



WHAT IS CULVER'S FROZEN CUSTARD, ANYWAY?

Where Frozen Custard Came From

If you like ice cream, Culver's is willing to bet you'll love our fresh Frozen Custard. Originating as a Coney Island treat in the early 1900s, frozen custard made its Midwestern debut during the Chicago World's Fair in 1933 and has been a dessert staple in Wisconsin ever since.

The Legal Definition

Despite this premium ice cream's humble beginnings, the definition of frozen custard is no laughing matter. By law (that's right, there is legislation about custard!) it must contain a certain amount of egg and butterfat to give it the characteristic smooth, creamy flavor. Custard also contains less air and is served at a higher temperature than ice cream.

How Frozen Custard Is Made

Culver's makes its Frozen Custard fresh on site multiple times each day using Culver's own custom-made custard machines (try saying that three times fast). Culver's uses fresh milk and cream brought in daily from more than 60 Wisconsin family dairy farms to make its proprietary Frozen Custard recipe. This means that there are more than 6,500 honorary Culver's cows! After all, millions of gallons of custard later, it's this recipe that helped Culver's earn distinction as America's largest frozen custard chain by *Entrepreneur* magazine. Additionally Culver's vanilla flavor is unlike vanilla you will taste anywhere else—that's because our flavoring is a secret blend of vanilla extract and other sweet ingredients.

Flavor of the Day Heaven

While Culver's always offers vanilla and chocolate fresh Frozen Custard, the Flavor of the Day is the true fan favorite. Flavor of the Day custard combines different candies, fruits, nuts and flavor essences to create a wide variety of custard options that change daily.

Beginning with caramel pecan, Culver's has concocted more than a hundred Flavor of the Day options. Some of the most popular include cookie dough craving, turtle and mint chip, but the options are always changing. Each year Culver's introduces 25-35 new flavor options, and with nearly limitless options, the flavors can get pretty out there. To find out what your flavor of the day is, visit Culvers.com.

Beyond the Cone

Available in one to three scoops, in a dish or in a cake or a homemade waffle cone, Culver's Frozen Custard is a perfect sweet and creamy complement to a ButterBurger® or a special treat on its own. Frozen Custard is the foundation of all Culver's irresistible desserts including shakes, malts, sundaes and signature Concrete Mixers® (an extra thick custard snack with toppings mixed in). Guests can also take home pre-packaged pints or custard cakes for larger gatherings.

Contact

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