

Fun Facts in Honor of July 'National Ice Cream Month'

In 1984, President Ronald Reagan designated July as National Ice Cream Month and the third Sunday of the month (July 17, 2011) as National Ice Cream Day. He recognized ice cream as a fun and nutritious food that is enjoyed by a full 90% of the nation's population. In the proclamation, President Reagan called for all people of the United States to observe these events with "appropriate ceremonies and activities." With this in mind, Cowabunga Ice Cream (www.CowabungaIceCream.com) - a national super premium designer ice cream and healthful frozen yogurt brand - would like to share some tasty tidbits about ice cream and its impressive impact on our nation.

Far more than just a delicious dessert, ice cream impacts America's economy at large. "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," notes Ellen Schack, founder and CEO of Cowabunga Ice Cream. "They report that about 9% of all the milk produced by U.S. dairy farmers is used to produce ice cream, contributing significantly to the economic well-being of the nation's dairy industry."

If that wet your whistle for more ice cream intel, consider the below cool facts, figures and trends about America's favorite frozen confection.

Did you know?...

Each American consumes a yearly average of 23.2 quarts of ice cream, ice milk, sherbet, ices and other commercially produced frozen dairy products. The Northern Central states have the highest per capita consumption of ice cream at 41.7 quarts. More ice cream is sold on Sunday than any other day of the week. Ice cream and related frozen desserts are consumed by more than 90 percent of households in the United States. (Source: Mintel)

Ice cream consumption is highest during July and August.

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of the month as National Ice Cream Day. The most popular flavor of ice cream in the United States is vanilla (27.8%), followed by chocolate (14.3%), strawberry (3.3%), chocolate chip (3.3%) and butter pecan (2.8%). (Source: The NPD Group's National Eating Trends In-Home Database). Children ages two through 12, and adults age 45 plus, eat the most ice cream per person. The average number of licks to polish off a single scoop ice cream cone is approximately 50.

The History of Ice Cream and the Cone:

The true origin of ice cream is unknown, however reports of frozen desserts have been reported as far back as the second century B.C. The first official account of ice cream in America was recorded in 1700 from a letter written by a guest of Maryland Governor William Bladen. In 1812, Dolley Madison served a magnificent strawberry ice cream creation at President Madison's second inaugural banquet at the White House.

The first ice cream cone was produced in 1896 by Italo Marchiony. Marchiony, who emigrated from Italy in the late 1800's, invented his ice cream cone in New York City. Around the same time a similar creation, the cornucopia, was independently introduced at the 1904 St. Louis World's Fair. Stephen Sullivan of Sullivan, Missouri was one of the first independent operators in the ice cream cone business. In 1906, Sullivan served ice cream cones at the Modern Woodmen of America Frisco Log Rolling in Sullivan, Missouri. Sources: International Ice Cream Association, a constituent organization of the International Dairy Foods Association (www.idfa.org)

The Designer Difference

Cowabunga recently announced that its super premium designer ice cream brand has gone national, with its inimitable ice cream and probiotic frozen yogurt offerings now available for order and delivery throughout the continental U.S. through its online storefront at www.CowabungaIceCream.com.

"Cowabunga Ice Cream elevates the ice cream experience from ordinary to extraordinary by combining divine premium ingredients with distinctive flavors that leave our customers longing for more," said Schack. "While our inspired ice cream blends are ultra rich and luxurious on the palate, our brand uniquely blends this exquisite epicure experience with the fun and relaxed sensibility of surfing and beach culture. This I call the 'Cowabunga lifestyle,' which translates to living life to the fullest and in abundance until it overflows. We're anxious to share our ice cream, and the culture it represents, with food-and-fun-loving consumers and event planners across the nation."

Whether for personal enjoyment, as a decadent gift for others, or in bulk to elevate corporate, social and other special events, Cowabunga Ice Cream offers a wide variety of perennial and seasonal flavors, with many that are exclusive to the brand. Offerings in its current designer ice cream line include:

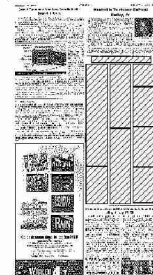
Rodeo Drive Designer Flavors:

Cookie Dough - Cookie dough flavored ice cream with chocolate chip cookie dough chunks and dark chocolate chips mixed in

Mint Chocolate Chip - Cool mint flavored ice cream with dark chocolate chunks

Cake Batter - Cake batter flavored ice cream that tastes just like out of the mixing bowl

Almond Joy - Coconut flavored ice cream with almonds and dark



chocolate chips mixed throughout
Coffee Espresso - Rich coffee flavored ice cream with chocolate covered espresso beans scattered throughout

New York Cheesecake - Luxurious creamy cheesecake flavored ice cream including real cheesecake chunks and graham cracker swirled throughout

Off 5th Avenue Chocolate Flavors:

Classic Chocolate - A rich and decadent chocolate ice cream

Death by Chocolate - Chocolate ice cream with chocolate chunks, chocolate cake "crunchies" and fudge swirled throughout

Chocolate Peanut Butter - Chocolate ice cream swirled with creamy peanut butter

Lux Vanilla Flavors:

Very Vanilla - A smooth and

velvety vanilla ice cream unlike any other

Take 5 - Vanilla ice cream with peanuts, caramel, and chocolate covered pretzels mixed in

Rice Krispy® Treat - Vanilla ice cream with marshmallow swirled throughout and Rice Krispies® mixed in

Beverly Hills R.E.A.L. Yogurt - all flavors are low fat and contain probiotics to naturally promote healthy digestion:

- Red Velvet Cake
- Peanut Butter
- Chocolate Cable Car
- Strawberry

About Cowabunga Ice Cream

Cowabunga Ice Cream, with its flagship retail location at 44-I Manchester Ave, Forked River, NJ 08731, was originally founded to give the Jersey Shore community a

friendly place to gather and enjoy high-caliber classic and healthy frozen desserts. As word spread about the taste and quality of Cowabunga ice cream, the company inspired to offer its unique approach to ice cream on a national level. Today, Cowabunga Ice Cream is known as the world's first designer ice cream offering a luxe epicure experience that leaves consumers longing for more. In addition to its bevy of beloved ice cream flavors, Cowabunga also offers healthy frozen yogurts containing probiotics - the natural way to promote healthy digestion. The company's ice cream and ice cream cakes are also available in bulk orders for special events. Learn more online at www.CowabungaIceCream.com.