Low-Fat Ice Cream Founder Saverio Pugliese Proud, Pleased To See Industry’s Expansion

Saverio Pugliese, a founder of the Skinny Cow brand of low-fat ice cream, is encouraged by 2018 statistics showing that this formerly niche market continues to grow. Industry data from Market Research Future shows “rapid urbanization and changing lifestyle” are among the reasons. Mr. Pugliese, who was well-entrenched in the industry by the mid-1990s, knows those lessons well.

LONG ISLAND, N.Y. (PRWEB) January 03, 2019 -- When Saverio Pugliese got his start in the low-fat ice cream sector, he was making deliveries himself and tweaking the business model until he found something that worked. And when it worked, Skinny Cow took off into an international and best-recognized brand. It’s for this reason that he is encouraged by late 2018 data showing that this segment of the dessert and confectionery market is expected to grow even more.

According to an industry analysis from Market Research Future (MFR), as reported by MarketWatch, the “consumption of low-fat and healthy desserts and changing consumer demand from ice-creams to low-calorie alternatives” will drive growth through 2023. MFR says there’s a “paradigm shift” going on and the desire for “low-calorie” alternatives will be met thanks to the “increased availability of online platforms for ordering food over the internet.”

To Saverio Pugliese, this recent data is like night and day compared to his efforts of making inroads in New York City in the mid-1990s. At that time, Mr. Pugliese did personal deliveries to bodegas and corner stores that agreed to carry his product. Through trial and error, Skinny Cow eventually took off and became an international brand.

According to MFR data, here’s what the diet ice cream sector will factor for in the coming years:

- Distribution Channels: Per the MFR report, the global frozen yogurt market will be broken down into store-based and non-store based brands. This is an impressive development over the decades since Mr. Pugliese established himself, as there was no other way of selling his product than by putting it in local stores that agreed to carry it.

- Branding: One aspect that Mr. Pugliese will be interested to hear more about is branding efforts that some of the leading low-fat ice cream brands adopt. This was an integral aspect of Skinny Cow’s success and it took some tweaks before the customer-facing label started to resonate. Skinny Cow’s success would eventually lead to a Nestle acquisition.

When he was driving around in a van loaded with ice to keep his product cold during transportation, Saverio Pugliese could have hardly imagined the outcomes outlined above. It’s for these reasons that he’s proud of the current leaders for keeping this industry churning.

About Saverio Pugliese: Saverio Pugliese is a founder of the Skinny Cow brand of low-fat ice cream. Having
since moved on from the brand and another yogurt venture, Mr. Pugliese had been heavily involved in the market is proud to see that the industry has continue to grow in the decades since.
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