

The background of the slide features several ice cream cones on sticks, including white, chocolate, and vanilla varieties, some with toppings. They are set against a wall with a repeating diamond-shaped lattice pattern in a warm, golden-brown color. The text is overlaid on this background in white, bold, sans-serif font, with each word or phrase in its own semi-transparent orange rectangular box.

Constructing a Conversation

About

Ice Cream

MAKING A DIFFERENCE FOR DAIRY



MAKING A DIFFERENCE FOR DAIRY



AND REMEMBER WHEN YOU FOUND LOVE AT FIRST SWIPE
SCOOPED BY TINDER

MAKING A DIFFERENCE FOR DAIRY



MAKING A DIFFERENCE FOR DAIRY

A large group of people is standing on a paved plaza, mostly seen from the waist down. They are wearing various casual clothing like jeans, jackets, and boots. In the foreground, there is a large orange rectangular overlay containing the text "Your Story Is Powerful" in white, bold, sans-serif font.

**Your Story
Is
Powerful**



IDFA

INTERNATIONAL
DAIRY FOODS
ASSOCIATION

IDFA Ice Cream Survey



- International Ice Cream Association
- National Ice Cream Retailers Association

Vanilla Reigns Supreme; Chocolate Flavors Dominate in Top Five Ice Cream Favorites Among Americans

Jul 01, 2017

FOR IMMEDIATE RELEASE

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International Dairy Foods Association releases survey results for National Ice Cream Month

(Washington, D.C. – July 1, 2017) While vanilla ice cream continues to reign supreme as America's favorite, chocolate-filled flavors dominate the top five bestselling ice cream flavors according to a recent survey of ice cream makers and retailers across the United States. The survey was conducted by the International Dairy Foods Association (IDFA) among its members who make and market ice cream as well as members of the National Ice Cream Retailers Association, which includes operators of ice cream parlors in the United States.

IDFA released the results to launch its celebration of National Ice Cream Month, which runs throughout the month of July.

According to the survey, America's top five flavors are: vanilla, chocolate, Cookies N' Cream, Mint Chocolate Chip and Chocolate Chip Cookie Dough.

"Vanilla has long been the best-selling ice cream flavor not only because it is creamy and delicious, but also because of its ability to enhance so many other desserts and treats," said Cary Frye, IDFA vice president of regulatory and scientific affairs and nationally respected expert on ice cream and frozen desserts. "It tastes great topped by whipped cream and fudge sauce in a sundae, with root beer in a float or atop a warm slice of apple pie."



