

PROVIDING PERMISSION TO INDULGE

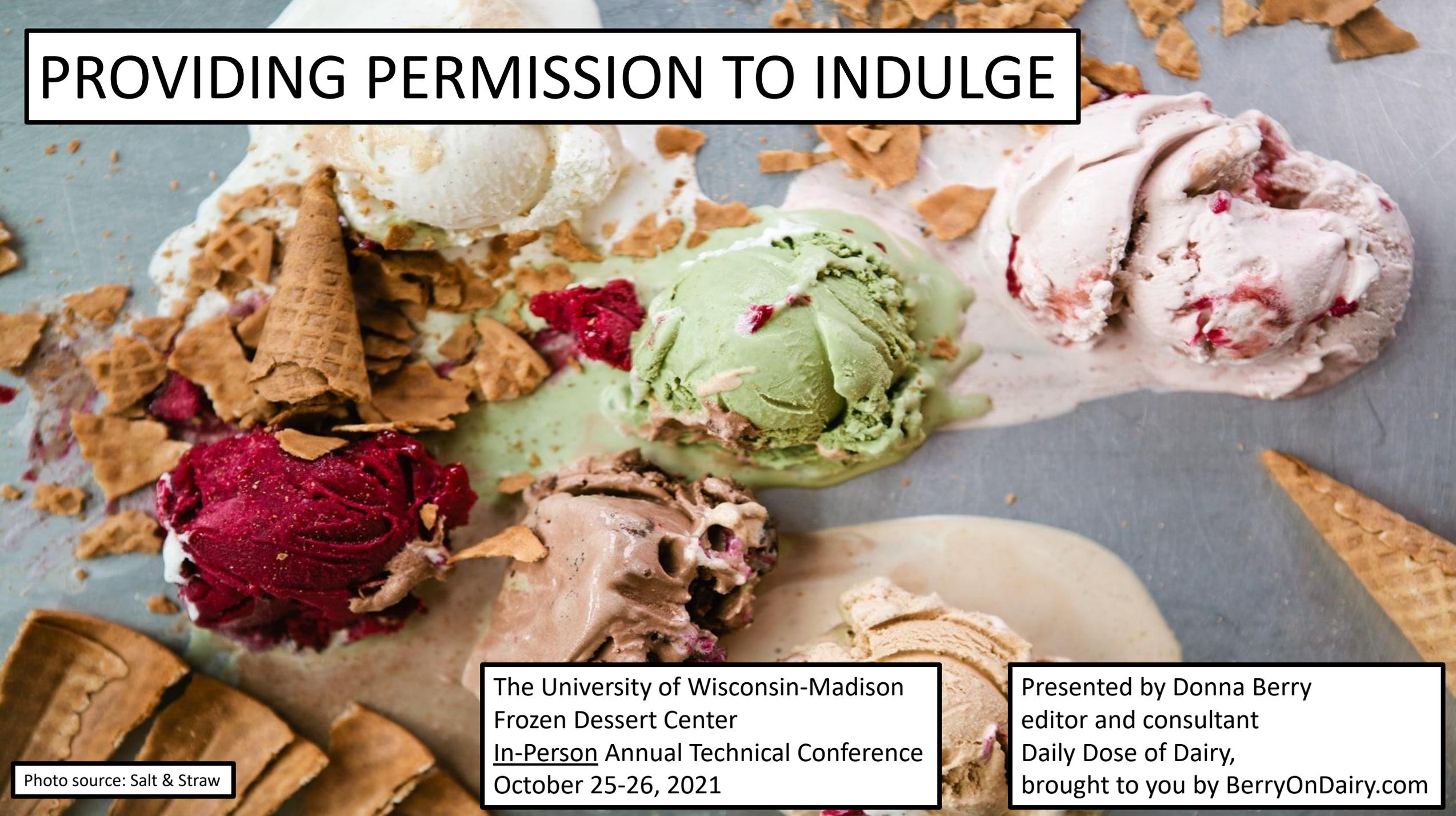


Photo source: Salt & Straw

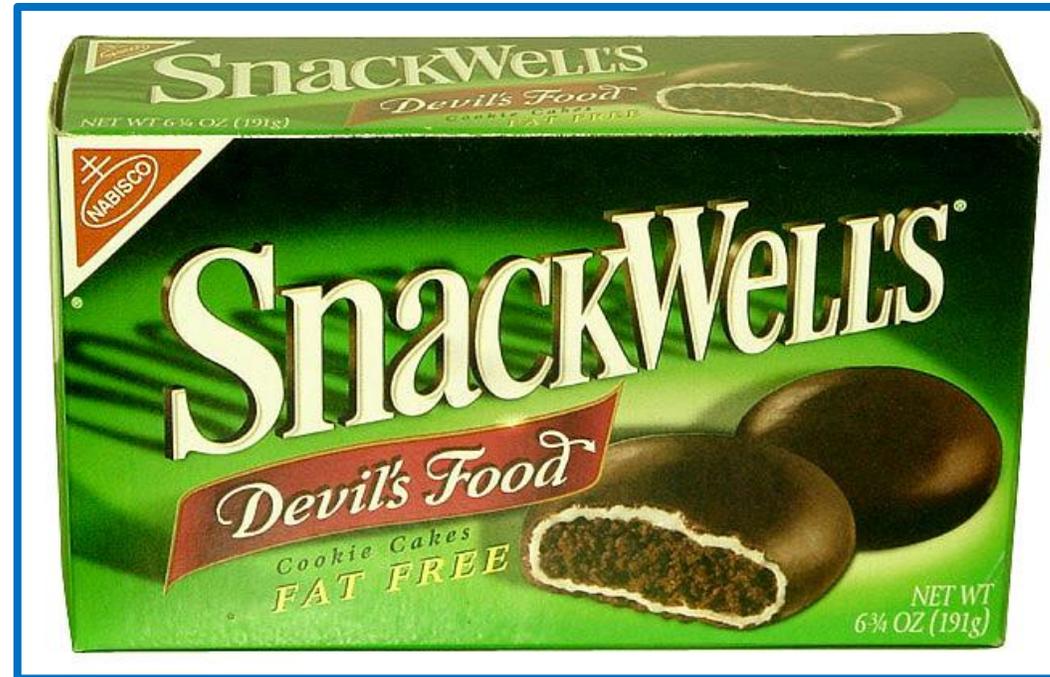
The University of Wisconsin-Madison
Frozen Dessert Center
In-Person Annual Technical Conference
October 25-26, 2021

Presented by Donna Berry
editor and consultant
