

BIS Report Murphy's Ice Cream

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Murphy's Ice Cream Facebook page, 2012

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Abstract⁴

Murphy's Ice Cream – the best ice cream I've had. Once you taste it, you may never forget the taste of the sea salt ice cream or the raspberry sorbet. Handmade in Dingle since 2000, Sean & Kieran Murphy always use natural, fresh ingredients in order to create the most truthful, local ice cream. Started with a small shop in Dingle (Co. Kerry) in 2000, the two brothers now have a factory in Dingle and 4 more outlets in Killarney, Dublin, and Pier of Dingle, Cliffs of Moher and their business will expand even larger in the future.

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Introduction:

Murphy's Ice Cream is an independent Irish Ice Cream shop first founded in 2000 by two brothers – Seán and Kieran Murphy.

Seán and Kieran Murphy in front of their store (RTE, 2016)



Seán and Kieran were born in New York City, but they visited Ireland a great amount of times during their growing up as their dad is from Cork. Dingle is such a cosy place for both brothers that they wanted to come back and live there, and that is when the idea of making ice cream from the amazing Dingle's cow milk sprung up.

Seán and Kieran Murphy opened their first ice cream shop in Dingle in 2000, with the aim to make the finest ice cream in the world (Murphy's Ice Cream). The love for making ice cream is so massive that they even share their recipes in a book called 'The Book of Sweet Things' (Mercier Press, 2008).

In April 2016, the firm had 24 employees, both whole-time and part-time roles and they also hire seasonal staffs in the summer when the amount of customers increases (Irish Examiner, 2016).

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Body of report:

Started with a small shop in Dingle in the warm spring of 2000, Seán and Kieran Murphy's business has now expanded to 4 more outlets: Killarney, Dublin, and Pier of Dingle, Cliffs of Moher. How can the business grow so fast in just 16 years? What is Seán and Kieran's secret about this?

Murphy's Ice Cream (Lovin' Dublin, 2014)



First of all is the fact that Seán and Kieran try their best to support local-produced products. The slogan of Seán and Kieran is 'Ice Cream that knows where it's coming from', the Murphy brothers always use the freshest ingredients. The heart of making ice cream is milk. The milk that they use is from the amazing, unusual breed of cow in Dingle. The cow is very rare as the milk that it produces is creamier than most of other milk, the number of cow was just nearly 100 in 1970s and it's rising to 1100 nowadays (Matt Long, 2013). However, milk is not the only thing that makes Murphy's ice cream so special. Although the ice cream making machines and technique have improved a lot lately, Seán and Kieran still make their ice cream in an old-fashioned way. It takes them two days to make 300 litres of ice cream. They use free range eggs, organic cane sugar, vanilla bean from Madagascar, making their own sea salt in the famous sea salt ice cream by the local sea water in Dingle, distil the Dingle rain water to make their sorbets. It is undeniable that all of the ingredients really

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compliment the flavour of the ice cream. Moreover, the range of flavours that they have is incredible: sea salt, caramelised brown bread, rum and raisin, Dingle gin, Irish coffee (with whiskey), peanut, caramel honeycomb, raspberry sorbet, ...

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Murphy's Ice Cream menu ([Murphy's Ice Cream](#))



Current Ice Cream Flavours:

- seacláid - Silky Smooth Chocolate
- caramal - Caramel Honeycomb
- salann - Dingle Sea Salt
- imreog - Blissful Butterscotch
- aran donn - Caramelised Brown Bread
- bricin - Handmade Chocolate Chip
- gin - Dingle Gin
- brioscaí - Kieran's Cookies
- cnó talún - Peanut
- caife - Irish coffee (with whiskey)

Irish Rainwater Sorbets:

- banana - Baked Banana
- sú craobh - Raspberry Sorbet

Available in 500ml tubs:

- fanaile - Kerry Cream Vanilla
- seacláid - Silky Smooth Chocolate
- aran donn - Caramelised Brown Bread
- caramal - Caramel Honeycomb
- sú craobh - Raspberry Sorbet
- salann - Dingle Sea Salt

So Specials:

- Dreamy Creamy Caramel
- Saucy Chocolate Cookie
- Sticky Toffee Pudding
- Nutty Crunchy Peanut

EXPERIMENTS:

We've made a lot of flavours over the years, here are some highlights:

TEAM FAVOURITES: Cinnamon, Candied Chili Pepper, White Chocolate & Rosewater, Pistachio, Honey Lavender, Burnt Caramel, Christmas Pudding.

