

Ice cream production tops 1.6-billion gallons

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I don't know when Neapolitan came around and I don't much care.

Once upon a time, they made ice cream because they had to — the grass was high, the cows were in milk and the orchards were full of fruit. Today, it's because we're hot and it's cold.

Ice cream headaches, by the way, originate in the roof of your

mouth, according to www.howstuffworks.com.

"When something cold touches the roof of your mouth on a hot day, it triggers a cold headache," according to the site.

The cause is a dilation of the blood vessels in the head. The dilation may be caused by a nerve centre located above the roof of your mouth; when this nerve centre gets cold, it seems to over-react and tries to heat your brain."

According to the ice cream association, plain old vanilla, at 29 per cent of the 1.6 billion gallons produced each year in the U.S. is by far the top-selling flavour, followed by chocolate at 8.9 per cent and a tie between strawberry and the relatively new-fangled butter pecan at 5.3 per cent.

The dreaded Neapolitan, is next at 4.2 per cent.

At the Laura Secord outlet in Hillcrest Mall, youngsters Katy

(peach yogurt) and Michael (bubblegum swirl) are miles away from vanilla.

Phyllis Mahon, who is minding the children for a friend, settles for a sherbet and says Katy's peach yogurt is "more sophisticated" than Michael's selection. But he says "bubblegum's better."

At Baskin-Robbins on McCowan Road in Markham, the top seller among more than 40 flavours is the same as in Richmond Hill, jamoca

almond fudge, according to Lindsay Stirrat.

"We sell between 200 and 300 cones a day and none of the flavours is what I'd call a slow-mover," she says.

"They all sell well." But none as well, apparently as jamoca almond fudge.

"Maybe we can convince B-R to place that one in its regional flavours' division and change the name to jamYorka fudge almond?"

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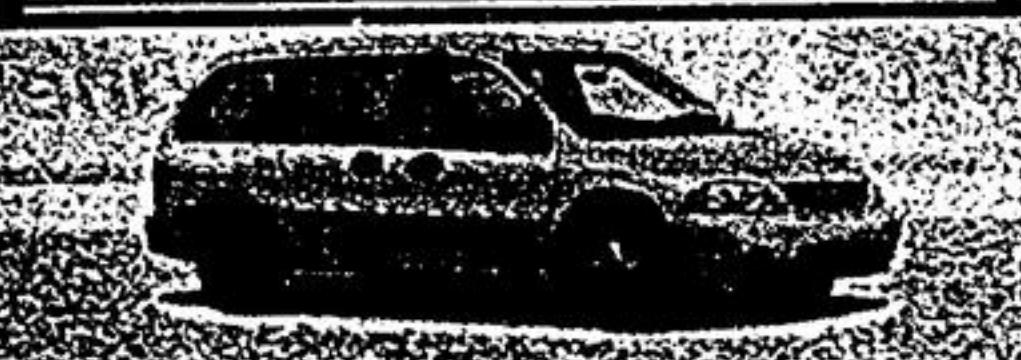


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