



# BROOKLYN\_BORN

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## Whose fault is it that ice cream has turned into “frozen dairy dessert?” Mine!

Sunday, May 05, 2013

Maybe yours too, at least according to the people at Breyers.

The “howls of outrage” at the change are representative of a “tiny, tiny minority.”

“Ice Cream’s Identity Crisis”  
[www.nytimes.com/2013/04/17/dining/remembering-when-breyers-ice-cream-was-you-know-ice-cream.html?\\_r=0](http://www.nytimes.com/2013/04/17/dining/remembering-when-breyers-ice-cream-was-you-know-ice-cream.html?_r=0)

I remember the commercials touting their “all natural” status as children tried to read the tongue twisting ingredients on the packages of their competitor’s products.

Those commercials don’t exist anymore.

There are still a few Breyers’ flavors that qualify for the “ice cream” label. Unfortunately, my favorite (Chocolate Chip Cookie Dough) isn’t one of them.

I like crunch in my food which is probably why I’m in the minority that doesn’t like “smoothies.”

As I work toward eliminating (or at least reducing) processed food with chemical ingredients from my diet, that ice cream flavor has been the toughest. The only way for me not to eat it has been not to buy it in the first place.

This ends with a confession. On the way home from grandson’s soccer game we stopped at the supermarket to buy yogurt and orange juice. Adjacent to those items was the ice cream display with a large sign – “Breyers 3 for \$6.” Could it be a mistake? Have we time traveled back to 1972? No, it’s a special price promotion.

Yes, DH & I bought 6 of them (2 of MY flavor). My innate bargain sense overcame my eating healthy sense. Now I’m determined to eat only a reasonably sized portion each day and not dive into the carton until it’s all gone.

Perhaps I can consider it an experiment in self control.

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**CD12566888**

I like to buy single-serve containers of ice cream (Ben and Jerry's or Haagen Das), especially when on sale 10 for \$10. This way I can select several different flavors, control the amount I eat in one sitting, and never get that icy, horrible-tasting frost that ruins the rest of the container. Anything in moderation.....right?



2959 days ago



**BOILHAM**

I am late responding to this blog, but on time in another sense. That is, I had a nice piece of cheesecake tonight. Well, it's not ice cream, but close enough. My sister in law is visiting, so DW spoils her with all kinds of tempting goodies. I indulged myself tonight. I think I will run a little farther tomorrow.

2959 days ago



**ANDREAG89**

I am SO GLAD you posted this! My husband purchased some Breyer's for our daughter's birthday a few weeks ago. I had some, but thought it tasted weird, beyond the stuff in it ('confetti flavor' or something odd). And then I saw "frozen dairy dessert" written on the front. And I remembered how Breyer's used to be the "only 3 ingredients" or whatever its old commercial said. No longer...



I hope the pendulum swings back for all food products - where we want things to be and taste natural, not that we want our food engineered. It would almost be better to eat a serving of homemade ice cream (meaning, make our own) then to eat an engineered dessert...???

2961 days ago



**DOVESEYES**

I would have bought them as well, I love to have small amount of what I love and ice cream is one of those. I find I appreciate the taste more as I savour it instead of gorging on it...



Enjoy a small amount every so often and it will last a long time.

2961 days ago



**HAYBURNER1969**

I know. I miss the days of old Breyers. :( Fortunately, I don't like CC cookie dough ice cream. It's one flavor that easy for me to resist, along with Butter Pecan, Black Cherry, and the regular cookies & cream (not Oreo, though). As long as that's why you've got in your freezer, I'm fine. :P

2961 days ago



**CD13886868**

Breyer's 3 for 6 bucks? Oh sheesh, I would have bought them, too. Lately, I've started checking labels, it really is an eye opener!

2961 days ago



**BOOKAPHILE**

May your self-control be exemplary! I do know how hard it is to resist a bargain....

2961 days ago



**CAKEMAKERMOM**

It is one of the few, if not the only ice cream I prefer to buy (I did get Kemp's a couple of weeks ago, even though they have twice as many ingredients, it was hard to pass up the \$1.88 price). Perhaps we need to all send them letters telling them how much we love their ice cream flavors, especially the ones with only 4 ingredients (cream, sugar, whichever natural flavor, hmm, make that 3 ingredients?).



I find I'm more satisfied with that brand because it is so rich.

2961 days ago



**DR1939**

Ice cream is not one of my triggers. It sits in freezer until it gets an off-taste. Then I toss it. So I don't buy it too often.

2962 days ago



**WATERMELLEN**

Hmmmm. Have you thought about on of those electric ice cream makers, so you control the ingredients? My mother had one and loved it . . . . pretty simple, no cranking involved!

2962 days ago





**MISCHAKEO**

Good luck on your ice cream experiment. I used to eat a whole pint of my favorite Hagen Das. I think eating moderate proportions would work. I am trying to get away from processed foods also.



Hope your garden is growing.  
2962 days ago



**COCK-ROBIN**



2962 days ago



**NANNABLACK**



2962 days ago



**CD13683589**

Thanks for this informative blog (your confession only means I am in good company!) I checked your link and I will be checking cartons carefully. Not that I buy ice cream often, but when I do "I scream for "ice cream"... not frozen dairy dessert, no matter the quality!



2962 days ago



**LAURANCE**

I almost never buy ice cream. But my daughter gave me an ice cream machine. Oh boy, did I ever gain weight! I made full-fat heavy-duty super yummy ice cream and had a wonderful time.



I haven't used that ice cream machine in a long, long time. Yes, I could use it to make fat-free concoctions and "healthy" stuff, but there are some things that the Good Lord did not mean to be "healthy".



2962 days ago



**WILSONWR**

What a great experiment! I haven't had ice cream in a while as I tend to overdo it...



2962 days ago



**BELLAMEAW**



You are wonderfully human Pat  
2962 days ago



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