

FROZEN YOGURT VS. ICE CREAM



By Polly Rabinowitz



All different types of frozen yogurt---so much to choose from!



So many toppings, so many flavors!



Salted Caramel and Mint are big fan favorites...



**NO SUGAR ADDED
IRISH MINT**

fun fact*
mint was originally taken
medicinally to treat
stomach and chest pains



**NO SUGAR
ADDED**

**FAT
FREE**



**SALTED
CARAMEL**

fun fact*
was popularized by French chef
Pierre Hermé in the 1990s in his
almond meringue cookie with
a salted caramel filling



**LOW
FAT**

But the latest Nutella
flavor...everyone craves it!



The ice cream stores are pretty, but small...



Emack & Bolio's

Not as appealing as a frozen yogurt store, not at all!



Yummy frozen yogurt!

Pick a cup...any cup!
Whatever size fits you...



...And when you've finished eating, you can compost and recycle, too!



Not only is frozen yogurt a super fun treat, it's proven to be less fattening than ice cream to eat!

Ice cream Nutrition Facts

Total Fat 7g	11%
Saturated Fat 4g	20%
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 45mg	2%
Total Carbohydrate 15g	5%
Dietary Fiber 0g	
Sugars 14g	
Protein 3g	

Frozen Yogurt Nutrition Facts

Total Fat 2g	3%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 10mg	3%
Sodium 45mg	2%
Total Carbohydrate 17g	6%
Dietary Fiber 1g	
Sugars 11g	
Protein 4g	7%

So why do many prefer frozen yogurt over ice cream? Let's review...



...more choices, healthiness, and room for eating, too!



Total Fat 2g	3%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 10mg	3%
Sodium 45mg	2%
Total Carbohydrate 17g	6%
Dietary Fiber 1g	
Sugars 11g	
Protein 4g	7%

There are many advantages of choosing frozen yogurt over ice cream. For example, most of the frozen yogurt stores these days are almost as big as your average restaurant! This allows people to be able to sit down with their friends and/or family and hang out while enjoying their frozen yogurt. Ice cream shops do not seem to have as wide of a range of seating areas, but instead have only a couple of tables and chairs, so you have to look elsewhere for a place to sit.

Additionally, frozen yogurt stores currently have many options and unique options of flavors/toppings. For instance, I visited 16 Handles[®] recently (one of the many latest frozen yogurt stores with handles to pump out the flavors). Not only do you get to put the flavors and toppings on *by yourself*, but there are also so many choices of quite original flavors and toppings. As for the flavors, they have the now famous Nutella[®], Mint Chocolate Chip, Birthday Cake, Peach, Salted Caramel, Peanut Butter, Cookies & Cream, and so many others. Not only that, but they change their flavors depending on the season! Therefore, they have plenty of variety, compared to the same flavors all the time in ice cream stores (such as Emack & Bolio's[®], or Sedutto's[®]), with an occasional new flavor or two. As for the toppings, they have practically any sort of fruit/candy/treat capable of tasting decent on top of your frozen yogurt combination. From strawberries, kiwi and nuts, to cookie dough, brownie bites, gummy worms and M&M's, you get to customize your frozen yogurt pretty much any way your heart desires.

Furthermore (based on all of my research), the main reason why most people prefer frozen yogurt to ice cream is that frozen yogurt is healthier/ less fattening for you than ice cream. During recent interviews with multiple customers at 16 Handles[®], I asked the question: *Which do you prefer to get—frozen yogurt or ice cream—and why?* For this question, 7 out of 9 costumers said that they preferred frozen yogurt, because it is not as fattening as ice cream, and therefore is less fattening for you than ice cream.

Based on the information from the article “*Nutrition Facts – Frozen Yogurt vs. Ice Cream,*” frozen yogurt (compared to ice cream) has 53 less calories, 9 less grams of fat, and 5 less grams of saturated fat. According to “*Frozen Yogurt Industry Statistics,*” a nationwide survey from February 5, 2015, 78.9% of people prefer frozen yogurt to ice cream, gelato, and snow cones, and 94.6% of people consider frozen yogurt to be better for you than ice cream. Furthermore, as stated in the article “*Healthy Reasons to Eat Frozen Yogurt,*” “Frozen yogurt is relatively low in fat and calories. Because it uses yogurt or milk instead of heavy cream as a base, frozen yogurt contains only 0.5% fat, compared to 15% fat for ice cream. One serving of frozen yogurt has about half the calories of a piece of chocolate cake.”

In my interviews, I asked customers other questions—such as: *What is your favorite (frozen yogurt) flavor? What is your favorite topping?* