



LIVIN' THE DREAM SCOOPIN' THE CREAM

Located at the historic Bayard–Condict Building on 65 Bleecker St, **CATCH'N Ice Cream From Dylan Lemay** is more than a simple scoop and go ice cream parlor; it's an

entirely new kind of kinetic and sensory experience that puts each customer in the spotlight. Centered around a huge cold slab counter where staff chop, fold, and throw Dylan's signature ice cream balls, patrons will enjoy an immersive experience from the moment they walk through the doors to the moment they leave.



With the goal of creating a playful and collaborative experience, CATCH'N Ice Cream has blended the real world with the digital one where you can immerse yourself in the fun delivery of ice cream and the myriad of content creations.



Dylan Lemay



The world's largest ice cream content creator

Dylan Lemay, the driving force behind the experiential store, is the largest ice cream-focused digital creator in the world with over 14.4 million followers, and growing! He began his digital career by mastering short-form content and sharing his genuine and contagious passion for all things ice cream through daily videos.

With a unique approach grounded in compassion, engagement, connectedness and a love for something so universally embraced -- ice cream! -- Dylan has been able to organically grow a massive and dedicated fanbase in an unprecedented short amount of time, enabling him to focus on expanding his brand into a full-fledged organization, including multiple global partnerships, major collaborations, and the launch of CATCH'N Ice Cream!

Dylan Lemay is looking to redefine how people view ice cream: it's more than a frozen dairy product - it's something that can bring people together and give them joy!

