

From Homes to Cones: A Homebuilder's Foray into the Gelato Business

DELRAY BEACH, Fla. – Established homebuilder J.P. DiMisa, of [New Century Companies](#) has made an unexpected but delicious crossover into the dessert biz with the opening of [Cream](#).

The slowing of the real estate market in recent times has been about as disheartening as a melted ice cream cone. But one homebuilder ~~has found a way to sweeten~~ the situation. J.P. DiMisa, co-owner of New Century Companies, a developer of ~~distinctive neighborhoods~~ and builder of luxury custom homes, is venturing into the coffee and dessert business. Cream, DiMisa's tasty new endeavor, is a luscious spot offering a rainbow of rich gelatos and refreshing sorbetto to be savored in cups, waffle cones, or in creamy shakes and smoothies.

So what does serving gelato have to do with building houses? Surprisingly, there is a common denominator. "My mantra is 'quality ingredients yield a quality product,'" said DiMisa. When building a home, his ingredients are innovative planning, strong architecture, and better materials. The concept is the same at Cream, where all-natural, uncompromised ingredients result in a robust, fresh taste.

Aside from the gelatos, Cream's menu also presents an assortment of specialty drinks using imported Italian coffee. The decadent Caffè Mocha is illy espresso blended with rich, dark chocolate and steamed milk, finished with heavy cream, while the satisfying Gelato Affogato sinfully drowns your favorite gelato flavor with a shot of espresso.

As the perfect accompaniment, sumptuous fresh-baked desserts such as molten lava cake or famous baked Alaska are also featured at Cream.

DiMisa described getting the idea for his new enterprise as a light bulb turning on in his mind. Retailers like Starbucks and Jamba Juice approached him about leasing the space, but, being a self-proclaimed "gourmet," DiMisa decided he'd rather do his own thing and in turn launched the gelato and coffee concept. "It's been an amazing experience from development to opening day," said DiMisa of the delectable departure.

The still active homebuilder can frequently be found both at and behind the counter at Cream. He'll stop by several times a day: in the morning for a cup of black coffee, after lunch for a sampling of the newest flavor his chef has prepared, and on the way home to pick up a pint for his family to enjoy. And if the shop is busy during a visit, he'll quickly jump back behind the counter and start scooping.

DiMisa invites guests to stop in and taste what Cream is all about. He is certain they will leave contented.

About New Century Companies

Still very much a force in the homebuilding industry, New Century is the developer behind some of the most desirable communities in South Florida, including The Heritage Club at Delray Beach and Segovia Square in Boca Raton. They also help clients realize their visions with a “Custom Building Division,” that tends to every detail of a dream home from the ground up. Headed up by real estate powerhouses J.P DiMisa, David Biggs, Robert Mathias and Dennis Kaplan, New Century Companies has engaged in real estate activity resulting in over \$700 million in acquisitions, development, and construction. The company is continually acquiring new land and constructing homes of great beauty and quality. For more information, visit www.newcenturycompanies.com.