

Did you know July is National Ice Cream Month?

Here in California, the nation's number one ice cream producer, we take this celebration very seriously. So seriously, in fact, that in 2013 alone, California produced 127 million gallons of this ice-cold creamy goodness.

Did you know...?

- President (and Californian) Ronald Reagan declared July “National Ice Cream Month” in 1984. In his proclamation, President Reagan called for all people of the United States to observe these events with “appropriate ceremonies and activities.” He also designated the third Sunday in July “National Ice Cream Day” – is there a better reason to throw an old fashioned ice cream social for your family and friends?
- Approximately 12 pounds of Real California Milk are used to make just one gallon of California ice cream.

Americans love ice cream...

- The average U.S. ice cream lover enjoys around 48 pints of ice cream per year. That's more per person than any other country!
- About 90% of the American population regularly enjoys ice cream.
- What's the most popular topping for an ice cream sundae? Chocolate syrup, of course.
- As a cherry on top, our nation's ice cream industry does more than just provide a delicious summer treat – it also generates more than \$21 billion in annual sales and provides jobs for thousands of citizens.

And the best way to eat ice cream is...

- Over two-thirds of consumers nationwide say they find themselves eating ice cream, frozen yogurt or gelato most frequently in front of the TV or on the couch.
- According to a recent survey, women are more likely than men to eat ice cream or gelato in bed.
- Finishing off a single-scoop ice cream cone take an average of 50 licks.
- Ice cream lovers do their best to savor every drop. Did you know that approximately 13% of men and 8% of women admit to licking the bowl clean after eating ice cream?



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Now that's a lot of ice cream...

- The world's largest ice cream sundae was made in Edmonton, Alberta, Canada, in 1988 – and weighed over 24 tons.
- The world's largest ice cream sandwich weighed about 2,500 pounds.
- The world's largest ice cream cone can be found in Peoria, Illinois. The cone is 12-feet high and weighs approximately 200 pounds with a 5-foot diameter!
- Have you ever wondered how the ice cream cone was invented? The story goes that during the 1904 World's Fair in St. Louis, one of the ice cream vendors reportedly ran out of enough dishes to fill all of his orders. To make sure his customers got ice cream, he teamed up with a waffle vendor who rolled his waffles into cones. And thus an American icon was born.

About that ice cream headache...

- The ice cream headache – every ice cream lover's nightmare. What's the best way to get rid of it? To stop this attack of "brain freeze," which is a reaction to cold objects touching the roof of your mouth, we found a few cures.
 - Short and sweet – wait it out. Give it 30-60 seconds and it should come and go on its own.
 - The best offensive is a good defense – avoid touching the ice cream to the roof of your mouth.
 - And our personal favorite – grab some Real California whipped cream. Eat as much whipped cream as you can and it will help the headache subside. Not to mention, you have a reason to eat as much whipped cream as you want!