Daily Dose of Dairy,
brought to you by BerryOnDairy.com

**NOT TO BE CONFUSED WITH
GUILT FREE**



About 20 years ago:
Fat was the enemy.





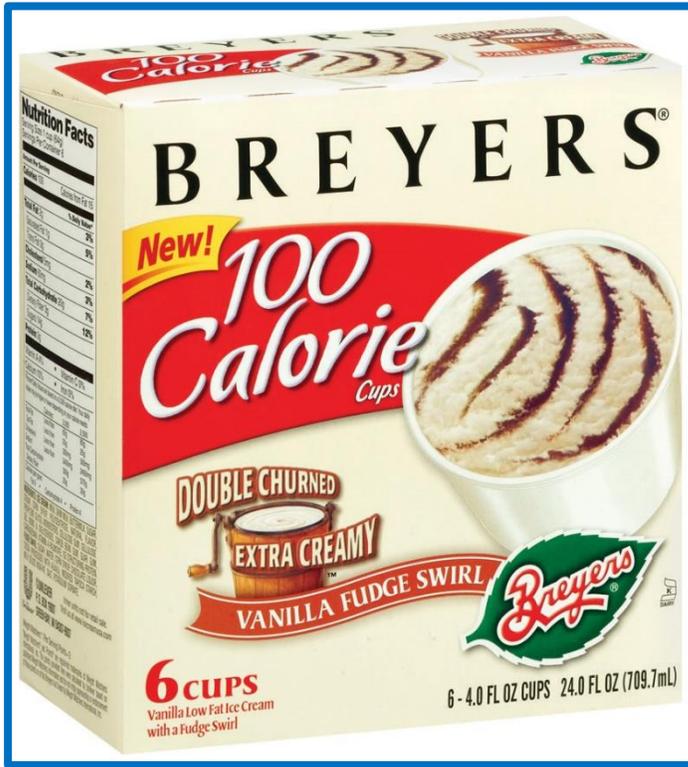
In 2004, Dreyer's/Edy's introduced—and trademarked—"slow-churned," in response to less fat rather than fat free.



