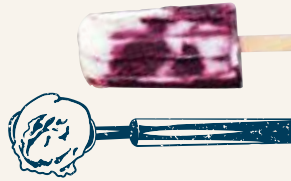


PROUDLY WISCONSIN

- Ice Cream Facts -

IN 2021 WISCONSIN BOUGHT
75.4 MILLION POUNDS

OF ICE CREAM & SHERBET
That is nearly 2.6 gallons per person in WI.



CONSUMERS EAT
12.1 POUNDS
OF ICE CREAM
IN A YEAR



WISCONSIN
IS HOME TO
46 PLUS
LICENSED ICE
CREAM PLANTS

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



7,729,000
GALLONS OF
ICE CREAM
WERE MADE
IN 2021



9% OF MILK
PRODUCED IN THE
U.S. IS MADE INTO
ICE CREAM

THE USDA MANDATES THAT ICE CREAM
MUST CONTAIN AT LEAST

10% MILKFAT
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
**26% HIGHER
THAN
AVERAGE**
IN JULY

THE ICE CREAM SUNDAE
WAS INVENTED IN
**TWO RIVERS, WI
IN 1881**

IT WAS ONLY SOLD ON
SUNDAY & 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 on all your dairy products.

Sources: idfa.org/news-views/media-kits/ice-cream
usdairy.com/news-articles/what-is-ice-cream

IRI Syndicated Sales Database



wisconsincheese.com/ice-cream