



COLD STONE

CREAMERY

ICE CREAM INDUSTRY OVERVIEW

INTERESTING ICE CREAM FACTS

- Although the origin of ice cream is unclear in history books, the first ice cream parlor in America opened in New York City in 1776
- In 1984, President Ronald Reagan designated July as National Ice Cream Month and the third Sunday of the month as National Ice Cream Day
- 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 U.S.
- It takes the average person just about 50 licks to polish off a single scoop ice cream cone
- How many combinations are possible at Cold Stone? A Harvard doctoral student recently calculated that there are more than 11.5 million possible Creation™ combinations. It would take someone more than 421 lifetimes to try a new combination everyday, and that's only if you started eating ice cream on the day you were born!
- Most popular Creation at Cold Stone? Peanut Butter Cup Perfection™ made with Chocolate Ice Cream with Peanut Butter, Reese's® Peanut Butter Cup and Fudge
- Most popular shake at Cold Stone? Milk 'n Cookies made with Sweet Cream ice cream, milk and Oreo cookies

ICE CREAM SALES AND TRENDS

- Total U.S. production of ice cream and related frozen desserts in 2004 amounted to about 1.58 billion gallons, translating to about 21 quarts per person – *Source: USDA*
- The annual market value of the frozen desserts industry is estimated at more than \$21 billion. Of that total, \$8.1 billion was spent on products for “at home” consumption, while \$13.3 billion was spent on “away from home” frozen dessert purchases (scoop shops, foodservice and other retail sales outlets) – *Source: 2005 Dairy Facts/International Ice Cream Association*
- The trend in ice cream is certainly towards “indulgence” and the sales prove it. Premium and super-premium quality ice creams (with 41.4% of the total dollar sales) continue to outsell regular ice cream as well as the light (7% of overall sales), reduced fat (0.7% of overall sales), lowfat (3% of overall sales) and nonfat (2% of overall sales) products all showing declines – *Source: www.SupermarketGuru.com*

ICE CREAM DEFINED*

- **Super-Premium Ice Cream** has very low overrun (air) and high fat content, and uses only the highest quality ingredients
- **Ice Cream** is a frozen dessert product containing at least 10% milk-fat and at least 20% total milk solids, safe and suitable sweeteners and optional stabilizing, flavoring and dairy derived ingredients
- **Reduced Fat Ice Cream** is made with 25% less fat than the referenced ice cream
- **Light or Lite Ice Cream** is made with 50% less fat or 1/3 fewer calories than referenced ice cream, provided that in the case of caloric reduction, less than 50% of the calories are derived from fat
- **Lowfat Ice Cream** contains not more than 3 grams of fat per serving
- **Nonfat / Fat Free Ice Cream** contains less than 0.5 grams of fat per serving
- **No Sugar Added Ice Cream** may contain artificial sweeteners, but is not sweetened with added sugar
- **Sorbet** is frozen dessert similar in composition to an ice. It is a non-dairy product with relatively high sugar content. It generally contains fruit, fruit puree or fruit juice. Exotic flavors are often used and citric acid may be added to enhance the taste

* Standards of Identity have been issued by the Food and Drug Association for these products and contained in the Code of Federal Regulations 21 section 101 and in accordance with the National Labeling and Education Act of 1993