



**a)** The Strawberry Shack offers a delicious take on shortcake. **b)** The Carlsbad Village restaurant is a great place to taste the fruit of the season. **c)** The Strawberry Shack is run by the Bruhn family (from left): Ashley, Jordan, Russ and Tyler.

## A Sweet Fix for Your Strawberry Obsession

Written by Matthew Gose | Photos by Taylor Mohr

As spring emerges from the gloom, the bright, sweet, almost seductive strawberry becomes an obsession for Carlsbad locals.

However, across our many excellent eateries, outside of topping waffles or appearing in seasonal desserts, you'll notice a gaping, strawberry-shaped hole across the town's culinary landscape. This berry deficit inspired local entrepreneur and food scientist Russ Bruhn to open The Strawberry Shack more than 10 years ago.

"When you think avocados, you think Fallbrook. When you think strawberries, you think Carlsbad," Bruhn says.

For years, Bruhn delighted locals with his strawberry-centric shakes, sundaes and angel food cake from a small stand just outside The Flower Fields. But as the years passed and the lines grew each season, Bruhn knew his vision would outgrow the tiny operation.

Now, The Strawberry Shack has relocated to the heart of Carlsbad Village. With the new location comes a host of new menu items—each one crafted with sincere love and scientific precision to achieve optimal flavor.

According to Bruhn, "In the food business, you can talk until you're blue in the face. But if you make things that taste good, you don't need to say anything." The desserts Bruhn and his son Tyler serve speak loud and clear. From rich, decadent frozen custard to velvety pudding, and even bright, zesty Dole Whip, The Strawberry Shack explores the multifaceted flavor profile of the illustrious strawberry.

Having opened at the precipice of the 2020 pandemic, The Strawberry Shack proved to be the exact ray of sweet sunshine the community needed. Now, almost a year later, the shop continues to offer a sweet respite from everyday hardships.

"We don't just serve ice cream here," Bruhn says. "We serve smiles."

### THE STRAWBERRY SHACK

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