

# Ice Cream Facts And Fancies

## Always A Summertime Favorite

(NAPSA)—America loves ice cream. We lead the world in ice cream consumption, with each American averaging 23.2 quarts of ice cream and other frozen treats annually.

Our love affair with this delectable treat began when ice cream made its first appearance in America during the early 1700s. The ice cream cone was invented in 1896 by Italo Marchiony, who sold ice cream from a cart on the streets of New York. In those early years, before refrigeration, ice cream and frozen novelties were mainly treats for the privileged and wealthy as ice was rare and valuable.

Today, 98 percent of all U.S. households purchase ice cream.

- The five most popular ice cream flavors are vanilla, chocolate, butter pecan, strawberry and Neapolitan.

- More ice cream is sold on Sunday than any other day of the week.

- It takes an average of 50 licks to polish off a single-scoop ice cream cone.

- There are over 1 billion pop-sicles eaten in the U.S. every year. Orange, cherry and grape are the most popular flavors.

June and July each year mark the annual Summer Favorites Ice Cream & Novelties Promotion, sponsored by the National Frozen & Refrigerated Foods Association (NFRA). It's a great time to visit your grocery store, where you will find special promotions and prices on your favorite summer treats.

When shopping for ice cream and novelties, NFRA suggests that you make the ice cream aisle your last stop, and when your groceries are packed, request a freezer bag



or additional brown paper bag to insulate your ice cream for the ride home. At home, store ice cream in the main part of the freezer, not on the door, where it is subject to more fluctuating temperatures.

A favorite ice cream treat to enjoy: the old-fashioned Root Beer Float.

### Root Beer Float

**1½ cups vanilla ice cream or frozen yogurt**

**1½ cups cold root beer**

**Put two scoops of ice cream in a tall fountain glass and pour in enough cold root beer to cover. Add two more scoops and top again with root beer. Serve with a spoon and straw.**

During June and July, you can play NFRA's Summer Favorites Online Instant Win Game. Visit [www.BringUsToYourTable.com](http://www.BringUsToYourTable.com) for game details and rules.