Press Coverage



20 Media Outlets

50+ TV Placements

FOOD&WINE

Here Are America's Favorite Ice Cream Flavors

The Washington Post

Forbes

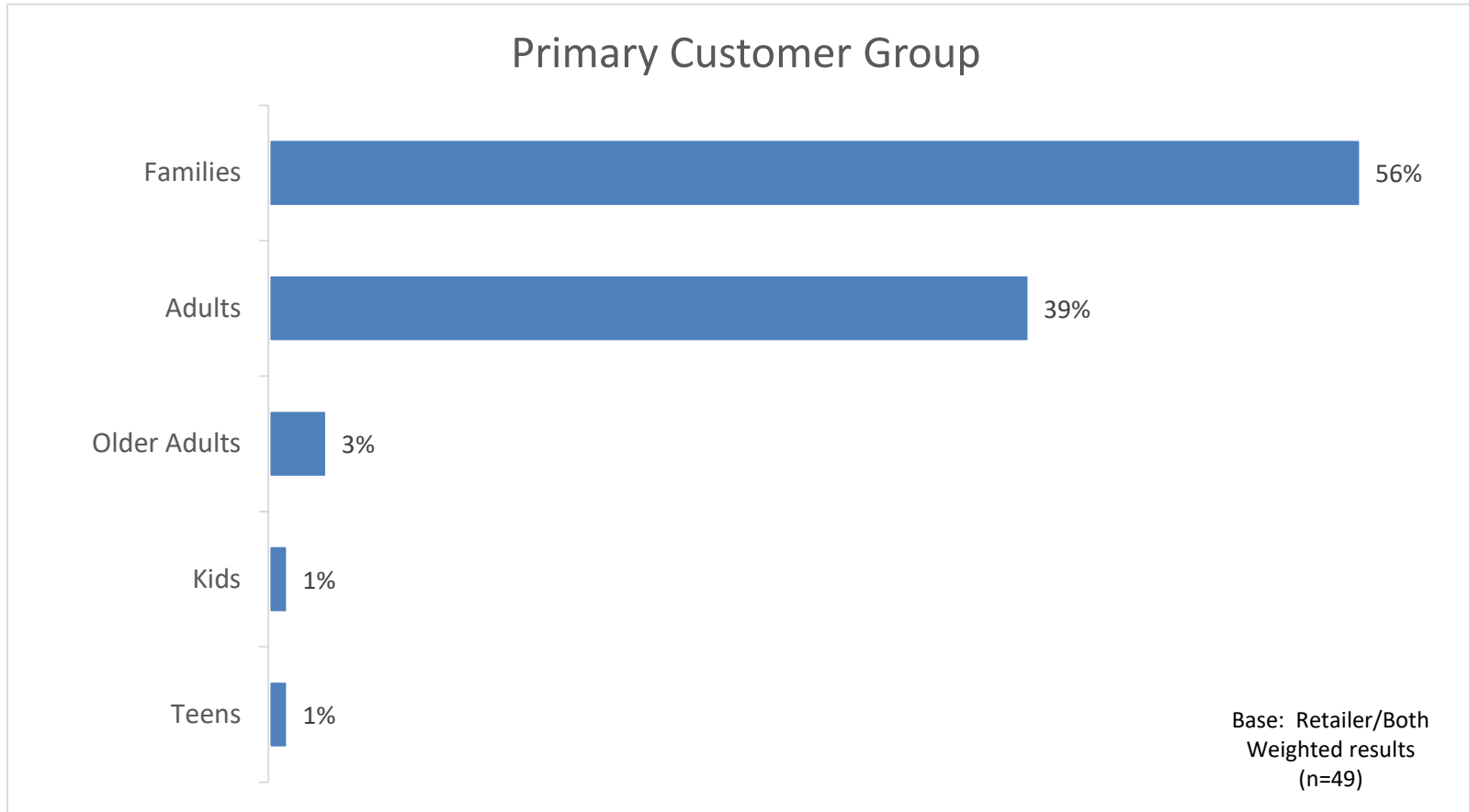


MAKING A DIFFERENCE FOR DAIRY

IDFA ICE CREAM SURVEY



Families: Primary Retail Customer

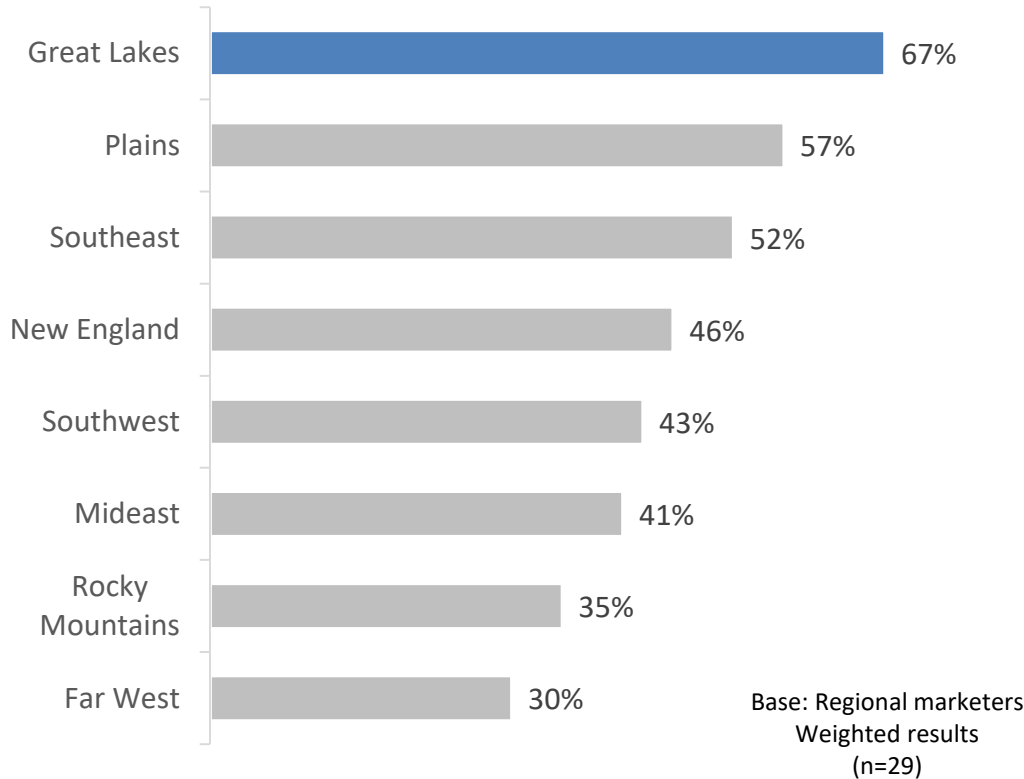


Q5. What group describes your biggest ice-cream eating age group? (Select one)

