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PART I: Listen to the narrator introduce and discuss different aspects of ice cream.

1) How much ice cream does the average American consume a year?

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|----------------|------------------|
| A: Two gallons | B: Four gallons |
| C: Six gallons | D: Seven gallons |

2) In which State is Ben and Jerry's?

- | | |
|------------|---------------|
| A: Hawaii | B: California |
| C: Vermont | D: Oregon |

3) What is the first floor of the Old Reading Terminal?

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|-------------------|--------------|
| A: A station | B: A library |
| C: A clothes shop | D: A market |

4) What is Michael Strange's mother's maiden name?

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|------------|----------|
| A: Bassett | B: Smith |
| C: Clampet | D: Barns |

5) What does 4 % of cow's milk consist of?

- | | |
|----------|-------------|
| A: Water | B: Milk fat |
| C: Grass | D: Sugar |

6) What is also essential in the mix?

- | | |
|----------|-----------|
| A: Air | B: Sugar |
| C: Water | D: Butter |

- 7) What is attached to the college of agricultural science?
- A : A vegetable store B : A restaurant
C : A dairy store D : A sports store
- 8) How long ago was the ice cream just grass?
- A : Yesterday B : Two or three days ago
C : Three or four days ago D : A week ago
- 9) Where does Doctor Arun Kilara come from?
- A : Malaysia B : Indonesia
C : India D : China
- 10) What is the secret for good ice cream?
- A : Rich butter fat B : Doing everything right
C : Air D : Chocolate cookies

PART II : Listen to the narrator continue his discussion of ice cream.

- 1) How rich was Howard Johnson's ice cream?
A : 12% butterfat B : 22% butterfat
C : 32% butterfat D : 42% butterfat

- 2) Where did Ben and Jerry first start making ice cream?
A : In an old gas station B : In a train station
C : In a police station D : In an old hospital

- 3) What do their employees get every day?
A : Three pints of ice cream B : Chocolate cookies
C : Sweet cherries D : Chocolate flakes

- 4) What did Ben and Jerry contribute to the product?
A : Mint flavors B : Big chunks of cookies and candies
C : Cherry Garcia D : Vanilla

- 5) What do Ben and Jerry do with 7.5% of their profits?
A : Give it to their employees B : Invest in other companies
C : Spend it on their children D : Help various social causes

- 6) Where did Doris Mattus-Hurley and her husband work on the formula?
A : At Penn State B : At their home
C : At their company D : In the Bronx

- 7) What is the logo of Mattus' ice cream?
A : A cool mouthful B : A family tradition
C : Something sweet D : Just desserts

8) What does the name 'Häagen Dazs' mean?

A: Hard Days

B: All American

C: Super premium

D: Nothing

9) What magazine picked Mattus' Low fat ice cream as one of the 10 best products in 1994?

A: Newsweek

B: Time

C: National Inquirer

D: Hello

10) Doris is glad that her father wasn't _____.

A: A dentist

B: A doctor

C: A scientist

D: A nutritionist

LISTENING TASK

SECTION 1

Narrator: Ice cream. It may be the best thing on earth. Oh, it's fattening and fatty, but it's an amazingly satisfying food that makes almost everybody happy.

Voice: We came all the way from Wisconsin for this ice cream.

Narrator: On a per capita basis, every American eats about six gallons a year, taking advantage of an ever-changing variety of flavors.

Voice: Ice cream! Get your ice cream!

Narrator: For the next hour, we're going to consider some of the joys of ice cream.

Voice: Oh, it's so good!

Narrator: We'll look at some history. And we'll visit some cool ice cream places, mostly small shops where they take a lot of care with the product.

Voice: Good.

Narrator: We'll travel from Cape Cod to Hawaii. We'll meet people who collect ice cream stuff, and we'll talk with people who know a lot about making ice cream.

Voice: That's a great flavor.

Narrator: We'll go to Ben & Jerry's up in Vermont, and we'll stop at Penn State University, where people come from all over the world to study America's favorite frozen dessert. We're going to call this "An Ice Cream show."

Voice: Here you go.

Narrator: Everybody knows a place where you can get good ice cream these days. But we're going to start in Philadelphia, at the Old Reading Terminal downtown. The first floor is a market, full of shops. Everyone here knows where to get ice cream.

Voice: Ice cream. Right down here. Right down Bassett's.

Narrator: Bassett's is a classy, little ice cream place. Not much more than a gray marble counter with ice cream freezers behind, it's been serving ice cream since this market opened in 1892. Michael Strange -- whose mother is a Bassett -- is now the president of Bassett's ice cream. He says that they serve a lot of flavors, but vanilla is the most popular, and that it's here in Philadelphia that people first learned to look for flecks of vanilla bean in the ice cream.

All ice cream starts on a dairy farm -- with cows, making rich and creamy milk. Cows' milk has about 4% of what's called "milk fat" or "butterfat." It's an important factor in making ice cream, which usually has about 10% butterfat. Creamier products like premium ice cream have 12% to 14%, and super premiums have 16% or more. How do you raise the butterfat? By adding more heavy cream, which

can be 40% or more butterfat.

