

the nation's dairy industry. Schack went on to explain that each American consumes a yearly average of 23.2 quarts of ice cream, ice milk, sherbet, ices and other commercially produced, frozen dairy products, with the northern central states setting the bar in terms of per capita consumption of ice cream (some 41.7 quarts). Mintel has found ice cream and related frozen desserts are consumed by more than 90% of households in the U.S., with more ice cream sold on Sunday than on any other day of the week. Consumption is highest during July and August and, apparently, unlike the number of licks it takes to get to the Tootsie Roll center of a Tootsie Roll Tootsie Pop, it takes approximately 50 licks to polish off a single-scoop ice cream cone.

In 2009, manufacturers produced roughly 1.52 billion gallons of ice cream—hard and soft-serve, though this

was a 1.2% decline from 2008. Not only are frozen desserts hot in the home, it is also a major foodservice trend. As Technomic's "Market Intelligence Report: Ice Cream" indicates, all but one of the country's 10 fastest-growing chains were frozen yogurt concepts, with notable growth from TCBY,

Yogurtini, Pinkberry, Red Mango and Yogurt Mountain. Jamba Juice expanded from its smoothie focus to add frozen yogurt, and Cold Stone Creamery introduced yogurt bars earlier this year. The ice cream and frozen dessert market is expected to grow by more than \$4 billion (to reach \$27.6 billion) by 2012.

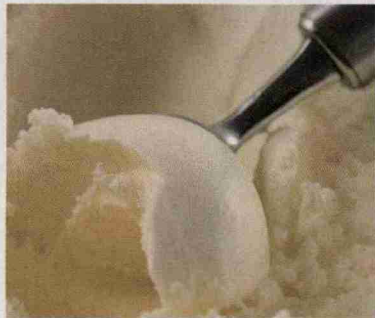
For its part, Cowabunga Ice Cream has announced its super-premium "designer" ice cream has gone national, with its ice cream and probiotic yogurts now available for order and delivery throughout the country.

Get the Flavor

Most Popular Flavors of Ice Cream in the U.S. (%)

Vanilla	27.8
Chocolate	14.3
Strawberry	3.3
Chocolate chip	3.3
Butter pecan	2.8

Source: The NPD Group's National Eating Trends In-Home Database



Ice Cream Month

Since 1984, July has been designated in the U.S. as National Ice Cream Month, with the third Sunday of the month serving as National Ice Cream Day. When President Ronald Reagan signed the designation, he called on Americans to observe these events with "appropriate ceremonies and activities." He was a bit silent on what celebrations the lactose-intolerant should deem "appropriate," but nevertheless, each year sees much of the U.S. embrace the frozen treat

during typically one of the warmest months of the year.

Ice cream has a fairly sizable impact on the nation's economy, notes Ellen Schack, founder and CEO of Cowabunga Ice Cream. "According to The International Ice Cream Association, the U.S. ice cream industry generates billions in annual sales and provides jobs for thousands of citizens." The association reports about 9% of all milk produced by U.S. dairy farmers is used to produce ice cream, contributing significantly to the economic well-being of