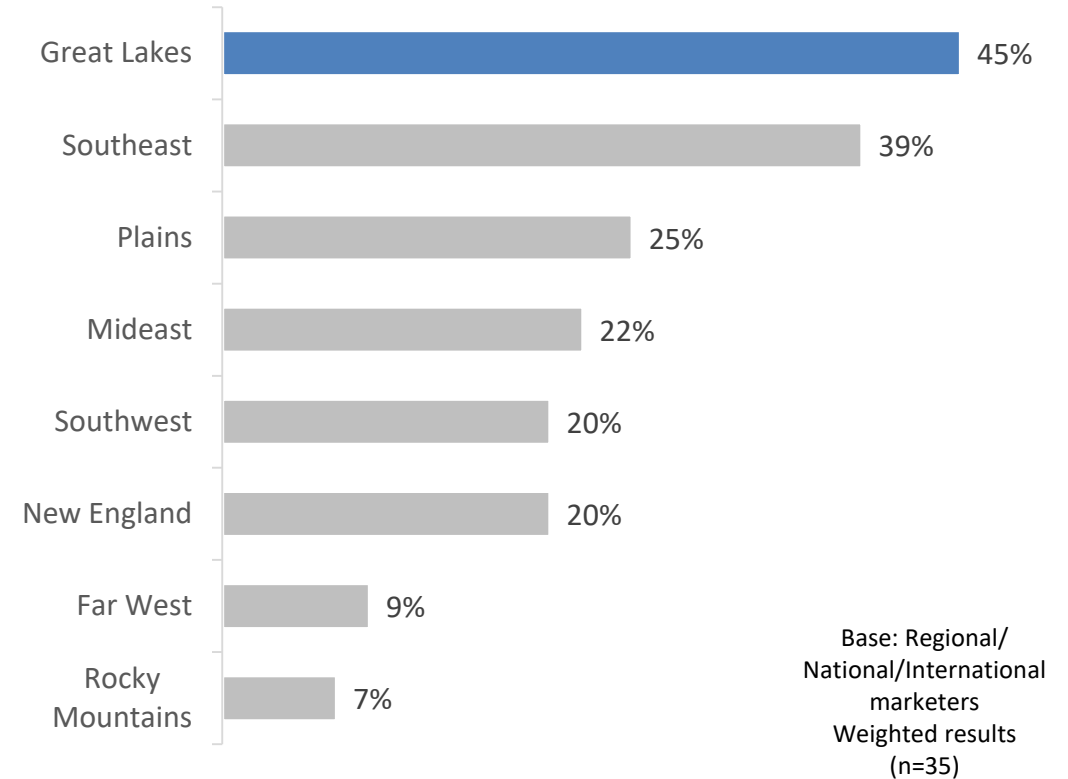


Regional Success

Regions Served



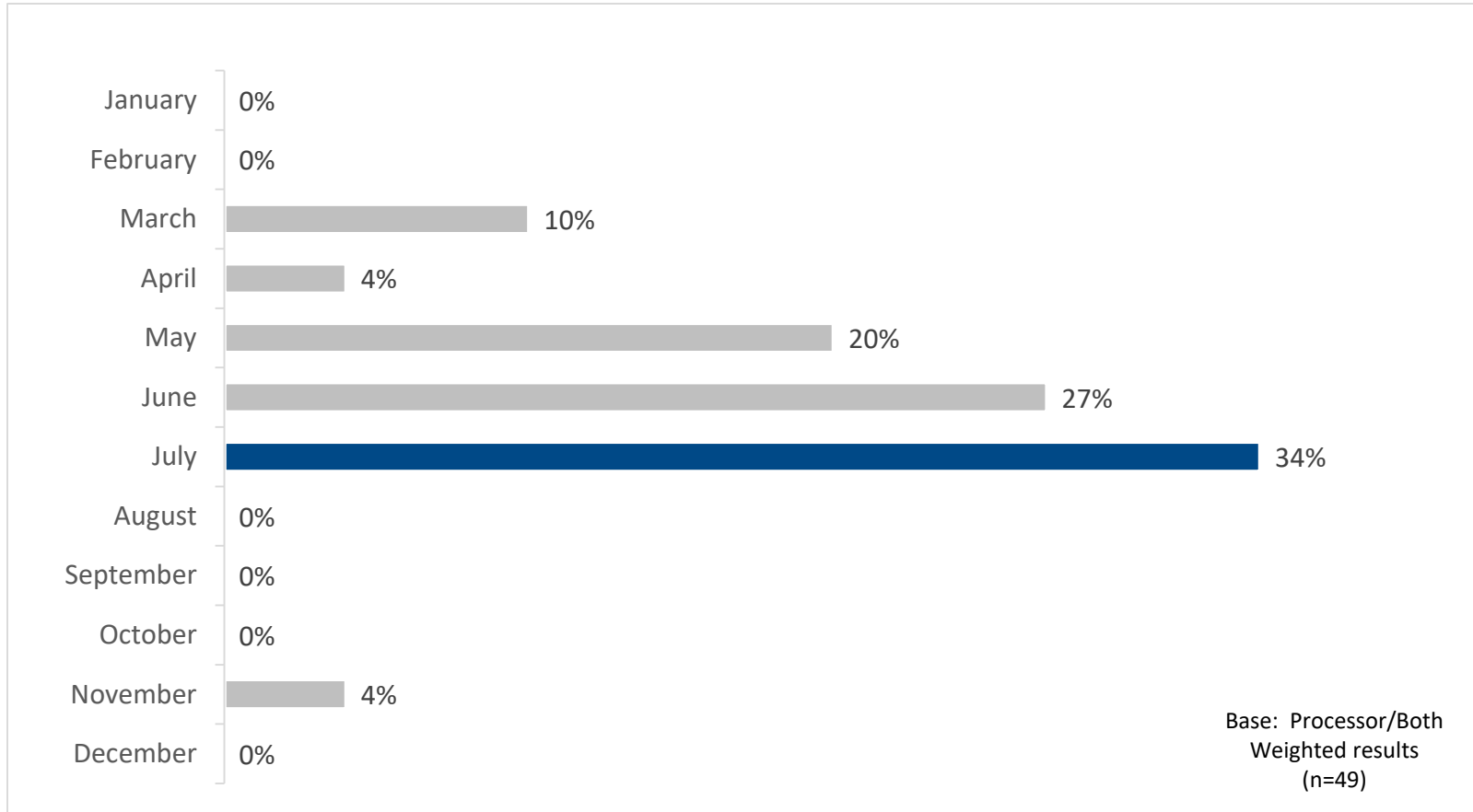
Most Successful Regions



Q10. What geographic area(s) do you serve? (Check all that apply)

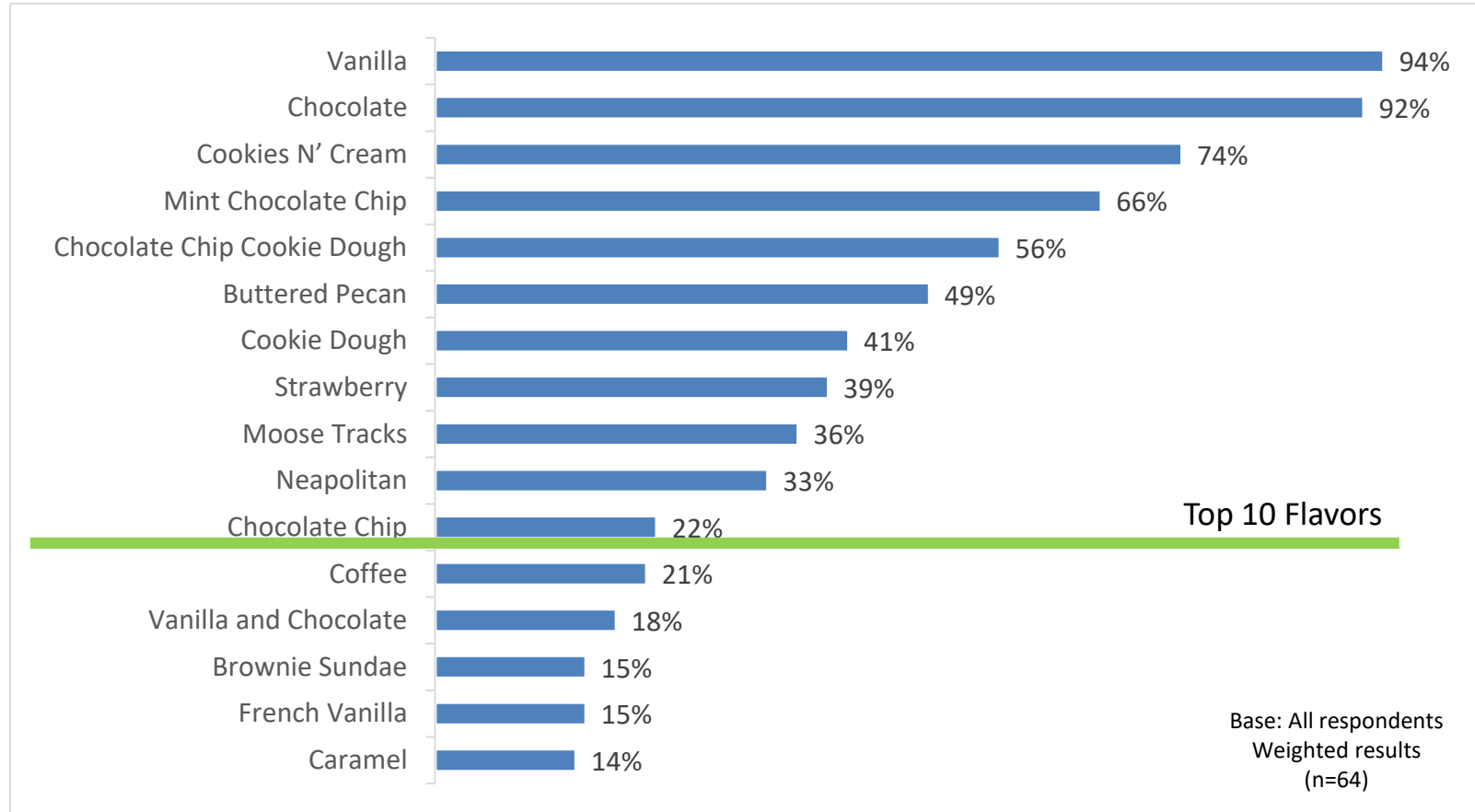
Q11. We'd like to know which US regions have the highest consumption of ice cream. Which are the most successful for you? (Check all that apply)

