandma's favorite smell.
88. Lavender isn't just for flowers and incense.
89. Lavender isn't just for flowers. Sorta like waffles aren't just for breakfast.
90. Lavender can be a flavor. Yes, we still have vanilla.
91. Why have it as a scent when you can have it as a taste?
92. Why smell it when you can taste it.
93. Why just smell it when you can taste it?
94. Why have corn syrup when you can have a waffle cone.
95. If it was between corn syrup and waffle cones, what would you do?
96. It was between corn syrup or waffle cones. Need we explain?
97. The best ice cream doesn't have cream. The cold hard truth.
98. Vegan ice cream's better. The cold, hard, truth.
99. Dairy free is better. It's the cold, hard truth.
100. The cold, hard truth. Vegan ice cream's better.
101. Vegan cream's better.
102. Scoops bigger than than regular ice cream's ego
103. Scoops bigger than dairy's ego
104. We don't come from cow boobs.