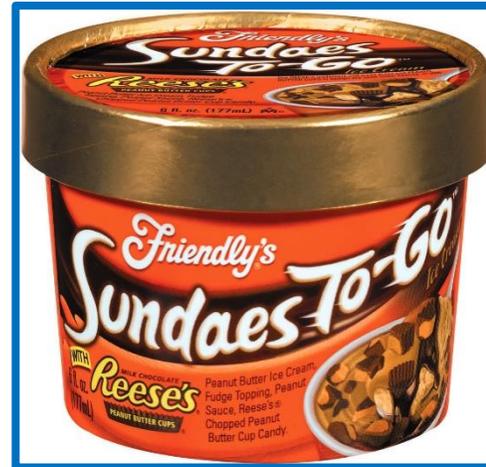
In 2005, Kraft introduced the concept of 100-calorie snack packs.



It did not take long for ice cream to follow.



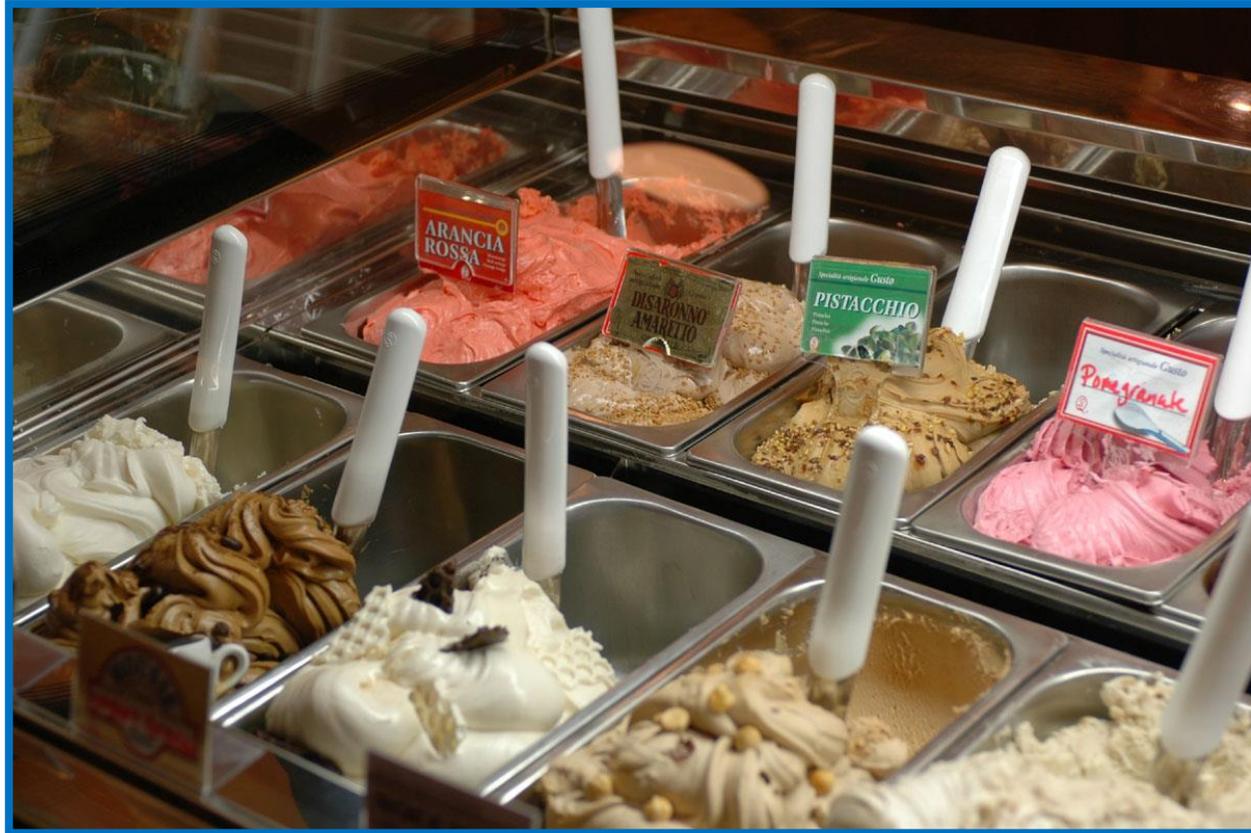
By 2007, this evolved into a rise in portion control, single-serve ice cream novelties.



The concept of sweet and salty debuts,
paving the way for the salty caramel trend.



About 15 years ago:
Ice cream started going culinary and
everyone wanted to be a chef.



About 15 years ago:
Ethnic flavors started gaining momentum.





2010 is when clean label became a thing.



In 2011, Greek yogurt got frozen.



A year later, better for you went extreme.



About 7 years ago:
Culinary-inspired ice cream turned into artisanal.



About 5 years ago:
We started snacking all day long.