Busiest Production Months



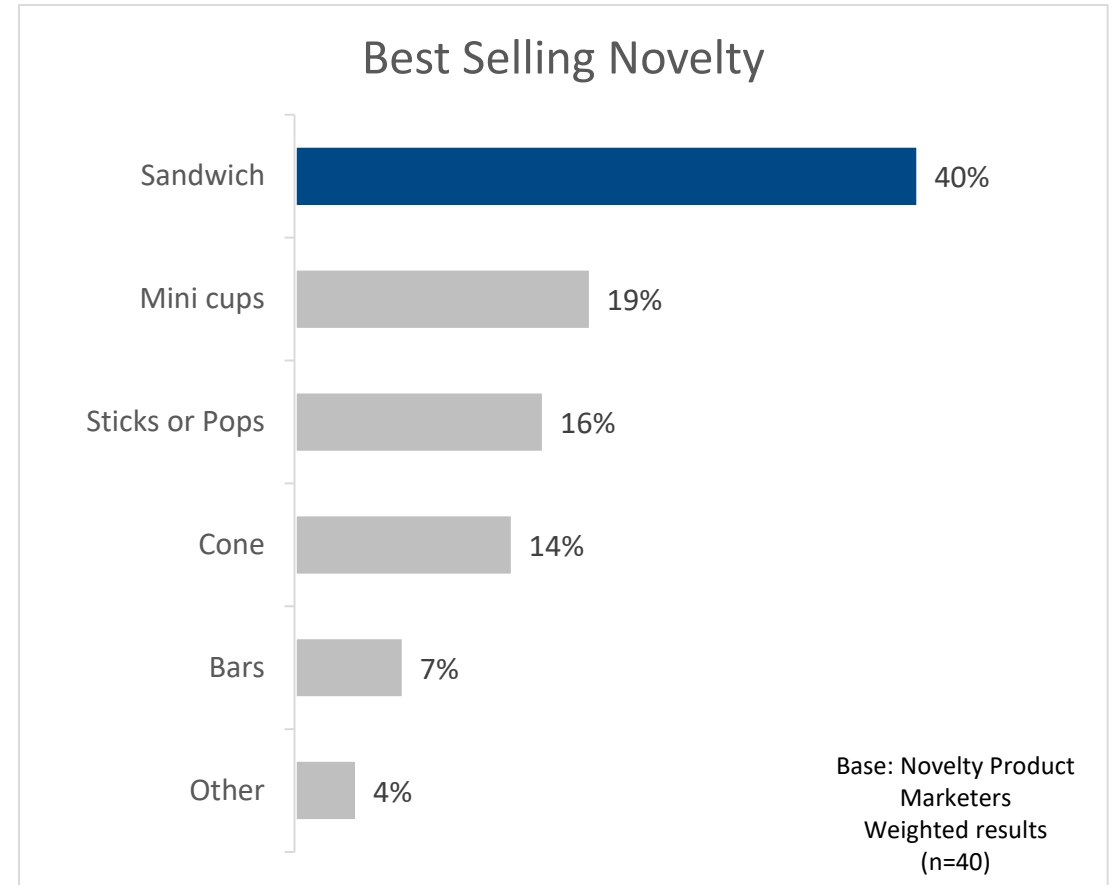
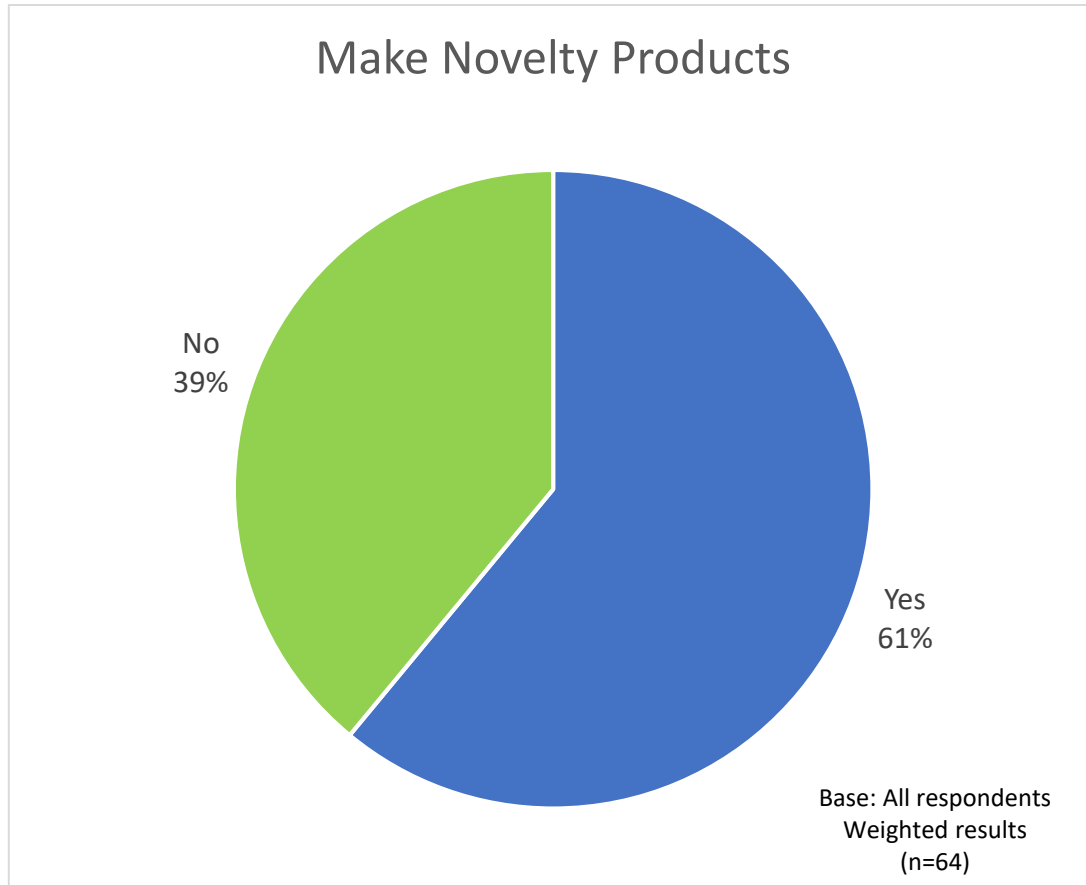
Q12. What is your busiest month for production?

