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## Innovative Ice Cream Flavor and Cultured Dairy Product winners announced

April 10, 2024

Innovative ice cream and cultured dairy products inspired by bakery specialties and fruity florals were highlighted this week at the International Dairy Foods Association's (IDFA) annual Innovative [Ice Cream Flavor](#) and Innovative Cultured Dairy Product competitions, co-sponsored by *Dairy Foods* magazine.

The ice cream and cultured dairy product competitions took place during IDFA's annual, co-located Ice Cream Technology Conference and Yogurt & Cultured Innovation Conference, which drew a crowd of more than 270 industry professionals to Clearwater, Fla., this week.

Peanut Butter Overload by Windy Knoll Farm Market took home top honors in the Most Innovative Ice Cream Flavor competition; Banana Pudding Eclair by Hershey's Ice Cream was awarded Most Innovative Ice Cream Novelty; and Insta Graham by The Ice Cream Club was named Most Innovative Prototype Ice Cream Flavor — the award for flavors not yet found in the marketplace.

In the Innovative Cultured Dairy Product competition, Blood Orange Tangerine Full Fat Greek Yogurt by Fruitcrown Products Corp. was named Most Innovative Cultured Dairy Product, and Pear Toffee Delight from Zentist NA secured the distinction of Most Innovative Cultured Dairy Prototype Flavor.

“Once again, ice cream and yogurt companies blew us away with their innovative flavors, and their products all truly shined during this week’s conference. We all love classic flavors like chocolate and vanilla, but it is exciting to see the creativity these companies are bringing to the table,” said Roberta Wagner, senior vice president of regulatory and scientific affairs at IDFA. “This year’s contest highlighted the potential for floral flavors like lavender and marigold, and bakery-derived flavors, such as cookies, sourdough, and graham crackers.”

"*Dairy Foods* is grateful for the opportunity to sponsor the 'Most Innovative' flavor contests during the IDFA Ice Cream Technology and Yogurt & Cultured Innovation Conference," said Douglas Peckenpaugh, publisher, *Dairy Foods* magazine. "Innovation is a powerful catalyst for dairy category growth, and this year's contest offered a tremendous level of food for thought for the industry. These contests offer a great — and delicious — way to showcase opportunities for new product research and development."

The combined competitions attracted 50 entries, allowing attendees to get a taste of the latest flavor innovations and providing a platform for entrants to feature their most exciting new products.

This year's awardees of the Innovative Flavor and Product contests are:

**Most Innovative Ice Cream Flavor (currently offered for sale in the market)**

1<sup>st</sup> Place: Peanut Butter Overload | Windy Knoll Farm Market

2<sup>nd</sup> Place: Lemon Meringue Pie | Graeter's Ice Cream

3<sup>rd</sup> Place: Sweet Potato Marshmallow Pie | Van Leeuwen Ice Cream

**Most Innovative Ice Cream Novelty (currently offered for sale in the market)**

1<sup>st</sup> Place: Banana Pudding Eclair | Hershey's Ice Cream

2<sup>nd</sup> Place: Deep Sea Treasure | Perry's Ice Cream

3<sup>rd</sup> Place: Pralines 'n Cream Ice Cream Bar | Baskin-Robbins

**Most Innovative Prototype Ice Cream Flavor (not yet in the market)**

1<sup>st</sup> Place: Insta Graham | The Ice Cream Club

2<sup>nd</sup> Place: Caramel Apple Pie | Balchem

3<sup>rd</sup> Place: Strawberry Guava Passion with White Chocolate and Short Bread Cookie | Fruitcrown Products, Corp.

**Most Innovative Cultured Dairy Product (currently offered for sale in the market)**

1<sup>st</sup> Place: Blood Orange Tangerine Full Fat Greek Yogurt | Fruitcrown Products Corp.

**Most Innovative Cultured Dairy Prototype Flavor (not yet in the market)**

1<sup>st</sup> Place: Pear Toffee Delight | Zentis NA