That brings us to 2021...



“GUILT is not an ingredient.”

by Monica Watrous, Food Business News, Oct. 13, 2021



No one wants to scream out “I’m on a diet.”



Improved nutritional profiles provide permission to indulge in ice cream.



“Americans are primitive,”
said Lyft Driver Richard on Oct. 15, 2021.



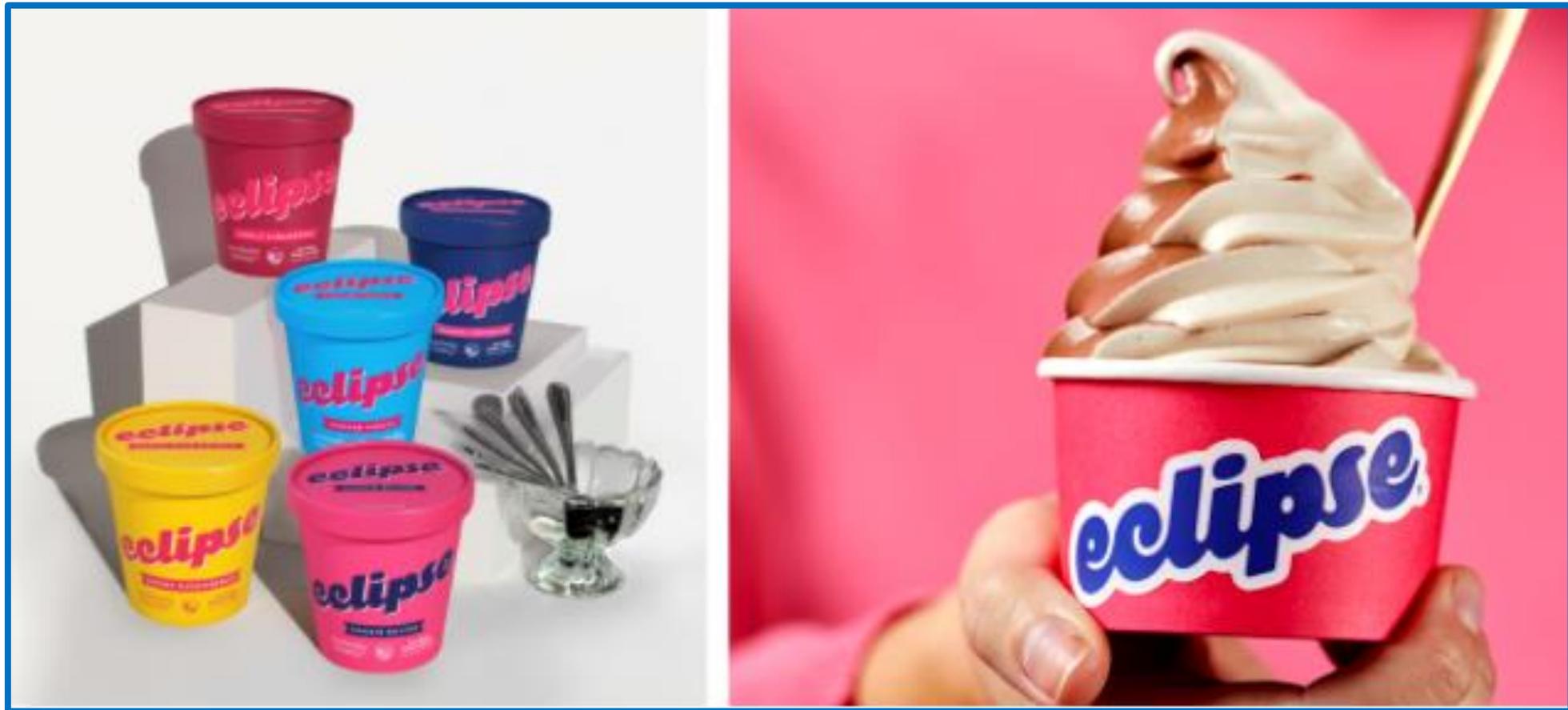
Current fad or trend: keto?



Dairy free? Non-dairy? Plant based?



