



With how many bites do you know a place? This is a question we always make before going on a gastronomic journey. After many bites of a waffle cone with strawberry ice cream with sprinkles on top, we can say that we know Hong Kong (China). We can still say it's delicious, colorful, charming and it's very well represented by a store called Eggloo, found in the Chinatown neighborhood, NYC!

This month we chose to talk about our gastronomic experience throughout the United States of America. Eggloo, theme of our chapter 4 published yesterday, July 27th, 2016, was one of the most delicious dessert shops we visited in New York City. It's with a great pleasure that we close the month of July with an exclusive interview with Michael Tan, one of Eggloo's founders!

Check here what happened in our chat!

**FIT&FAT Kitchen:** Can you share with us how Eggloo was born?

**Michael Tan:** Eggloo, is inspired by Egg Waffle carts that you find all over the streets of Hong Kong. Eggloo is a modern twist on the snack, by folding it into a cone and adding ice cream on top. We also produce a variety of different flavored waffles, that you won't find anywhere else. The idea first came to me and my partners when we would eat the cakes from our local street vendors. We knew it would be a hit after we tried making a couple for friends and family.

**FIT&FAT Kitchen:** Who are the people working at Eggloo? (tell us about the owner, co-founders if they exist...)

**Michael Tan:** The founders of Eggloo are Michael Tan, David Lin, and Jessica Tam. We grew up eating the egg waffles from local Chinatown Street carts as kids before coming up with the idea for Eggloo.



From left to right: Jessica Tam, Michael Tan, and David Lin

**FIT&FAT Kitchen:** Why invest in dessert and ice cream?

**Michael Tan:** Desserts and Ice Cream are popular with all types of people. The opportunity for people from all different backgrounds to come try our desserts is a big passion driver for us. People have desserts all year round and continue to invest their time, whether it be money, or time waiting on lines, for the newest and most innovative.



**FIT&FAT Kitchen:** Do you produce products marketed for yourself? Talk a little about this production. (days of production, how many people.. you don't have to explain the exactly way you make the products.. just interesting facts about...)

**Michael Tan:** We make the batter for our waffles the night before. It is a fun process that took a long time for us to master and perfect. We also make a lot of our own seasonal ice creams. We like to switch up the ice creams every so often to keep a constant variety available. Our current season soft serve ice creams are taro and thai milk tea

**FIT&FAT Kitchen:** Is there a secret formula for the ice cream and waffles that makes them come out delicious as they are?

**Michael Tan:** The secret formula for our waffles is consistency. We want each and every customer to get the same experience everytime they have one of our sweet treats. The process is repeated everyday and we work extra hard to constantly perfect it. Every step from production of our waffle batter, to the cooking needs to be continuously structured, because there are so many details that can affect the end product.

**FIT&FAT Kitchen:** Why open this kind of shop in New York City?

**Michael Tan:** We decided to open our Egg Waffle shop in New York City simply because this is where we grew up. We could not imagine opening up anywhere else, and Chinatown, New York City seemed like the ideal location. Our product is a blend of a commonly found Asian Street food, modernized for the American populous. This is very similar to the various neighborhoods that you can find through out New York City.

**FIT&FAT Kitchen:** Can one day the Eggloo store come to Brazil?

**Michael Tan:** Eggloo can definitely come to Brazil in the future. Brazil has such a wonderfully diverse group of cultures, paired with the super warm climate, it would be the perfect environment for Eggloo to prosper.

Mike, we thank you for sharing with the FIT&FAT Kitchen and with our readers a little of your experience. Eggloo's success is, in fact, in the pleasure you have of giving your clients love in the shape of waffle cones! We hope Eggloo comes to Brazil, a tropical country that loves ice cream and ideas like this one. Any of these days we'll appear again in the Eggloo in NYC!

Thank you!

FIT&FAT Team.

**DID YOU LIKE *Eggloo* ? MEET THEM!**

**WHERE?** 60 Mulberry Street, New York, New York

**OPENING HOURS:** Sunday - Thursday from 12:00 pm - 10:00 pm on Friday - Saturday from 12:00 pm - 1:00 pm

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