Susan and Julian Garcia are the owners and only employees serving very unique and flavorful ice cream at Chocolate Wasted Ice Cream. They have a shop that is stationary in Houston’s Second Ward as well as a food truck that travels to various locations. The name for the ice cream business derives from the movie Grown Ups, starring Adam Sandler, in which a character by the name of Becky Feder says, “I want to get chocolate wasted”. All of their ice creams are handcrafted, artisan recipes that don’t include any preservatives, eggs, food coloring, or any other extra ingredient that is not all natural or already part of the foods they use to make the ice cream. The different ice cream flavors are handcrafted by Susan in shop or at her house and the flavors offered varies from season to season because they prefer to use locally grown ingredients that are in season. The Garcia’s both grew up and were raised in the second ward eastern side of Houston, Texas. Susan is a fourth generation Houstonian and has lived in the same house all her life and has been passed down from generation to generation. The Garcia’s are currently living in Susan’s childhood home where they are currently raising their four children. Although as children they both lived in the same neighborhood they didn’t meet until they were in high school and were attending an after school activity where they first met each other. They modeled their business after the ice cream shops that were around when they were children and wanted to continue on the tradition but added their own flavor and twist to it.
Direct customer engagement and product quality are very important to the Garcia’s and is a tradition they followed from when they were children and would go to the local ice cream shop. For this reason the Garcia’s have kept their business small and are the only two employees at Chocolate Wasted Ice Cream so that they are able to connect with every customer that comes into their shop or food truck.

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Source: Chocolate Wasted Ice Cream Personal Interview, November 5, 2015, Houston, Texas