

The Ice Cream Industry

Beyond Vanilla, Chocolate & Strawberry

Americans eat more ice cream than people in other countries, but not enough to fill the Grand Canyon, as some news sources have creatively reported.

However, entrepreneurs have tapped into consumers love affair with the cool, creamy treat in a number of unique ways.

Livening up dull class room lectures

<http://www.nytimes.com/1995/04/26/garden/where-traffic-school-is-a-laugh-a-minute.html?pagewanted=all&src=pm>

A former architect combines her design skills to create an unusual presentation

<http://www.time.com/time/nation/article/0,8599,1915762,00.html>

References

Penn State University has been offering a short course on how to make ice cream since 1892

<http://foodscience.psu.edu/workshops/ice-cream-short-course>

<http://movies.nytimes.com/movie/224755/An-Ice-Cream-Show/overview>

Who buys the most **ice cream**? – Crain's Chicago **Business**

