



# IJSCUYPJE

shop

**W**ANT THE INSIDE SCOOP ON AMSTERDAM'S MOST POPULAR ICE CREAM PARLOUR? CATCH IT WHILE YOU CAN, BECAUSE WHEN THE WEATHER GETS COLDER, THE FOOD GETS HOTTER AS IJSCUYPJE BECOMES STAMPPOTJE, SERVING UP HEARTY DISHES MADE WITH MASHED POTATOES. ●●●

By Arun Sood

It's always nice to meet people who spend their lives doing something they truly love. After spending a few minutes with Edwin Koeyer, it doesn't take long to notice that he's passionate about ice cream. While most of us simply love to eat it, Edwin has devoted his life to perfecting different recipes and now owns the most renowned ice-cream shop in Amsterdam.

Edwin originally opened IJscuypje as a small ice-cream stand on the Albert Cuypmarkt. It became so popular with locals from all over town that they kept pestering him to open more shops in different neighbourhoods. Quite remarkably, there are now seven branches of IJscuypje scattered throughout the city, with more expected to open in the near future.

Perhaps the secret of such success lies in the fact that Edwin is still passionate about what he does. 'The first time I tried making ice cream, something magic happened' he

says. 'I love the product, not the business. I'm constantly striving to make the best ice cream possible by changing recipes and experimenting.'

## The Dutch Way

Part of Edwin's mission is to revive the traditional Dutch way of making ice cream, ensuring the tradition stays alive. 'When the Italians came to Amsterdam with new recipes and lots of flavours, the Dutch way of making ice cream was lost,' says Edwin. 'We are now the only shop in Amsterdam that sells traditional Dutch ice cream'. While Italian recipes consist of milk, water and sugar, Dutch ice cream is made with

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slagroom [full-fat cream straight from the dairy] and thus takes on a completely different texture. 'The end result is that the texture is creamier and softer. There's no crystallisation inside and it's much richer.' Edwin also ensures that he gets the best ingredients possible for the different flavours. Two strains of vanilla are

imported from Madagascar and Indonesia, and the real specialty item is the pistachio imported from Italy.

## Winter Warmer

While IJscuypje certainly satisfies ice-cream lovers in the summer, it also caters to customers during the colder months. From October onwards, IJscuypje transforms into Stamppotje, a shop that serves traditional Dutch mashed potatoes and steaming hot stew. It's advisable to wait until you've finished your ice cream before diving into the hearty winter food. 'It's not healthy to jump straight from ice cream into hot potatoes,' laughs Edwin. 'We usually have a short break to prepare for the colder months.'

Mashed potatoes might replace ice cream, but the philosophy behind the food remains the same: 'I try to offer a delicious product that harks back to my Dutch heritage in some way,' Edwin explains. 'Most importantly, I just like to see people happy... good food usually has that effect'.

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