Vanilla and chocolate are the top selling flavors



Q14, Reporters often ask us for the top 10 favorite flavors of ice cream in America. Which ten flavors are your most popular-selling flavors?

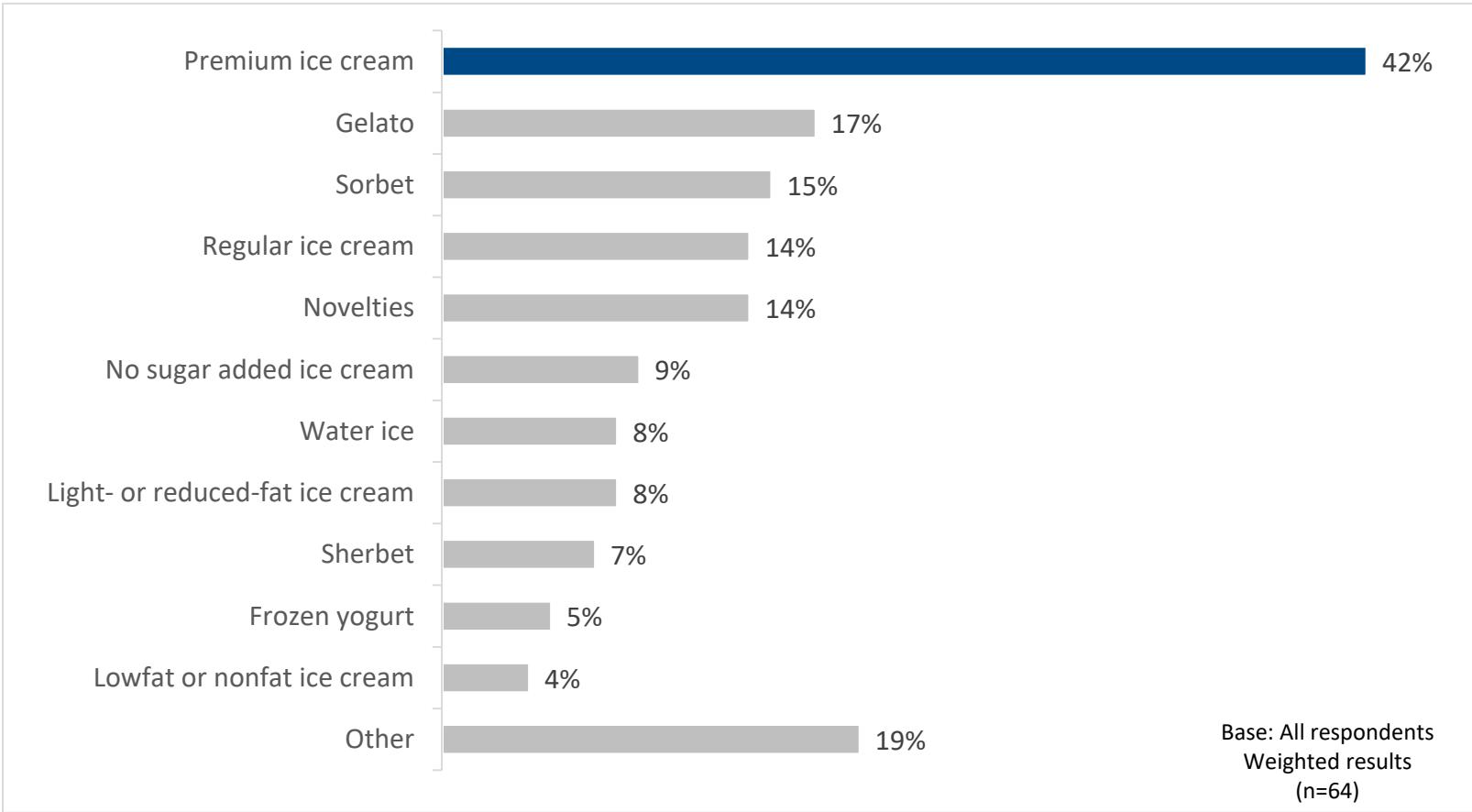
Sandwiches are the Best-selling Novelty



Q17. Does your company market ice cream novelty products (cones, sandwiches, bars, sticks, mini cups)?