A basic ice cream recipe includes cream, milk, sugar, and then flavorings. Air is also essential. Air is whipped into the mix so the liquid won't freeze into a solid block. Premium ice creams usually have less air.

People who want to know as much as possible about the science of making ice cream often head for one place -- Penn State University. Penn State was the first place to offer college-level instruction in ice cream. And attached to the college of agricultural sciences, there's a dairy store called "The Creamery," where the ice cream cones are legendary.

Voice: All ice cream has its loyal customers. But The Creamery ice cream is very, very fresh, made with very fresh ingredients. On a warm summer day, when things are going full production, some of our ice cream was grass just three or four days ago.

Narrator: That's why this ice cream can be so fresh. They make it right here and sell it only on campus. It's a small ice cream plant, making about 4,000 gallons a week. So the fresher, the better, when it comes to ice cream. And if you're lucky, the line at The Creamery won't be too long.

Kilara: I know many people who come here for football games or meetings who make this trip to the Creamery store as if it were a religious experience. It is definitely a pilgrimage type of a trek.

Narrator: Doctor Arun Kilara, originally from India, teaches "ice cream" and related food sciences at Penn State. And he's the professor in charge of what's known as "the ice cream short course."

Kilara: Think of it as a condensed version of a semester's worth of instruction on ice cream manufacturing, condensed into two weeks. And anybody who is interested in ice cream manufacturing can come here and learn to make good, quality ice cream.

Voice: Very good.

Narrator: The short course has been taught at Penn State since 1892. And every January, people come from around the world to study here.

Kilara: Last year we had people from 15 different countries -- from Europe, from Southeast Asia, and Mexico, and South America.

Narrator: Well, is there some universal, scientific secret for good ice cream?

Kilara: Doing everything right. It sounds kind of simplistic and hokey, but attention to detail and attention to quality -- starting from the ingredient, and the process of putting these ingredients together. It is like a symphony, where every aspect of this has a role to play, and when these all come together in the proper manner, you get a very enjoyable, profitable outcome.

END OF SECTION 1

SECTION 2

Narrator: But little places with great ice cream have sometimes led to phenomenal national success. In the 1920S, in a drugstore in the Wollaston section of Quincy, Massachusetts, the young owner started making some really rich ice cream -- 22% butterfat. His name was Howard Johnson, and he eventually built his orange-roofed empire on the initial success of that ice cream. His places became famous for 28 flavors -- "all the flavors in the world," he once said.

In the late 1970S, two guys started making some really rich ice cream in an old gas station in Burlington, Vermont. Their names were Ben Cohen and Jerry Greenfield. Ben & Jerry. That's Ben. He and Jerry have a big business now -- selling over a \$100 million worth of their stuff every year. But they seem determined to maintain some of that small-business charm --like everyone who works for them gets three pints of ice cream every day.

Ben Cohen's office is right next door to Jerry Greenfield's. They still work side by side. But they've located their headquarters -- and their ice cream plant --in the small town of Waterbury, Vermont. At the plant, there are lots of things to see and do, and a place to taste the products. It's become the number-one tourist attraction in the state. There's even a factory tour.

Voice: You can head all the way down.

Narrator: The ice cream is made inside pipes and machines, but they've got big signs to tell you what's happening where. The large number on the back wall is the number of pounds of chocolate chip cookie dough they've used to make their most popular flavor. You can watch containers coming through the assembly line. And some very fresh pints are hauled up in a bucket so everyone on the tour gets a taste.

Ben & Jerry make "super premium" ice cream, with high butterfat and not a lot of air. They've had an impact on ice cream.

Cohen: I think in terms of the product itself, we contributed big chunks of cookies and candies. We invented chocolate chip cookie dough, which rapidly became, you know, kind of a standard flavor in the ice cream industry. Everybody makes chocolate chip cookie dough now. And you know "Cherry Garcia." People don't call it "Cherry Garcia" because, you know, you can't. But that same idea -- dark, sweet cherries and chocolate flakes.

Narrator: Well, along with the fun flavors and big chunks, Ben & Jerry also take 7.5% of their profits each year and help various social causes. At an ice cream factory in Southbury, Connecticut, they make ice cream on a larger scale, using computer controls and monitors. The process is basically the same, just bigger, more machines. Here today, they're making Mattus' low-fat ice cream. Low-fat products are now the fastest-growing segment of the business.

Mattus-Hurley: Right now, you can buy Mattus' ice cream in about 14 states.

Narrator: The Mattus' formula was developed by Doris Mattus-Hurley and her husband, Kevin Hurley. They worked on it for years -- primarily at the ice cream labs at Penn State.

Mattus-Hurley: I hate saying "low-fat." I have to say "low-fat," and it is low-fat. But I wish I could just say "Mattus' ice cream" because that's what it is. It's ice cream. It's just a different way of making it than they've made it over the past 70 or 80 years.

