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What's Blue and Red All Over? UD Holds Contest to Name Sesquicentennial Ice Cream Flavor

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**WHAT'S BLUE AND RED ALL OVER?
UD HOLDS CONTEST TO NAME SESQUICENTENNIAL ICE CREAM FLAVOR**

DAYTON, Ohio — It's the sweet taste of what?

In celebration of the University of Dayton's sesquicentennial, Young's Jersey Dairy just outside of Yellow Springs has concocted a creamy commemorative ice cream flavor that will be given to visitors at UD's 150th anniversary kick-off on campus Sept. 25. UD is running a "name the flavor" contest between now and Sept. 15. The person who offers the most clever, original or fun name will receive a sesquicentennial shirt, season Flyer football and men's or women's basketball tickets and a monthly coupon for free ice cream at Young's Dairy between September 1999 and May 2001—the dates of UD's sesquicentennial celebration.

It won't be called Marianist Maraschino Cherry, Chapel Chocolate Chip or, in deference to the faculty, Tenure-Track Toffee. Owner Dan Young, who typically offers 50 flavors over the course of the year at his family's working dairy, has swirled strawberry preserves through blueberry ice cream in recognition of UD's red-and-blue school colors. The flavor will be available for tasting at Young's Dairy in mid-August. The Student Government Association will sponsor a taste-testing event for students on Sept. 10.

The Young family takes its ice cream seriously. On a hot day, employees at the dairy can dip 700 ice cream scoops an hour. The dairy offers an ice cream recipe on its Web site (<http://www.youngsdairy.com>), but you may not want to try it at home. There's a lot of science involved in making the frozen treat the Young's Dairy way. "We make our ice cream with machines called batch freezers, which make five or 10 gallons of ice cream per batch," Young says. "Each batch takes about 12 to 15 minutes to make. We add the flavorings at different stages of the process depending on how we want the ingredients mixed in."

The ice cream comes out of the machine at about 23 to 25 degrees and is stored in a

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specially built walk-in freezer with a high wind velocity and an average temperature of 30 degrees below zero. Young says the secret to great taste is freezing the ice cream quickly.

Young will whip up and bring gallons of the special sesquicentennial flavor to campus for the opening of UD's sesquicentennial celebration, which will include a ceremonial convocation, a variety of performances by student musical groups and a free jazz concert by the Woody Herman Band. The events are free and open to the public.

A dairy farm since the 1860s, Young's has never run an ice-cream naming contest. "We've named our cow family through a contest, but never an ice cream flavor," Young says. "This sounded like a fun thing to do. We get a lot of students from UD on Young's runs (for ice cream)."

To enter the contest, send a postcard with the suggested flavor's name to Abby Burns, Sesquicentennial Ice Cream Contest, University of Dayton, 300 College Park, Dayton, Ohio 45469-1681. Include your name, address and phone number. You may also e-mail your entry to icecream@udayton.edu. Entry forms are available at Young's Dairy and various locations on campus. For more information, call Abby Burns at (937) 229-2223.

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For media interviews, contact **Abby Burns** at (937) 229-2223 and **Dan Young** at (937) 325-0629.