# Troon takeaway’s ice cream loaded fries spark social media frenzy and long-distance visits



In a delightful twist of culinary creativity, a seaside takeaway in Ayrshire has captured the attention of social media and food lovers alike with its innovative and quirky dish: ice cream loaded fries. The establishment, Scran, nestled in the scenic town of Troon, released a TikTok video showcasing the striking combination of crispy fries topped with vanilla whippy ice cream and a colourful sprinkle finish. Since then, the video has garnered over 300,000 views, igniting a wave of curiosity and debate among viewers.

Co-owner Kyle reflected on the unexpected enthusiasm surrounding the dish. Initially intended as a humorous promotional tactic to highlight their ice cream unit, the idea rapidly transformed into a phenomenon. "We were quite big on social media, so we were trying to come up with a way to promote the ice cream unit... it was meant to be a wee funny video to try and get some interaction, but it blew up," he stated. Remarkably, some customers have travelled as far as 80 miles from locations such as Edinburgh, demonstrating the truly far-reaching impact of the dish.

The concept may sound unusual to many, yet the intersection of sweet and savoury flavours has gained traction in food culture circles. This trend of pairing fries with sweet elements is not entirely new, with various establishments experimenting with loaded fries in intricate and creative ways. For example, a café in Edinburgh recently introduced its own loaded fries topped with macaroni cheese, sweet chilli chicken, and crispy onions, and similarly gained significant viral attention.

Scran's menu does not stop at ice cream fries; it boasts an extensive range of culinary delights, including weekly specials, loaded wraps, and other variations of loaded fries that cater to diverse taste preferences. The establishment prides itself on its community engagement, frequently updating patrons about local events and special offerings, thereby fostering a loyal customer base.

Troon itself is a picturesque seaside destination, boasting a golden beach that stretches over a mile and offers stunning views of the Firth of Clyde, particularly the dramatic silhouettes of Arran and Ailsa Craig. Known for its vibrant atmosphere, Troon not only attracts beachgoers but also offers a variety of independent cafés and shops, further enriching the visitor experience.

The culinary world continues to embrace unconventional pairings, inspired in part by recent viral sensations across social media platforms. Notably, a renowned Filipino fast-food chain introduced its own version of ice cream fries in the UK, replicating the combination of fries topped with soft serve ice cream and sweet sauces, also receiving viral acclaim.

As food trends evolve, the boundary between savoury and sweet blurs, challenging traditional norms and expanding the palate’s boundaries. As Troon’s ice cream fries continue to draw in curious food enthusiasts, they embody a movement that embraces innovation and the ever-changing landscape of gastronomy, reminding us that sometimes the most unexpected combinations can lead to delightful new experiences.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailyrecord.co.uk/scotland-now/scots-seaside-takeaways-criminal-dish-35311039), [[4]](https://www.inkl.com/news/popular-edinburgh-cafe-go-viral-after-creating-unusual-new-addition-to-their-menu)
* Paragraph 2 – [[1]](https://www.dailyrecord.co.uk/scotland-now/scots-seaside-takeaways-criminal-dish-35311039), [[2]](https://www.just-eat.co.uk/restaurants-scran-troon), [[5]](https://www.timeout.com/london/news/ice-cream-fries-the-viral-sensation-becomes-a-real-creation-032322)
* Paragraph 3 – [[3]](https://www.foodbevg.com/GB/Troon/104711661443286/SCRAN), [[6]](https://food.ndtv.com/news/viral-video-shows-glazed-potato-soft-serve-internet-loves-it-8320103)
* Paragraph 4 – [[7]](https://www.aviko.co.uk/blog/loaded-fries-brief-history)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailyrecord.co.uk/scotland-now/scots-seaside-takeaways-criminal-dish-35311039> - Please view link - unable to able to access data
2. <https://www.just-eat.co.uk/restaurants-scran-troon> - Scran in Troon offers a diverse menu featuring weekly specials, loaded wraps, burgers, and loaded fries. Their loaded fries include options like Salt and Chilli Fries, Korean Steak Fries, and Chipotle Chicken Fries, each with unique toppings and sauces. The menu also boasts handmade ice cream shakes, desserts, and a variety of sides and extras, catering to a wide range of tastes and preferences.
3. <https://www.foodbevg.com/GB/Troon/104711661443286/SCRAN> - SCRAN in Troon engages with its community through regular updates on their social media page. They inform patrons about special events, such as opening to the general public during Troon Football Club's friendly matches. The page also showcases collaborations with local businesses, like The Cheesecake Guy in Kilmarnock, and highlights popular menu items, including their 'filthiest fat Friday breakfast rolls.'
4. <https://www.inkl.com/news/popular-edinburgh-cafe-go-viral-after-creating-unusual-new-addition-to-their-menu> - Scran Bistro in Edinburgh gained viral attention after introducing a unique menu item: loaded fries topped with macaroni cheese, sweet chilli chicken, and crispy onions. The dish quickly amassed over 250,000 views on TikTok, with the video receiving 11,000 likes almost instantly, highlighting the café's innovative approach to traditional comfort food.
5. <https://www.timeout.com/london/news/ice-cream-fries-the-viral-sensation-becomes-a-real-creation-032322> - Jollibee, a Filipino fast-food chain, introduced 'ice cream fries' in the UK, combining French fries topped with soft-serve ice cream, chocolate sauce, and coconut shavings. The dish went viral on TikTok, with the original video gaining nearly 2 million views. This creation sparked discussions about the sweet and savoury combination of ice cream and fries.
6. <https://food.ndtv.com/news/viral-video-shows-glazed-potato-soft-serve-internet-loves-it-8320103> - A viral video showcased a dessert featuring soft-serve ice cream topped with crispy fries, known as 'Glazed Potato Soft Serve.' Available at Chin Chin Ice Cream in London, this innovative combination of sweet and savoury flavours received positive reactions from food enthusiasts online, with many expressing interest in trying the unique treat.
7. <https://www.aviko.co.uk/blog/loaded-fries-brief-history> - The article traces the origins and evolution of loaded fries, highlighting various regional variations. It discusses the Missouri origin story, where chili cheese fries were first served at a Dairy Queen, and the Texas origin story, attributing the creation of chili cheese fries to Don Jenkins. The piece also explores the widespread popularity of loaded fries and their diverse adaptations across different cuisines.