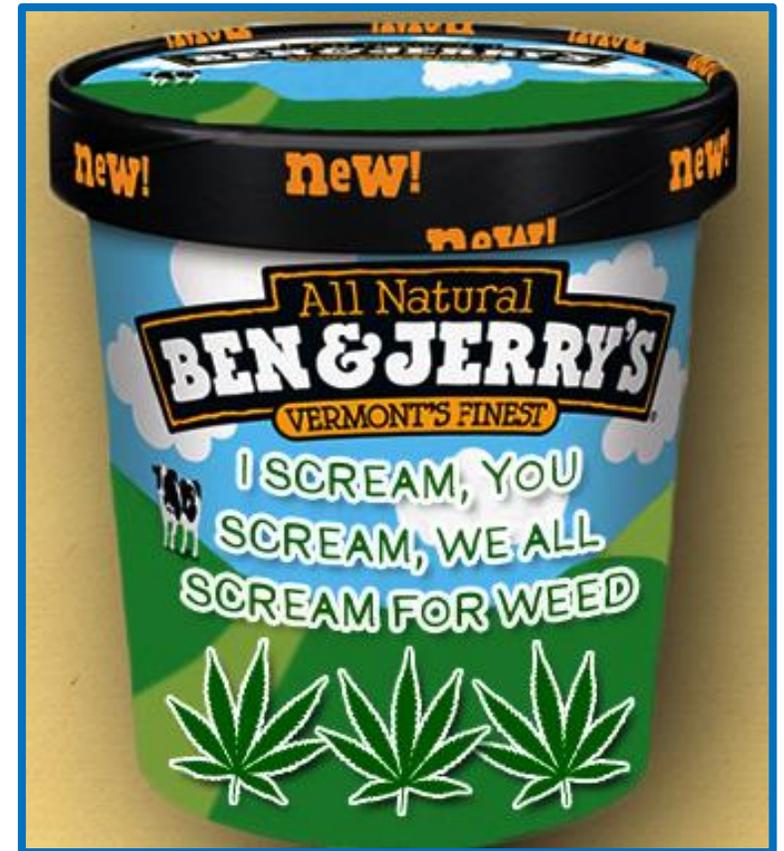
Plants recombined?



Cellular technology = animal-free dairy



Cannabis: A twist on plant based



Who knew? Kids, as soon as they could read!



A twist on plant-based.



Lots and lots of goodies.



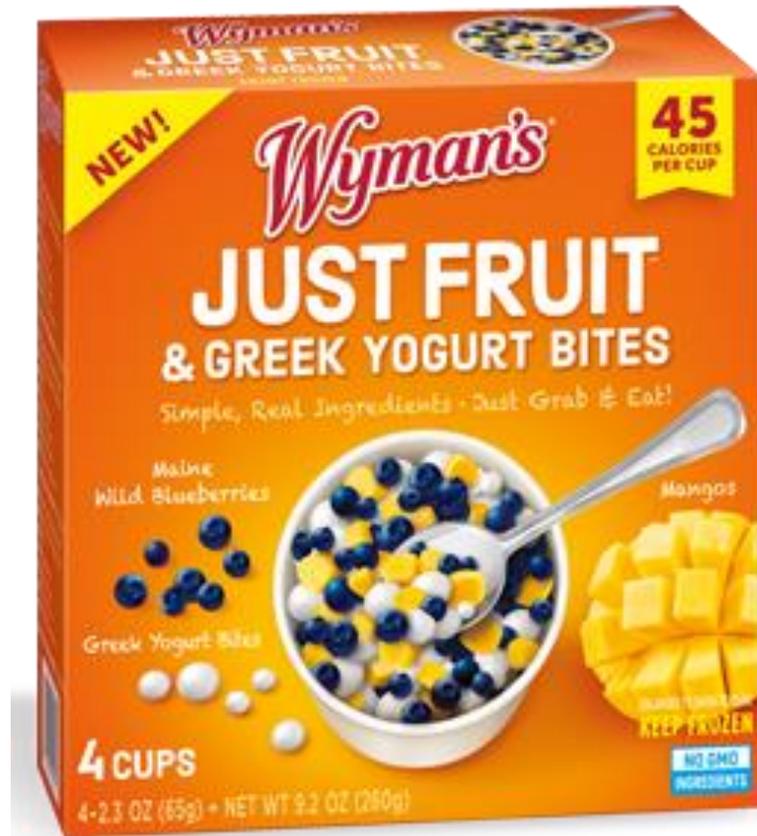
Introducing interesting textures.



Making a statement or being philanthropic.



Providing interaction.



Ice cream gets fashionable.



Mocktails and Cocktails



Or, simply, just whatever.

Key Takeaways:

- 1) The world does not need another vanilla ice cream.
- 2) Healthier, better-for-you, should still be indulgent.
- 3) There's power in pints and single-serve formats.
- 4) Ice cream should always be enjoyed.

