

**T**his summer, some ice cream lovers will go gaga over Goo Goo — Goo Goo Cluster, that is, a new flavor made by Stroh Ice Cream.

Others will scream for Guernsey Farm Dairy's new Creme De Novi.

And others may settle for nothing less than a heavenly DoveBar.

But for many, it may be hard trying to select a favorite in a market reflecting an unprecedented effort by makers of the frozen delight to come up with new concepts, varieties and flavors.

The peak ice cream sales months are April through June, so to help you decide what your dip will be, some of the hot new ices were surveyed.

The ice cream novelty segment, which includes fruit juice bars, ice cream sticks, sandwiches, pudding, and other single-serving items, is one of the fastest-growing segments in the ice cream industry.

Into this previously kid-oriented domain, the DoveBar last year descended on national markets in a cloud of mouth-watering glory that would appeal to any discerning adult.

Featuring a chunk of premium, all natural ice-cream on a stick, and covered with a hand-dipped coating of bittersweet chocolate, the DoveBar successfully spans the super premium and novelty ice cream segments.

Made by DoveBar International Inc., in Burr Ridge, Ill., the DoveBar comes in three flavors — vanilla, chocolate and coffee. The ice cream has 14.5 percent butterfat, while most ice-cream has 10 percent, but some say the ice cream is only the chaser to the thick chocolate shell.

The taste is so rich, they could easily be served as the grand finale to a gourmet meal — but it may take more than one sitting to finish one.

Although they have taken the market by storm, the "incredible DoveBar" — which also sells at an incredible price, \$1.50 to \$2 per six-ounce bar — is not new.

They were, in fact, invented in 1956 by Leo Stefanos, proprietor of the Dove Candies and Ice Cream Shops in Chicago. For years, they were enjoyed at country clubs and sold to gourmet shops in the area.

It was only in 1985, with the formation of DoveBar International, that they were distributed on a wider scale, and national distribution is expected to be completed this summer. Now, some 100,000 are churned out daily.

## M-melt in your mouth



Gone are the days  
when ice cream was  
anemic. Savor its  
decadent richness.

Those who love Dove will probably also be delighted with the soon-to-be-introduced Dove Delight. Advertised as "an exquisite ice cream confection" it is the same ice cream and chocolate shell, minus the stick, and combined with a dessert wafer. They will be available in raspberry, peppermint and caramel flavors.

"It's one of the few ice-creams in the ice cream freezer that is not a kid's item," said Seymour Greenstein, president of Golden Valley Dairy in Oak Park, which distributes some 20 ice cream products, including the DoveBar.

Other new novelty ice creams are Bon Bons, by Carnation, which are ice cream nuggets with chocolate flavored coating, and Kraft Polar Bars, which are ice cream squares checkered with vanilla, strawberry and vanilla chocolate combinations.

Also soon to be introduced are Tofutti Love Drops, according to Greenstein. These non-dairy, tofu-based frozen snacks will come in vanilla, cappuccino and chocolate. Tofutti contains no cholesterol or lactose.

Greenstein guesses that they will all do well, based on his observations over 21 years in the ice-cream business. During that time, he said, the biggest change he has seen is that "People are willing to spend money on interesting new products."

Another change he has seen is the demand for premium ice creams.

"When I started out, ice cream was only sold on price — how low can you sell it," he said. The result was low quality, air pumped ice cream, full of additives. "Ice cream had become anemic," he said.

Now, his top three sellers are the premium Breyers and Haagen-Dazs brands, and DoveBars.

Premium ice creams have a high percentage of butterfat. By law, ice cream must contain 10 percent butterfat for vanilla, 8 percent for chocolate — a minimum common to low-price store brands.

However, a high butterfat content does not necessarily mean it will taste better than a lower butterfat variety.

Premiums also contain less air, and use only natural ingredients, such as vanilla beans, real chocolate, fresh fruits and liqueurs.

Breyers is coming out with no new flavors this year, said Greenstein, but is introducing a cellophane wrapped package, which will prevent air from seeping in.

Haagen-Dazs remains the top of the line for many.

Cappuccino is the newest of the 30 Haagen-Dazs flavors.

Another new Haagen-Dazs item is the \$1.45 Ice Cream Bar. These chocolate, coffee or vanilla ice cream bars are hand-dipped in dark or imported Belgian chocolate, and smothered

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