

NEW YORK

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NYC RESTAURANT MENUS NYC RESTAURANT OPENINGS

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# Milk Bar Opens Union Square Location Saturday With Totally New Sweets

There's a s'mores sundae, and it's inside a camp-themed store

by [Stefanie Tudor](#) | [@stefanietuder](#) | Dec 14, 2018, 10:51am EST



S'mores sundae | Milk Bar [Official Photo]

Nostalgic dessert chain **Milk Bar** is opening its 10th New York City location Saturday, but this time with new menu items only available at this store near Union Square.

Located at 110 Fifth Ave. and 16th Street, this latest Milk Bar is a part of a new store called **Camp**, created to be “immersive” shopping for families. The 10,000-square-foot space has a camp theme that will change every eight to 12 weeks, with “base camp,” modeled after children’s summer camps, first up.

To fit into the camp theme, Milk Bar will have a sundae bar with a rotating special — starting off, appropriately, with a s’mores sundae of cereal milk soft serve topped with compost cookie crumbs, charred marshmallows, fudge sauce, and marshmallow sauce. The sundae bar also has very Milk Bar-esque topping options such as cornflake crunch, confetti cookie crumb, and blueberry corn. And Milk Bar classics — crack pie, corn cookie, birthday cake truffles — fill out the rest of the menu, in full below. There’s also Counter Culture coffee.

The store overall starts with a “general store” with toys, books, and clothing, and further in, there are areas for arts and crafts, sports, dancing, and other activities. In the first two weeks, former fashion editor Eva Chen is doing a book signing, as well as holiday card-making workshops and a singalong.

It’s all pretty similar to another retail concept that opened this past week, **Showfields** in Noho. There, online brands come into a store for the first time, accompanied by food from By Chloe. Retail restaurants have increased greatly in popularity in the last year as a way to lure in customers, with others including cafes at Tiffany’s and Todd Snyder.

Milk Bar at Camp is open weekdays from 8 a.m. to 8 p.m., Saturdays from 8 a.m. to 10 p.m., and Sundays from 10 a.m. to 8 p.m.



## CREATE YOUR OWN SUNDAE

Mix & Match toppings to make it your own

Confetti Cookie Crumb + Sprinkles = YUM

Fudge Sauce + Chocolate-Chocolate Cookie

Sprinkles + Cornflake Crunch + Fudge S

## TOPPINGS 50¢ - \$1.5

25-220 cal

### CORNFLAKE CRUNCH

COO

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