



CHECK OUT



HAIL'S SOFT SERVE

Hail's Soft Serve promises smooth-textured soft serve, minus the crystallised texture you find at most fast food chains. "What really sets us apart from the soft-serve market here is that our toppings are homemade fresh every day, and cannot be bought in packets from the supermarket," Jess Au, former pastry supplier, says.

Served in pastel-coloured cups sourced from Bangkok, their soft-serve comes in perfectly uniform swirls. Rich, smooth and creamy, the soft serve is meltingly delicious. It's recommended you eat it immediately after it's served.

Using imported ingredients from countries like Italy, Japan, and Australia, Hail's offers unique flavours like their signature Pink Peppercorn, which exudes a strong peppery fragrance alongside a very slight, spicy taste. Paired with a sweet, extra creamy seasonal sesame flavour, the sensations of spice are further heightened by the ingenuity of the combination. The added crunch of crispy feuilletine flakes provides extra texture.

These soft-serves can be topped with any of the fifteen toppings of your choosing, ranging from a very delicious, popped-in-a-pot salted caramel popcorn, marshmallows, chocolate-dipped pretzels, meringue stars, sago, green tea crumble, and more at varying prices. One can also order a fixed combination, among one's choices the aptly named Nom Nom Nom, Nyonya Delight: Melaka Snow, and also a regular's favourite, J-Pop.

Though hail storms are rare in Malaysia, the design concept of Hail's centres around the natural phenomenon. The interior designers, from Pride Studio, applied their own interpretation of a hailstorm with floor to wall tiles, while owners, Jess and barista Jason Chong made a pendant lamp in the form of storm clouds, paired with plastic baubles of various sizes.

Far from feminine, the soft-serve parlour is cloaked in a cool and calming shade of blue. The dynamic between colours, designs and materials offer a fun and cosy look. Customers can enjoy



eating their treats at a unique, relaxing corner including two patched bean bags and coffee tables placed on a raised platform, set against blue-paneled walls.

"We attended a friend's wedding in Melbourne where we came across Gelato Messina. It inspired us to do something fun and fast-moving," Jess says. According to Jess and Jason, we're in for a treat, and can expect more desserts to come in their menu, like waffles.

HAIL'S SOFT SERVE IS LOCATED AT 28, JALAN SS21/58, DAMANSARA UPTOWN, PETALING JAYA, SELANGOR. TEL: +603-77327077.

ABOVE RIGHT It's blue, white, and charming. Hail's Soft Serve is modern, minimalist and clean. Selfie-taking locations abound, including the carved-out panel of a blue "door" next to a relaxing corner, and painted wooden photo frames located throughout the soft-serve parlour.

BOTTOM LEFT J-Pop is served with bits of green tea crumble, green tea marshmallow, and the buttery crunch of salted caramel popcorn.

BOTTOM RIGHT Apart from soft-serve, customers can enjoy brown rice hotcakes or chocolate lava tarts with a cup of coffee made from Yirgacheffe and Guatemala beans. Jason recommends lighter coffees for pairing with soft serve or ice cream.