WORST FLAVOUR WE EVER MADE: Smoked Salmon Ice Cream (horrible)

BEST WEIRD FLAVOUR: Blue Cheese and Caramelised Shallot

ODDEST CUSTOMER REQUEST THAT WE ACTUALLY MADE INTO ICE CREAM: Green Pea and Mint (Not great)

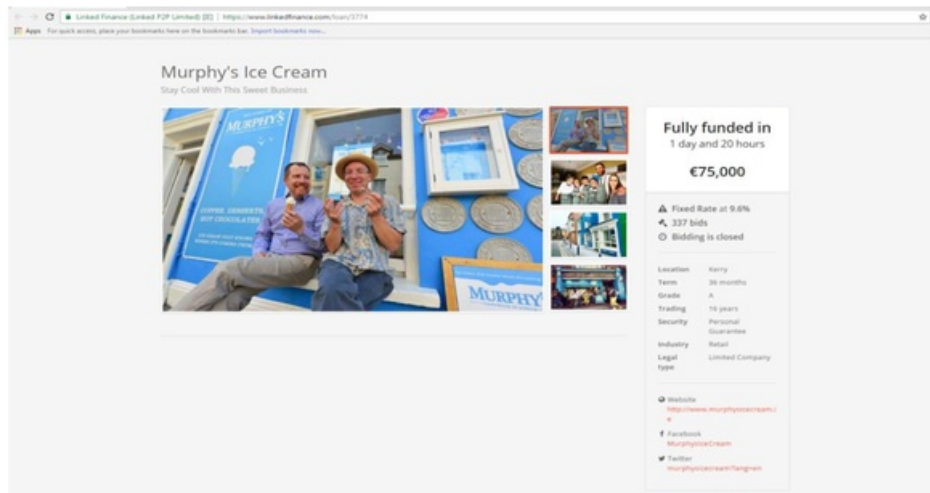
TASTIEST FLAVOURS THAT WE COULDN'T CONVINCE CUSTOMERS TO BUY: Licorice, Spicy Clove, Chocolate Sorbet, Avocado, Trifle

Note: We have a lot of recipes [here!](#)

Second of all, Seán and Kieran have never been distracted from their original purpose when opened Murphy's: to make the best, freshest ice cream in the world. Although if they want to, they can use cheaper with lower quality ingredients, make the ice cream in an industrial way to produce as much as they can and widespread their brand, they do not do it. Instead, they raised their fund for a new store and a show factory (both will be opened in 2017) by **Linked Finance**. Kieran said that what make Murphy's ice cream exclusive from other brands is the authenticity, full of flavour that the ice cream brings to customers.

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Linked Finance, 2016



Linked Finance CEO Niall Dorrian and co-founder of Murphy's Ice Cream Seán Murphy (The Independent, 2016)



Last but not least, it is the friendly staffs at Murphy's Ice Cream outlets that make the customers want to go back. No matter how many flavours you want to try before you decide the one that you really like, the staffs are always more than happy to give you samples. They also will give you recommendation, and then offer you to try. They always have a smile on their faces, which really can brighten up your day.

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Conclusion:

Seán and Kieran do not only bring us the best ice cream, they bring Irish weather, Irish stories into the ice cream they are making too. Each flavours that they make really represent their love for ice-cream and their passion with what they are doing. Seán and Kieran are also keen on spreading their passion by sharing their ice cream recipes. They are such an inspiration as how a small ice cream shop can become successful and bring such a large amount of profit even in the economic depression in 2008 by using the best ingredients in order to give out the best ice cream to customers.

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