

PROUDLY WISCONSIN

- Ice Cream Facts -

IN 2024 WISCONSIN BOUGHT

74 MILLION PINTS

OF ICE CREAM AND SHERBET

That is over 1.5 gallons per person in Wisconsin.



CONSUMERS EAT
17.8 POUNDS
OF ICE CREAM
IN A YEAR



WISCONSIN
IS HOME TO
49
LICENSED ICE
CREAM PLANTS

IT TAKES 12 POUNDS OR
1.4 GALLONS
OF MILK TO MAKE
1 GALLON
OF ICE CREAM



10.5 MILLION
GALLONS OF ICE
CREAM WERE MADE
IN 2023



6% OF MILK
PRODUCED IN THE
U.S. IS MADE INTO
ICE CREAM

THE USDA MANDATES THAT ICE CREAM
MUST CONTAIN AT LEAST

10% MILK FAT
TO BE CALLED ICE CREAM

JULY IS NATIONAL
ICE CREAM MONTH

THE 3RD SUNDAY OF JULY
IS NATIONAL ICE CREAM DAY.

IN WISCONSIN
ICE CREAM
SALES ARE

**17% HIGHER
THAN
AVERAGE**
IN JULY

THE ICE CREAM SUNDAE
WAS INVENTED IN

**TWO RIVERS,
WISCONSIN
IN 1881**

IT WAS ONLY SOLD ON
SUNDAY AND COST
A NICKEL!



**SALTY VANILLA
NO-CHURN
MASCARPONE
ICE CREAM**



1 8 oz container of mascarpone
1 cup sweetened condensed milk
2 cups heavy whipping cream
2 tsp vanilla extract
1 pinch of sea salt



Beat mascarpone and sweetened condensed milk in a large bowl until combined. Add cream, vanilla and salt; beat until stiff peaks form. Spoon into an airtight freezer container. Cover and freeze for at least 6 hours or until firm. Remove from freezer 10 minutes before serving.

Look for the Proudly Wisconsin Dairy badge or CODE 55 stamped on your product to ensure it is packaged in Wisconsin.



Sources:

Circana Market Advantage, USDA/ERS, DATCP, USDA/NASS



wisconsincheese.com/ice-cream