



For Further Information
or to Book an Interview with
Shannon Jackson Arnold
Contact: Howard Cohen
at Emmis Books
(513) 861-4045 x14

HIGHLIGHTS FROM EVERYBODY LOVES ICE CREAM

- This year marks the **100th anniversary of the ice cream cone's** wildly popular introduction at the 1904 St. Louis World's Fair. Perhaps no other piece of ice cream history has reached the iconic status of the ice cream cone.
- The **average number of licks** it takes to finish a single scoop cone is 50.
- **During Prohibition, major breweries, including Anheuser-Busch and Stroh's, produced barrels of ice cream** instead of spirits. In Detroit, Stroh's remains one of the city's best-selling brands.
- In Italy, **Viagra ice cream** is popular.
- A 1943 *The New York Times* article reported that some enterprising airmen based in Britain during World War II stored the mixture for **ice cream in large cans in the tailgunner's cockpit of B-29s**. The freezing air at high-altitudes and the vibration from the planes churned the mixture into ice cream.
- The scientific name for **brain freeze** is *sphenopalatine ganglioneuralgia*. Ice cream headaches are caused when something cold hits the nerve center at the roof of your mouth, causing the blood vessels in your head to dilate. The extra pressure on the blood in your head is what causes the pain. To avoid an ice cream headache, keep the ice cream to the sides of your mouth, away from the roof your mouth.
- Ice cream is **second among the top five foods women crave**, according to *Shape* magazine.
- During World War II, ice cream had pull for homesick G.I.s. It was so important to soldiers that the U.S. War Department listed **ice cream among the six items essential for troop morale**, ranking up there with toiletries, tobacco products and cleaning kits.
- The United States **leads the world in ice cream production**, churning out some 1.6 billion gallons a year, and we each **eat more than 23 quarts of it**.
- Perhaps the most oft-repeated legend about the invention of the sundae is from Evanston, Illinois, which had the nickname "Heavenston" because of its strong religious streak. The story goes that **local druggists invented the sundae to get around an 1890 Blue Law**, which forbade ice cream soda sales on the Sabbath.
- By 1813, ice cream was an official state dish when **it was served at the second inaugural ball for President James Madison**. It featured cream from the cows at Madison's farm in Virginia and strawberries from First Lady Dolley's garden.
- Besides **National Ice Cream Month in July** and **National Ice Cream Day on July 18th**, you can also raise a scoop in honor of our nation's favorite dessert on these days:

May 11	Eat What You Want Day	August 2	National Ice Cream Soda Day
June 2	National Rocky Road Day		National Ice Cream Sandwich Day
June 7	National Chocolate Ice Cream Day	August 14	National Creamsicle Day
July 1	Creative Ice Cream Flavor Day	September 21	Birth of the Ice Cream Cone
July 7	National Strawberry Sundae Day	October 7	National Frappe Day
July 17	National Peach Ice Cream Day	November 25	National Parfait Day
July 23	National Vanilla Ice Cream Day		

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