I scream!
You scream!!
We all scream!!!
content warning
history

4000 years old

snow and nectar
A waiter (in the brown coat) bears a tray of espumas heladas, a Spanish frozen mousse, in this 18th-century Valencian tilework. Museum of Decorative Arts, Madrid.
Ice cream makers gather in Las Vegas for scoop on flavors, trends

20th century

A Man Licked a Carton of Ice Cream for a Viral Internet Challenge. Now He’s in Jail.

Blue Bell ice cream at a grocery store in Austin, Tex. The authorities are wrestling with how to stop a series of videos made by people licking ice cream and putting it back in a store’s freezer. Lynda M. González/Austin American-Statesman, via Associated Press
tech and mech
all three states of matter coexist

sweeteners reduces the freezing temp of water

more fat > less water > smaller crystals of ice > smooth ice-cream

10-16 % fat in commercial ice-cream

faster we freeze > smaller crystal
MIXTURES HAVE GREATER ENTROPY

- Liquid + More Solute (Higher Entropy)
- Liquid + Less Solute
- Liquid Water
- Solid Ice (Lower Entropy)

Greater change of entropy of mixture can only be offset by lower temperatures.
why we crave for ice-creams?

While our ancestral human diet varied for different groups of our forebears who lived in different habitats, it did have certain common features. It was a diet that was mostly vegetarian, with very little fat (probably about 10 percent of total calories) and very little sugar. Sweet flavors were rarely encountered—they typically occurred in ripe fruit or wild honey—and meat was a rare luxury and was usually quite lean when it could be obtained. For inland peoples, salty flavors were almost unknown. There were few foods with high moisture and oil content that would enable them to be chewed and swallowed quickly. Most important, in many locations intermittent famines were regular occurrences, so when energy-dense foods containing fat and sugar were available, it made sense to gorge on them to establish a body fat reserve for anticipated hard times.

The result of this ancestral diet is that we are hardwired from birth to like certain tastes and smells, most notably those of sugar and fat, but also salt.
why we crave for ice-creams?

Witness rats on Oreos. Psychologist Joseph Schroeder, director of the behavioral neuroscience program at Connecticut College, and his students compared rats fed on Oreo cookies to rats fed on rice cakes using a behavioral model called conditioned place preference – which, in layperson’s terms, means that rats prefer to hang out in places where good things have happened.

Similarly, rats fed on Oreos gravitated to the Oreo room, while flatly spurning the nutritious but blah rice-cake room. (Adorably, rats, like people, prefer to eat their Oreos by peeling them apart and eating the filling first.)
The Michigan study is just the tip of the iceberg of food addiction research, a body of knowledge that has been steadily accumulating over the past decade. In a 2010 article in the journal *Nature Neuroscience*, for example, scientists found that rats, fed on bacon, pound cake, cheesecake, and frosting became so hooked on their sinful diet that they continued chowing down even in the face of punitive electrical shocks. Further investigations showed that the brains of the cheesecake-scarfing rats looked much like those of drug addicts and alcoholics.
<table>
<thead>
<tr>
<th>Question</th>
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<tbody>
<tr>
<td>Largest consumer?</td>
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<tr>
<td>Tallest icecream?</td>
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<tr>
<td>Most popular icecream topping?</td>
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<td>Average licks to finish a scoop?</td>
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round the globe, facts

Biggest icecream sundae?

Most popular flavor?

National icecream month?

Approx. calories in one cup of vanilla?
round the world: icecreams
your favorites