



Making a Difference for Dairy

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Bakery Treats and Wild Berries Top Trends in Annual Ice Cream Flavor Contest

(Washington, D.C. – April 8, 2015) German Chocolate Cake, Black Raspberry Krunch Sundae and Hawaiian Wedding Cake Ice Cream were named the most innovative ice cream flavors at the International Dairy Foods Association's Innovative Ice Cream Flavor Competition last week in St. Petersburg, Fla. The competition, which showcases the creativity of U.S. ice cream makers and flavoring suppliers, is a popular part of IDFA's annual Ice Cream Technology Conference.

“The innovative ice cream competition is a bellwether of flavor trends in the ice cream and frozen dessert industry, and this year we saw berries, especially raspberries, make a strong showing in two of the three categories,” said Cary Frye, IDFA vice president for regulatory and scientific affairs. “Also rising to the top were inspirations from the bakery counter that included the crunchiness or chewiness that we associate with many of our favorite baked goods including streusel, waffles, biscotti, cakes and cookies. Familiar beverage flavors of lemonade, sweet tea and hot chocolate debuted in sorbet and ice creams.”

The contest, sponsored by Dairy Foods magazine, drew 34 total entries, making it a record field for the second year in a row. The more than 140 ice cream industry professionals attending the conference tasted, judged and selected the winners. This year, IDFA and Dairy Foods magazine presented first-, second- and third-place awards in three categories.

Most Innovative Ice Cream Flavor

German Chocolate Cake, a creamy interpretation of the classic dessert that includes coconut and pecan pieces, earned first place in the most innovative ice cream flavor category. It was entered by Perry's Ice Cream Company, Inc. Second place went to Frutos del Bosque, or fruits of the forest, featuring a blend of black raspberries, strawberries, maraschino cherries and other wild berry flavors. It was created by The Ice Cream Club, Inc. Black Swamp Raspberry Cheesecake, a blend of slightly tart raspberries and rich cheesecake, garnered third place for Publix Super Markets, Inc.

Most Innovative Novelty

Black Raspberry Krunch Sundae Cones, a black raspberry ice cream dipped in a chocolate coating and topped with chocolate crunch in a chocolate flavored sugar cone, took first place in the most innovative novelty category. It was submitted by Friendly's Ice Cream, LLC. Second place honors went to Cadbury English Toffee Bars by Wells Enterprises, Inc. The Salted Caramel Chocolate Chip Sandwich, entered by Kemps, earned the award for third place.

Most Innovative Prototype Flavor

Hawaiian Wedding Cake Ice Cream, which combined coconut and pineapple with the flavor of yellow cake, was named the most innovative prototype flavor. It was submitted by Parker Products, Inc., a provider of confectionery ingredients for use in food and beverage products. Lemon Chillo, a creamy lemon ice cream with swirls of lemon shortbread cookie by Perry's Ice Cream, Inc. and Belgium Waffle by Baskin-Robbins tied for second place. Hazelnut Biscotti, a hazelnut-flavored ice cream that offered the crunch of biscotti cookies, was awarded third place. It is made by Star Kay White, Inc., a flavoring ingredient supplier.

A complete list of contestants is available [here](#).

In addition to tasting and judging new products, the attendees heard from Lynn Dornblaser, director of innovation and insight for the market research company Mintel, who shared emerging consumer insights and trends. Another featured speaker, Doug Goff, food science professor at the University of Guelph, discussed ice cream formulation challenges to address consumer's preference for labels with easily understood ingredients.

Attendees also participated in a lecture and hands-on clinic to identify and prevent ice cream defects, a presentation on added sugars and formulating ice cream for different sweetness levels, and a regulatory update.

The Ice Cream Technology Conference is the only meeting that focuses specifically on ice cream and frozen dessert research, technology, new market trends, food safety, labeling and marketing opportunities.

IDFA would like to thank the sponsors of the 2015 Ice Cream Technology Conference for their generous support. They are Agropur Ingredients; Barry Callebaut; Buckhorn Inc.; CDF Corporation; CQC Clasen Quality Coatings, Inc.; CSC Sugar LLC; Denali Ingredients LLC; Dairy Foods; Forbes Chocolate; Fruitcrown Products Corporation; Gertrude Hawk Chocolates; G-M-I, Inc.; Ingredion Incorporated; Kerry; KROHNE, Inc.; Osgood Industries, Inc.; Parker Products, Inc.; Prova Inc.; Randolph Associates, Inc.; Synergy Flavors, Inc. and Tree Top, Inc.

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The International Dairy Foods Association (IDFA), Washington, D.C, represents the nation's dairy manufacturing and marketing industries and their suppliers, with a membership of 550 companies within a \$125-billion a year industry. IDFA is composed of three constituent organizations: the Milk Industry Foundation (MIF), the National Cheese Institute (NCI) and the International Ice Cream Association (IICA). IDFA's nearly 200 dairy processing members run nearly 600 plant operations, and range from large multi-national organizations to single-plant companies. Together they represent more than 85

percent of the milk, cultured products, cheese, ice cream and frozen desserts produced and marketed in the United States.

Ice Cream Contest Winners caption:

Front row (L to R): Lauren Cannaday, Parker Products, Inc.; Stephanie Anne Grandfield, Friendly's Ice Cream, LLC; and Robin Waite, Perry's Ice Cream Company.

Second row (L to R): Brandon Behnken, Kemps; Monte Hilmoe, Star Kay White, Inc., Tarisha Griffin, Publix Super Markets, Inc.; Amy Vodraska, Dairy Foods; Cary Frye, IDFA; Katie Novak, Parker Products, Inc.; Chace Jackson, The Ice Cream Club and Chad Pravecek, Wells Enterprises, Inc.