Narrator: Their recipe, however, is a secret.

Mattus-Hurley: A huge secret. Don't ask me the formula.

Narrator: When she's here at the factory, Doris occasionally stabs a pint of product.

Mattus-Hurley: Oh, that's a thermometer. Every time you make ice cream, you're freezing ice crystals. And if it's frozen at a different temperature, you don't get the same smoothness. The main thing that I'm looking for is that the ice cream is made consistently the same way every time.

Narrator: The logo of Mattus' low-fat ice cream says "a family tradition."

Mattus-Hurley: My family's been in the ice cream business for 70 years. My grandma started making lemon ices in the Bronx. And, at 9 years old, my dad, Reuben Mattus, was delivering lemon ices all over the Bronx in a horse and buggy. Reuben Mattus was known as "the emperor of ice cream," and he was a very special man. He's the man that created Häagen-Dazs ice cream. I do remember when my dad first decided to make Häagen-Dazs ice cream, it was in 1959, and I was a mere child.

Narrator: Häagen-Dazs is an all-American, super-premium ice cream with a foreign-sounding name that really means nothing.

Mattus-Hurley: He actually made the name up. He sat there, and he just said names until "Häagen-Dazs" came out of his mouth. And he said, "That's it. I'm going to call it 'Häagen-Dazs.'" And he put the two umlauts on it, and he said that looks great. And he developed the first domestic import.

Mattus-Hurley: Right before he passed away, I think, in 1994, Time magazine picked Mattus' low-fat ice cream as one of the 10 best products of the year. And to him, that was like winning an academy award. It's amazing. It's a very happy business to be in. I'm glad my dad wasn't a dentist.

END OF SECTION 2

SECTION 3

Narrator: Well, ice cream isn't always in a cone. Sometimes it's on a stick. There are lots of what are called "ice cream novelties," including Eskimo Pies.

Breed: If you look back to 1921, we were the company that really invented the frozen novelty category.

Narrator: Eskimo Pie's headquarters are in Richmond, Virginia. Giff Breed is general manager for marketing and planning. He knows how these novelties got their start.

Breed: A schoolteacher by the name of Chris Nelson opened up an ice cream store. And one day a child came in and couldn't decide between an ice cream or a candy bar, and Chris said, "This is going to be a big idea." So he tried to invent a chocolate-covered ice cream bar, but nothing would really work for him. He runs into a friend of his, Russell Stover, who says, "Chris, you got to add some oil in there to make it stick to the ice cream bar," and it worked.

Narrator: It was a phenomenal success, and quickly became an American icon.

Voice: Eskimo Pie! [guitar plays]

Narrator: Over the years, their advertising has changed with the times.

[guitar plays]

Breed: We license the products, so there are a number of dairies around the country who actually make the Eskimo pie products for us. And some of them put sticks in them, and some of them don't. Now, it's dominated primarily by the product with sticks in it.

Narrator: Eskimo pies -- like Klondikes and Good Humor bars and assorted other ice cream novelties -- get all wrapped up in childhood memories along with the aluminum foil.

Breed: Growing up, I can remember if I always behaved, did what my mom told me, we'd get an Eskimo pie as a reward. Back then, though, it wasn't on a stick, so it tended to be a little messy.

Narrator: With ice cream ideas, messy is okay, but new and unusual are best. Well, the first taste of a new flavor can be a memorable experience, but some ice cream eaters also enjoy finding a new machine every now and then. At Hoppies ice cream parlor in the small town of Oxford, New York, David and Mary Emerson take great pride in the old parlor paraphernalia they've collected for this new shop. Inside, they've installed a 1930s-vintage, stainless steel back counter from an old drugstore. They've fixed up many of the old contraptions, including the soda water dispenser. Cold soda water. This old stuff is neat, but a new machine they've got, called a "flavorburst," that puts a flavored outline of color on the soft serve, attracts the most business.

Voice: It's been a very big success in the first year of our operation. The blue goo, or cotton candy flavor, is hands down the best-selling flavor going out the door.

Narrator: Before you go out the door, you may notice the pickles, in case someone's craving that classic, expectant-mother combination -- dill pickles and ice cream.

Mary: You don't have to be pregnant to do that because we sell a lot of pickles to gentlemen, to kids. They've got the ice cream in one hand and the pickle in the other. It's unbelievable.

Narrator: No, when it comes to unusual ice cream flavors, everything is believable. We Americans eat more ice cream per capita than any other country on earth. It's said we eat enough every year to fill the Grand Canyon. We all like it a lot. It's impossible to pinpoint what the secret is -- the sweetness, the creaminess, the flavors, the way it makes us all think we're just kids anyway. And there's something about all these ice cream places and people that's reassuring and satisfying, too. It's a great product.

Voice: Hope you're gonna clean up your own mess, boys and girls.

Narrator: And if it's time to close for the night here, well, maybe we can get a cone at some other place just down the road. Let's go.

END OF SECTION 3