

# Swirled to Perfection The CVT Soft Serve Story



Sometimes, the best ideas are the simplest. For CVT Soft Serve, the idea began on the streets of Los Angeles with a single vintage ice cream truck, three classic flavors, and a commitment to doing things the right way.

Founded by Joe Nicchi in 2014, CVT Soft Serve wasn't about flashy toppings or gimmicks. It focused on perfecting what worked: rich, creamy soft serve ice cream in chocolate, vanilla, or the iconic twist. That commitment to quality struck a chord. Lines formed, social media posts went viral, and the brand quickly became a staple in LA's food scene.

## Simple But Memorable

In the beginning, things were simple but memorable. Joe's truck stood out from the flashy vehicles you see now. Its classic, vintage look matched the brand's focus on nostalgia and quality. People noticed the difference and kept coming back for a treat that brought back memories of summer as a kid - a simple pleasure, done right.

CVT's appeal lies in its genuine, playful spirit. A standout example of this came when Joe, tired of constant influencer requests for free ice cream, posted a handwritten sign on the truck that read, "Influencers Pay Double." The witty note quickly went viral, grabbing media attention and solidifying CVT's status as a trendsetting brand. This simple yet bold gesture perfectly reflected CVT's humor and authenticity.



As word spread, CVT's footprint began to grow. What started as a single truck expanded to major events, private parties, and even celebrity gatherings. The brand ventured into wholesale, expanding its reach beyond mobile services. Today, CVT Soft Serve products are available to restaurants, cafés, and foodservice operators, allowing fans to enjoy the same creamy, nostalgic



experience that started on the streets of Los Angeles. This transition from street-level icon to broader distribution didn't dilute the brand's ethos; instead, it amplified its reach while staying true to its core values: simplicity, quality, and connection with the customer.

### Soft Serve in a Pouch: Innovation Meets Nostalgia

In 2020, as the world slowed down, Joe saw an opportunity to bring CVT's signature soft serve to more people — without losing what made it special. The result? The CVT Soft Serve Pouch.



This innovative format delivers the same rich, creamy texture and signature flavor CVT is known for, now in a ready-to-use pouch. It's a simple idea with big impact — a way to make premium soft serve accessible anywhere, without the need for bulky equipment or complicated preparation.

As Joe shared on WISH-TV's Lifestyle Live, the pouch was born out of both necessity and creativity. During the pandemic, when food trucks were halted and events were canceled, he started experimenting with ways to package the brand's signature mix in a form that could reach fans directly - whether in restaurants, coffee shops, hotels, or even at home.

The CVT Soft Serve Pouch not only preserved the brand's legacy but also expanded its future. It combines convenience and consistency with the same nostalgia that made CVT famous — an innovation rooted in simplicity, just like the original truck.

### A Sweet Future Ahead

CVT's success story offers several lessons for anyone in the foodservice industry. First, simplicity can be a superpower. While other brands chase novelty or try to pack too many flavors into every menu, CVT focused on perfecting a few options and doing them exceptionally well. Second, authenticity resonates. Consumers today value transparency, honesty, and personality — and CVT has built a brand voice that's both memorable and approachable. Third, strategic growth matters. From humble beginnings as a single truck to a nationally recognized brand, CVT has expanded thoughtfully, ensuring that every new partnership, product, or event aligns with its mission and quality standards.

For us, partnering with CVT Soft Serve is about more than just carrying a product. It's about sharing a story of craftsmanship, authenticity, and growth. By distributing CVT products to restaurants, cafés, and venues nationwide, we're helping more operators bring this beloved soft serve to their customers. We're not just supplying a dessert — we're providing a connection to a brand story that customers know, trust, and love.

**In stock with Jordano's  
and packed  
15/6 oz pouches:**

- #42700 CHOCOLATE
- #42701 VANILLA
- # 42702 CHOCOLATE  
& VANILLA TWIST