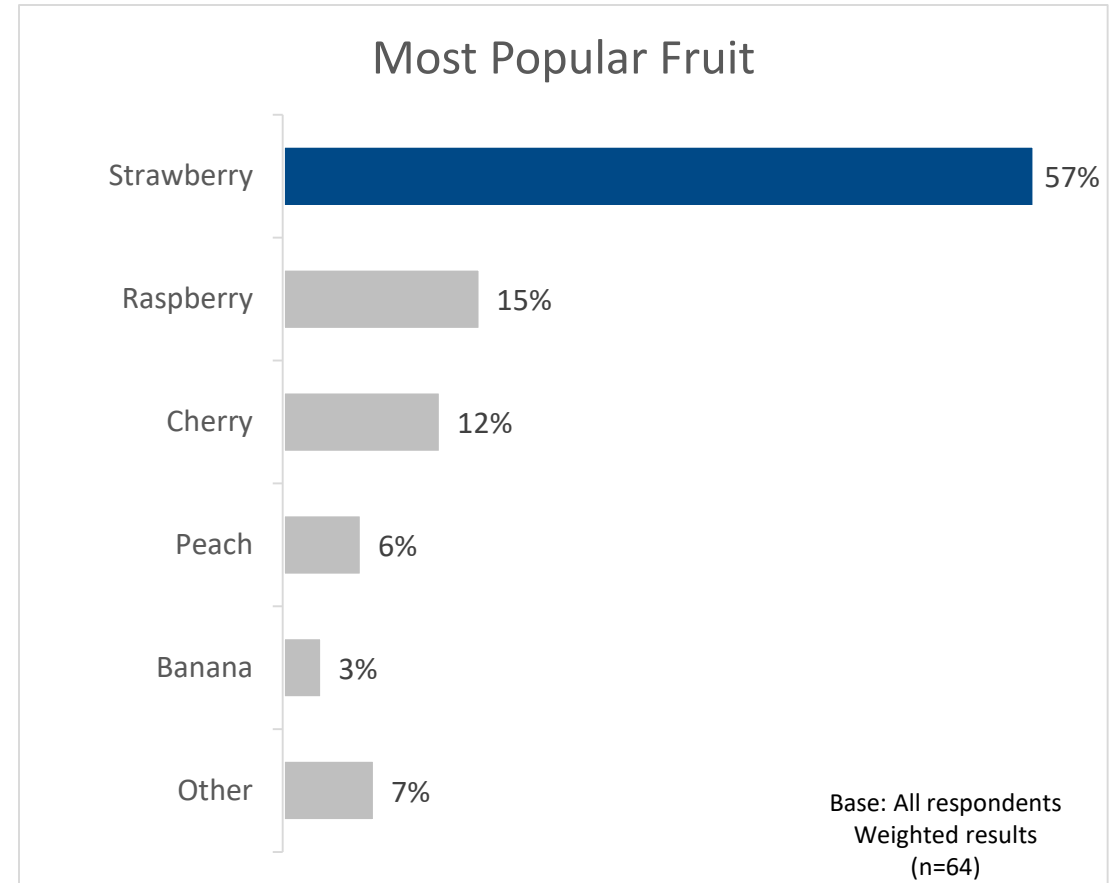
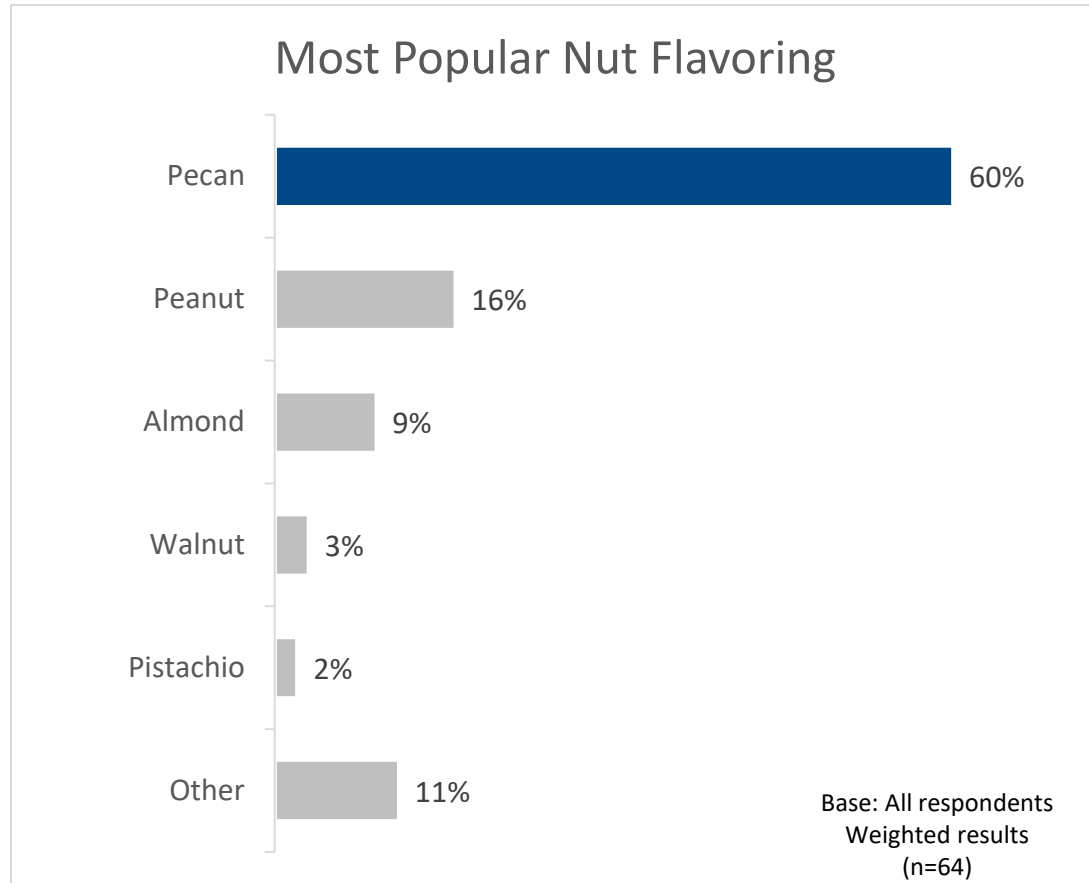
Q18. What is your bestselling novelty?

