

A MISSION.

rolls into the Big Apple with ice cream and music, and her musician husband plays melodies to accompany her (and twist). The couple, wherever the truck is parked, sells these treats. Heartschallenger to curate curbside stands, the artist Gary Garay's truck is based in Los Angeles and France. Go to

BUCKMAN

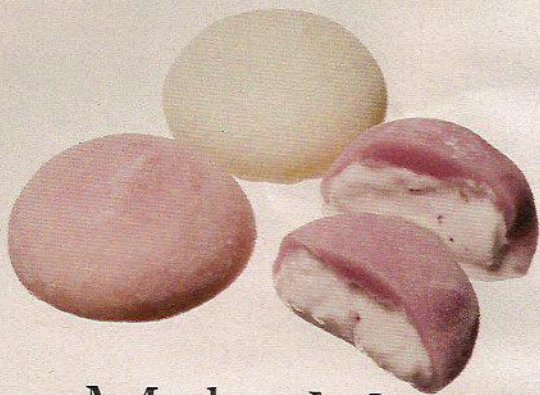
ES, NOT WAR

a Magnolia Bakery-like following: In October, more than 500 aficionados lined up to buy Cupcakes' \$55 monster tees.

"People like what no one else has," Earle says.

"That's why I number my shirts and don't repeat my designs." Earle has also cooked up day-of-the-week undies and skateboard decks, available at his store as well as online. Go to www.johnnycupcakes.com.

REBECCA VOIGHT



Molto Mochi

It's been eaten by Japanese noblemen for centuries; it contains phytyns, which are thought to prevent cancer; and it's said to be impervious to the Heimlich maneuver. We're talking about the magic of mochi, a chewy dough made from pounding glutinous rice that's traditionally filled with something sweet and baked. For years, regulars at Nobu have been whispering "the mochi" to conclude a satisfying meal. But lately the gospel is spreading. Mochi-wrapped ice cream is at Whole Foods, and it's available as a topping at the frozen-yogurt chain Pinkberry.

It's also popping up at restaurants like David Chang's Momofuku Ssäm Bar in Manhattan, which offers four types of mochi ice creams from Bubbies in Hawaii. Chang's verdict? "So damn delicious." BEN LEVENTHAL