

## - Ice Cream Facts -

# 74 MILLION PINTS

**That is over 1.5 gallons  
per person in Wisconsin.**



CONSUMERS EAT  
**17.8 POUNDS**  
OF ICE CREAM  
IN A YEAR



WISCONSIN  
IS HOME TO  
**49**  
LICENSED ICE  
CREAM PLANTS

IT TAKES 12 POUNDS OR  
**1.4 GALLONS**  
OF MILK TO MAKE  
**1 GALLON**  
OF ICE CREAM



**10.5  
MILLION**  
GALLONS OF ICE  
CREAM WERE MADE  
IN 2023



**6% OF MILK**  
PRODUCED IN THE  
U.S. IS MADE INTO  
**ICE CREAM**

## THE USDA MANDATES THAT ICE CREAM MUST CONTAIN AT LEAST

# 10% MILK FAT

## TO BE CALLED ICE CREAM

JULY IS NATIONAL  
**ICE CREAM  
MONTH**

THE 3RD SUNDAY OF JULY  
IS NATIONAL ICE CREAM DAY.

## IN WISCONSIN ICE CREAM SALES ARE

**17%** HIGHER  
THAN  
AVERAGE  
IN JULY

THE ICE CREAM SUNDAE  
WAS INVENTED IN  
**TWO RIVERS,  
WISCONSIN  
IN 1881**

IT WAS ONLY SOLD ON  
SUNDAY AND COST  
A NICKEL!



# SALTY VANILLA NO-CHURN MASCARPONE ICE CREAM



**1 8 oz container of mascarpone**  
**1 cup sweetened condensed milk**  
**2 cups heavy whipping cream**  
**2 tsp vanilla extract**  
**1 pinch of sea salt**

Beat mascarpone and sweetened condensed milk in a large bowl until combined. Add cream, vanilla and salt; beat until stiff peaks form. Spoon into an airtight freezer container. Cover and freeze for at least 6 hours or until firm. Remove from freezer 10 minutes before serving.

**Look for the Proudly Wisconsin Dairy badge or CODE 55 stamped on your product to ensure it is packaged in Wisconsin.**



Sources:

Circana Market Advantage, USDA/ERS,  
DATCP, USDA/NASS



[wisconsincheese.com/ice-cream](http://wisconsincheese.com/ice-cream)