Two-fifths See Increased Demand for Premium



Q20. Are you seeing increased demand in any of these product categories? (Check all that apply)

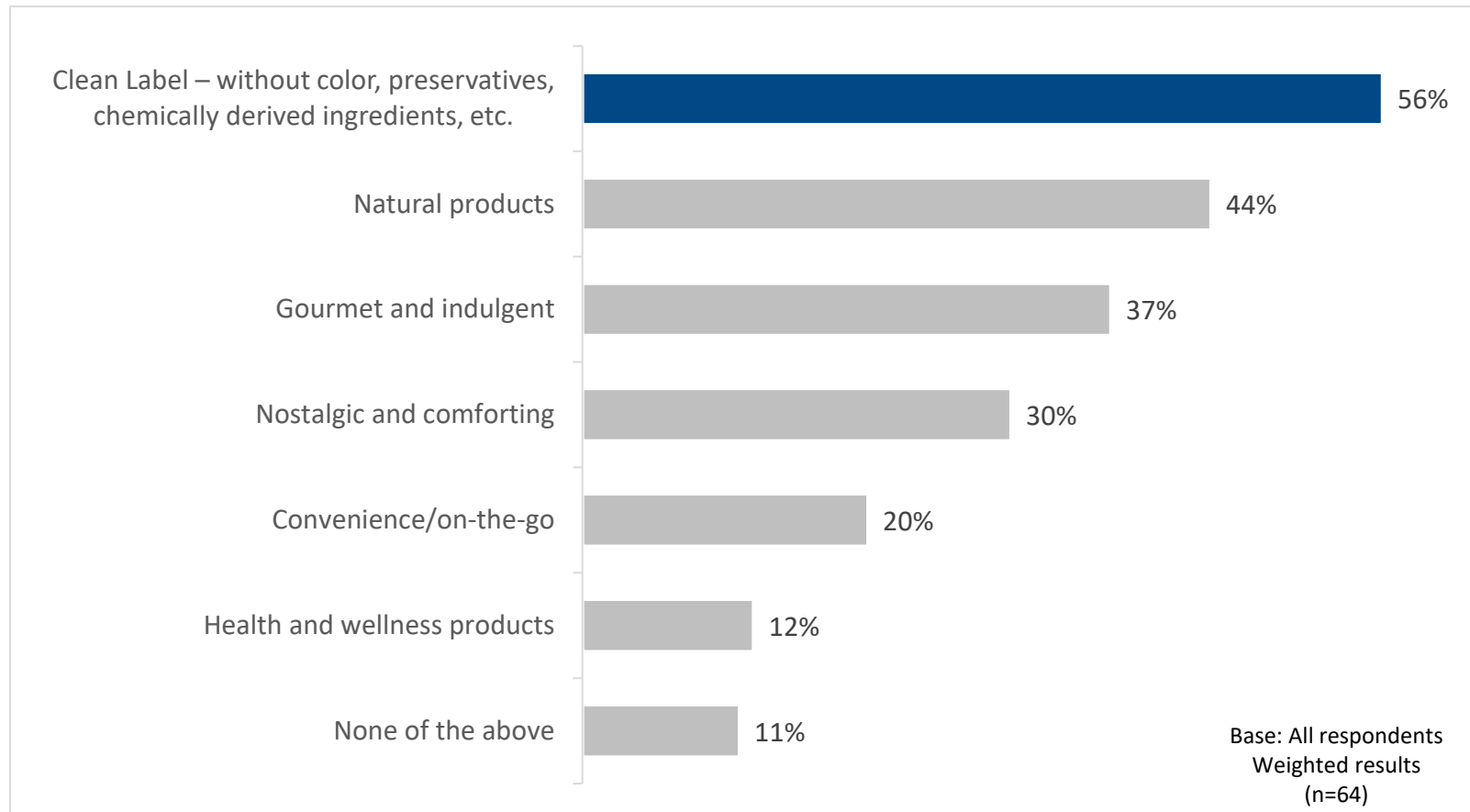
Most Popular: Pecan and Strawberry



Q22. Which nut (or nut flavoring) is most popular in your company's ice cream and frozen desserts? (Select one)

