

India's Turkish ice cream brand Twisting Scoops expands in Sri Lanka

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CYK Hospitalities, a leading end-to-end F&B consultancy, has assisted Twisting Scoops, India's first Turkish ice cream brand to expand its footprint in the international market by providing leasing and expansion services. In Sri Lanka, with the help of CYK Hospitalities, Twisting Scoops has transformed itself into a full-fledged Turkish caf   concept.

To capitalise on the absence of Turkish cuisine in the Sri Lankan market and with a view to offering a novel and distinct experience to the local population, the experts from CYK Hospitalities recommended that the brand, instead of focusing on Turkish ice creams only, pivot to a Caf   model. Though it's still early days, the transition seems to be working, with the Brand recording a significant jump in profits.

On the success of Twisting Scoops' newest outlet, Simranjeet Singh, Director, of CYK Hospitalities said, "As an entrepreneur, our mission is to empower business owners with services they need to unlock global growth opportunities." Borrowing from the great Steve Jobs, Simranjeet said, "I want to put a ding in the universe."

Having achieved this newest milestone, CYK Hospitalities is actively exploring international markets for expansion and simultaneously diversifying its client base across various service sectors globally while leveraging its comprehensive approach to problem-solving.

Sharing his excitement on this recent development, Pulkit Arora, Director, CYK Hospitalities said, "We're thrilled to have been able to pitch in our efforts towards the international expansion plans of a fellow entrepreneur. In the future, we'll continue to focus our efforts on achieving scale in the global markets."