



Ice creams (or gelato) are one of those products loved by everyone, and Argentinian ice creams are loved at home and abroad. Ice creams are more than a dessert. They are a personal treat not only for the warm summer days, but for all year round. In Houston, “La Argentina Gelato & Coffee” is the new generation of “Heladerias La Argentina” founded in 1985 in Maracaibo, Venezuela. Originally from Rosario, Argentina, the Mansilla family have built a name in the business.

“After living in Houston for around 10 years, in June 2016, I decided to continue with the family tradition and opened the first La Argentina Gelato & Coffee in Katy, Texas”, the owner Florencia Mansilla says in a dialogue with the Argentina-Texas Chamber of Commerce. In February 2019, they opened a second location in Houston. There is where they have their laboratory and produce the gelato and other products. “The Company hopes to continue the family business that represents a tradition in the industry”, Florencia highlights.

What’s the secret to the restaurant/company’s success?

Since the beginning we have offered to our loyal customers quality, originality, excellence in our products and a cozy atmosphere surrounding the customer experience with its grand gelato, barista coffee and other locally made snacks and treats.

We have our own recipe. We try to make all the flavors natural, with no artificial colors or flavorings. Rigorously, we select each ingredient and we choose seasonal fruits to get the best taste for our creations.

Does the pandemic lead you to reinvent your business?

Today the way to stay and grow in the market has changed a lot. The pandemic has been pushing us to move forward and think in new ways to do business.

I love challenges and keeping up with new trends and ways of being close to the clients, that’s why I am working hard to get our products available for online sales and nationwide delivery pretty soon.

It has been definitely a hard job: redesigning the website, creating new packaging, and launching all the logistics so that the product can arrive in perfect condition at its destination. Our follower’s feedback from around the country has been our biggest motivation. They want to try our ice creams, and for me, it is a great satisfaction that everyone can enjoy our product.

Do you plan to open more stores soon?

Yes. We are planning to move forward as everything goes back to normal. Our idea is to continue expanding but controlling 100% of the production in our laboratory and thus ensure quality. It will allow us to keep growing, because only in Texas there is still a lot to do.

Do you plan to develop other products?

Our star product is ice cream, so this is our main focus. The new “paletas” and waffles sandwiches gelato have been very successful. These products are another way people can enjoy the ice cream. Beside our traditional flavors, we have also developed some others like passion fruit with condensed milk, raspberry with cream, mango with cream, some sugar-free and lactose-free flavors. When it comes to pastry, everyone’s favorite is the alfajores de maizena that are 100% gluten-free. Customers just love them! Some of our customers are big fans of the “sandwiches de miga” with coffee and empanadas. Because of the high demand, we started to sell our empanadas frozen so people can enjoy them at home. In these last months, we have incorporated “La Argentina Market” so now in our stores you can find a variety of alfajores, yerba mate, cookies, chimichurri, and all kinds of Argentine products. The challenging context the pandemic brought about made small and medium companies, like La Argentina Gelato and Coffee, innovate in many ways and expand products and services to their customers.