



Anything but Vanilla

This Classic Flavor Gets Reimagined Ahead of Ice Cream Month

“Vanilla” is often used to describe something considered basic or plain, but we’re here to announce that vanilla is never boring on our watch! For National Ice Cream Month this July, destinations across the [MBPR](#) client roster are giving the classic vanilla a glow-up – think spices, swirls and surprising mix-ins that are anything but basic. Restaurants and ice cream shops are churning out creative takes on this beloved base flavor, making each vanilla variation worth melting for.

Eager to see these creations? You can get the full scoop [HERE](#).

Cow Tracks Moo Pie from [Chaney’s Dairy Barn](#) [Bowling Green, Kentucky](#)

Vanilla goes full-on Southern indulgence here, because Cow Tracks Moo Pie is anything but understated. Chaney’s homemade Cow Tracks ice cream is the real star of the show, with a creamy vanilla base that’s then loaded with chunks of Snickers candy bars and a caramel swirl. As if that isn’t total perfection – brace yourself – it’s then scooped on top of a warm and gooey skillet chocolate chip cookie. What could make this concoction even sweeter? Being able to see the adorable Jersey cows that are on site, providing their fresh milk for the farm’s tasty ice cream. They’re just a moo away from the scoop shop, and visitors can meet the herd on a farm tour while seeing the cow-to-cone magic in action. Vanilla is never plain here ... it’s pasture-raised perfection!



Photo Credit: VisitBGKY

Bear Cone from [Dollywood Parks and Resorts](#)

Pigeon Forge, Tennessee

This National Ice Cream Month, take your vanilla to new heights ... Smoky Mountain heights, to be exact, with the Bear Cone, a whimsical treat found at Dollywood theme park and its resorts, [Dollywood's DreamMore Resort and Spa](#) and [Dollywood's HeartSong Lodge & Resort](#). This adorable cone, inspired by the black bears of the Smoky Mountains, pairs perfectly with Dollywood's soft-churn vanilla ice cream. With several topping options available, the Bear Cone turns classic vanilla into a mountain-sized treat worth roaring about.

Cake in a Cup from [Queen City Creamery](#)

Cumberland, on The Mountain Side of Maryland

Queen City Creamery is serving up a birthday party treat you don't have to share thanks to Cake in a Cup. Layers of house-made vanilla frozen custard, rich fudge, cookie crunchies, chocolate frozen custard and a sizable swirl of icing come together in one perfectly proportioned treat. It's a creamy, crunchy celebration of vanilla that's all about treating yourself ... no candles required!

Biscoff Cookie Butter Sundae from [Central Sno](#)

Raceland, in Louisiana's Cajun Bayou

Known more for Louisiana's famed snowballs than sundaes, Louisiana's Cajun Bayou is serving up a tasty surprise at Central Sno. This treat starts with creamy vanilla ice cream that's layered with crumbled Biscoff cookies and rich cookie butter, then topped with whipped cream. In a region where shaved ice usually reigns supreme, this twist on vanilla is a dish worth celebrating.

Pineapple Upside Down Cake Milkshake from [The Yard](#)
[Gulf Shores, one of Alabama's Beaches](#)

At the original Yard Milkshake Bar in Gulf Shores (the same sweet shop that scored a “Shark Tank” deal and launched a nationwide craze for wild milkshakes) this limited-time special starts with a scoop of vanilla blended with pineapple puree in a vanilla-iced jar rolled in crushed graham crackers. It’s piled high with whipped cream, more graham cracker crumbs, a pineapple puree drizzle, a scoop of Pineapple Upside Down Cake Cookie Dough and, of course, finished with a cherry on top. Born from a beachy brainstorm, The Yard is proving vanilla can go from basic to buzzworthy with the right mix of flavors and fruit.

Matilda Cake with Vanilla Ice Cream from [The Carriage House](#)
[Darrow, in Louisiana's Sweet Spot](#)

Homemade vanilla bean ice cream takes the literal cake here at The Carriage House with a chocolate Matilda Cake inspired by the famous cake from the *Matilda* movie. Served with a luscious raspberry sauce, this dessert pairs a Southern classic with a touch of Hollywood magic, casting vanilla ice cream in the perfect supporting role.

Affogato from [Smiley's Kustard](#)
[Bayse, in Virginia's Shenandoah County](#)

Vanilla gets a bold wake-up call at Smiley's with a house-made vanilla soft-serve custard affogato, served with a pour of velvety nitro cold brew. This cool, caffeinated combo is simple, sophisticated and sippable, proving that even the most classic flavors can be buzzworthy.

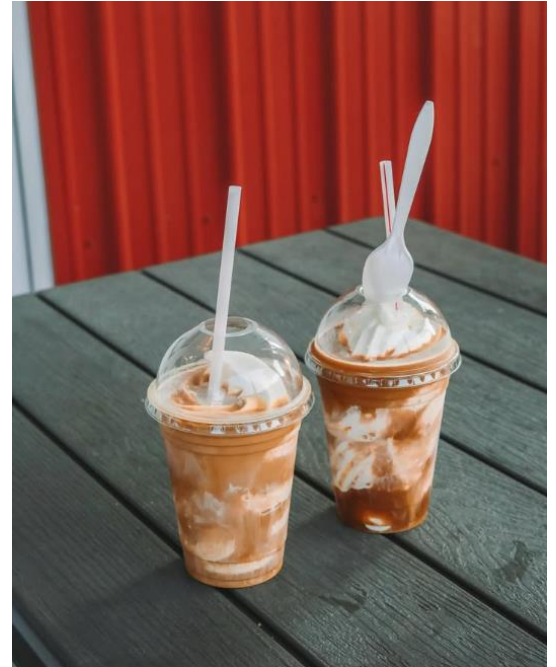


Photo Credit: Smiley's Kustard

From skilletts to sundaes to snowball stands, it’s clear: vanilla isn’t just a flavor. It’s a foundation for imagination, a clean slate just ready to be built upon. MBPR’s client destinations are dishing out travel inspiration, one creative scoop at a time. Whether you like your vanilla layered, poured over or piled high, there’s a sweet spot just waiting to be discovered this summer.