

SXSW 2017 NOVELTY FOODS

The Peached Tortilla Whips Up Massive Technicolor Milkshakes

Along with candy sushi

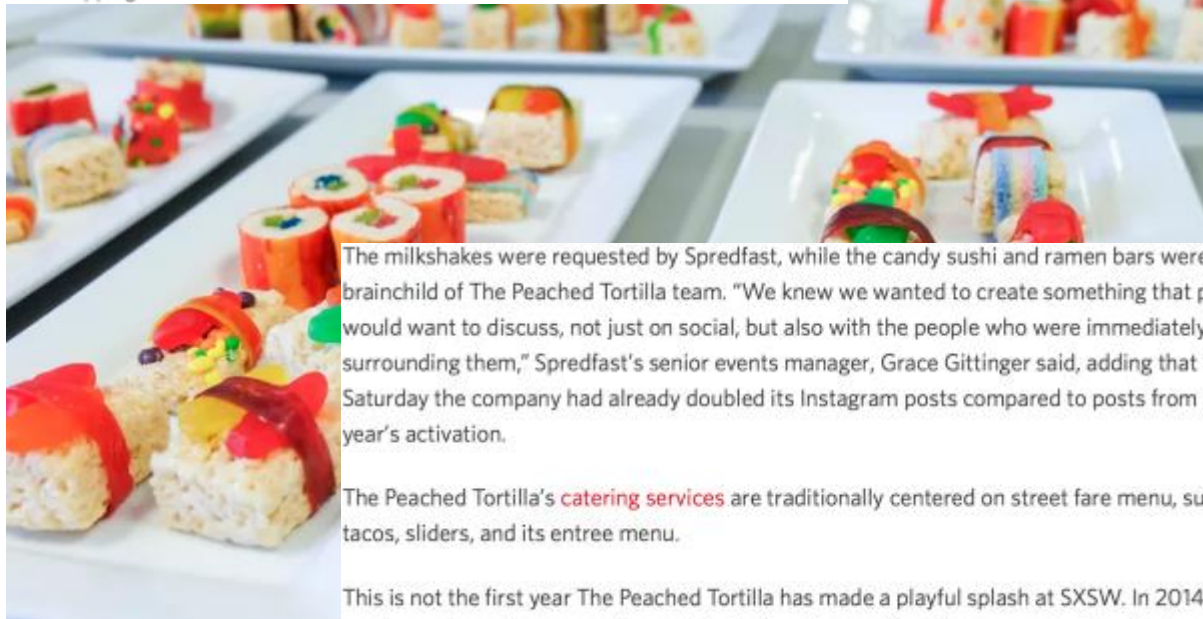
by Elizabeth Leader Smith | Mar 14, 2017, 2:00pm CDT



Colorful, towering, viral milkshakes are fun novelties, and Southern-Asian restaurant **The Peached Tortilla** decided to offer up its take during SXSW. Alas, it was available during social marketing software company Spredfast's lounge last weekend.

The restaurant offered up two towering options from its milkshake bar. The Donut Shake Me Up vanilla milkshake was stacked with a sprinkled donut and three donut holes. The other — dubbed Socially Sweet — was a candy-filled creation made with blue-tinted vanilla ice cream, cotton candy, whipped cream, sour tapes, a lollipop, and a candy necklace. Both milkshakes were served up in glass mugs rimmed with rainbow sprinkles.

For even more sugar, the restaurant offered up a Gilmore Girls-inspired candy sushi bar. The dessert sushi, using ingredients like Rice Krispies Treats (acting as the rice), Fruit by the Foot (as nori), Nerds, Sour Twizzlers, and more, were rolled and cut on-site. It also offered a ramen bar with plentiful toppings.



The milkshakes were requested by Spredfast, while the candy sushi and ramen bars were the brainchild of The Peached Tortilla team. "We knew we wanted to create something that people would want to discuss, not just on social, but also with the people who were immediately surrounding them," Spredfast's senior events manager, Grace Gittinger said, adding that by Saturday the company had already doubled its Instagram posts compared to posts from last year's activation.

The Peached Tortilla's **catering services** are traditionally centered on street fare menu, such as tacos, sliders, and its entree menu.

This is not the first year The Peached Tortilla has made a playful splash at SXSW. In 2014, the restaurant recreated rapper Snoop Dogg's favorite breakfast (an egg sandwich with bacon, jelly, a sausage patty, cheese, and grape jelly on white bread) for a celebrity-themed AirBnB activation. The restaurant also set up an "**herb collection**" for the rapper that featured basil, sage, and dill.

The Peached Tortilla's sushi candy |