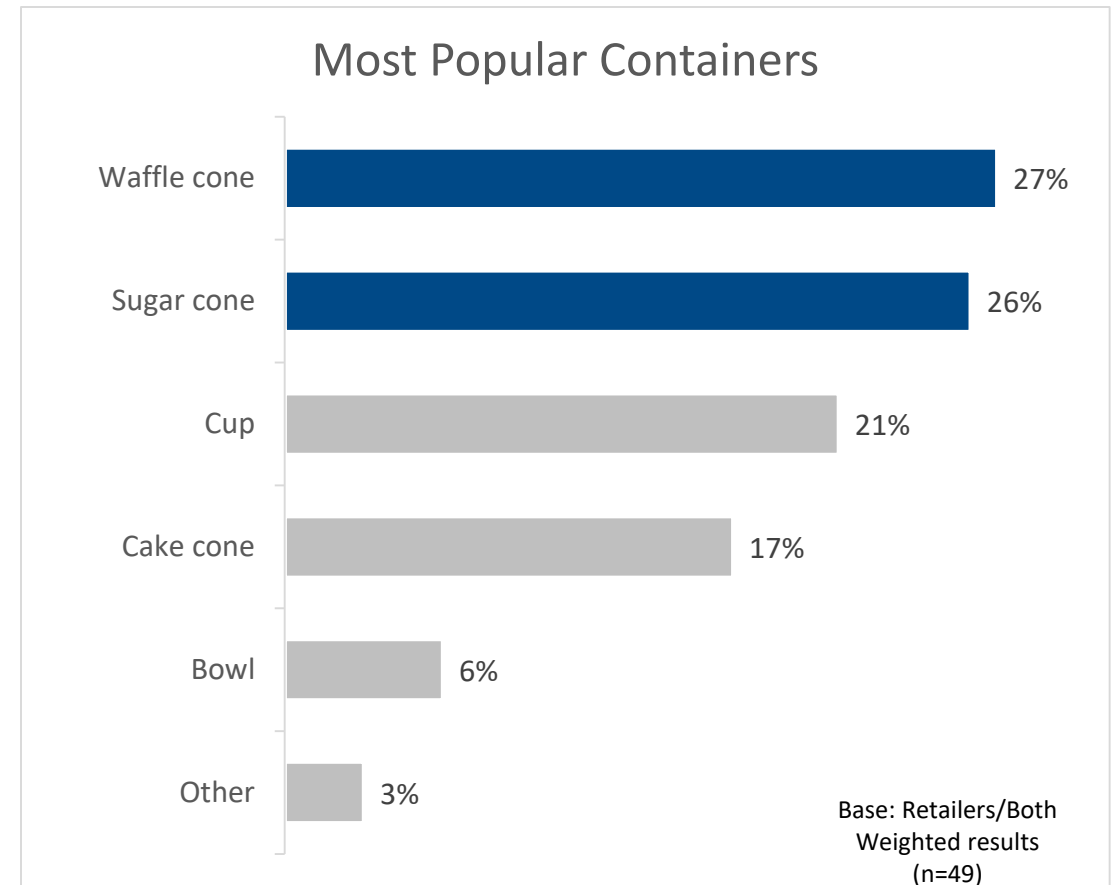
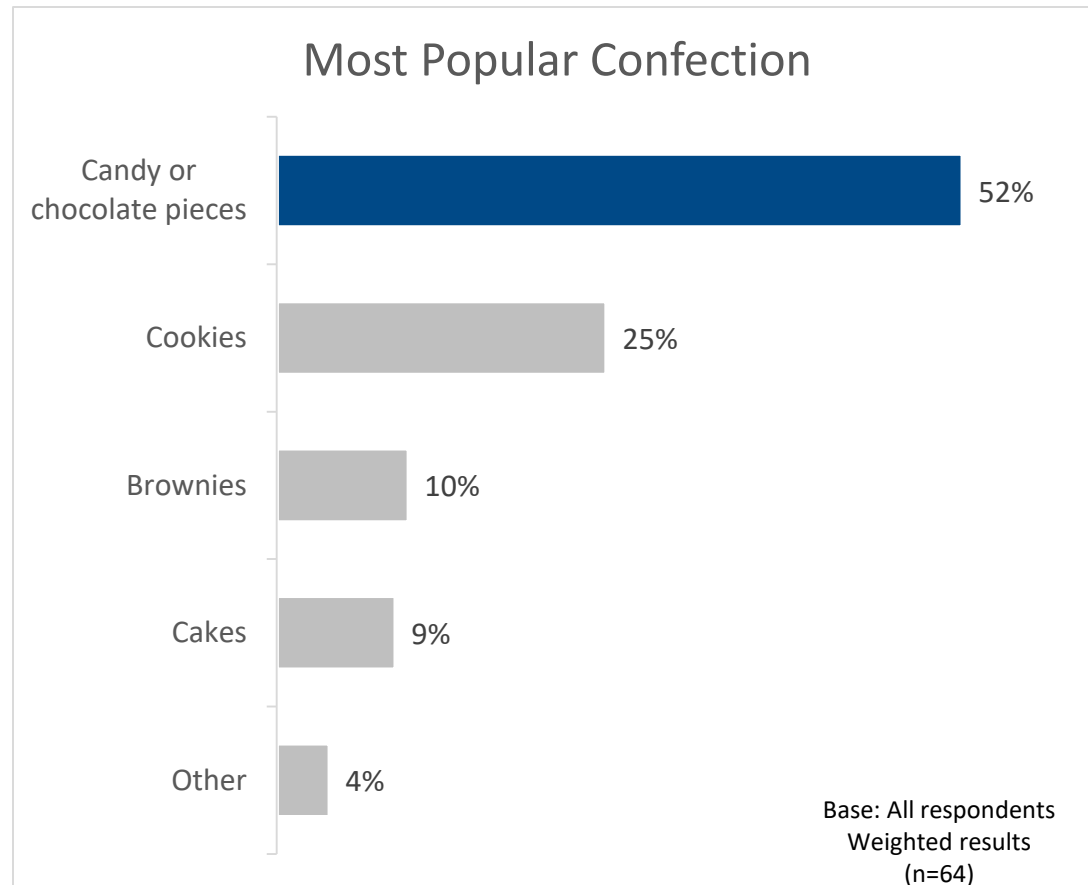
Q23. Which fruit is most popular in your company's ice cream and frozen desserts? (Select one)

Clean Label is Top Trend



Q28. At IDFA’s Ice Cream Technology Conference this year, we identified six tasty trends in frozen desserts. Please mark which trends (if any) are guiding your product development efforts.

Most Popular: Candy and Cones



Q24. What confection is most popular in your company's ice cream and frozen desserts?

Q25. At your dipping shops, which is the most popular container?

Mic *Out of Office*

“ Whether you prefer sugar or waffle cones — a recent survey by the International Dairy Foods Association found that the world is evenly split — there’s no denying the appeal of the edible ice cream vessel. ”

- Stacey Leasca, **Mic**



The background of the image shows several ice cream cones hanging from a metal rack. The cones are in various stages of being served, with some showing scoops of ice cream. The background is a warm-toned, diamond-patterned lattice. A semi-transparent orange rectangle is overlaid in the center, containing the text.

National Ice Cream Month

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#NationalIceCreamMonth



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The International Dairy
Foods Association



1. Vanilla
2. Chocolate
3. Cookies N' Cream
4. Mint Chocolate Chip
5. Chocolate Chip Cookie Dough



Twitter Polls



Don't wait for the summer to scream for #icecream. Tell us now! What's your favorite flavor? 🍦 🍦

31% Vanilla

23% Mint Chocolate Chip

23% Cookies and Cream

23% Chocolate

More than double our average clicks



Top Instagram Hashtags

- #icecream
- #icecreamcake
- #icecreamlover
- #icecreamsandwich
- #icecreamcone
- #nationalicecreamday
- #icecreams
- #ice_cream
- #icecreamtime





970



MAKING A DIFFERENCE FOR DAIRY

Facebook



The background of the image features several ice cream cones on sticks, including white, chocolate, and vanilla varieties. They are set against a warm-toned wall with a repeating diamond-shaped lattice pattern. A semi-transparent orange rectangle is centered over the image, containing the text "#ICECREAMTECH".

#ICECREAMTECH

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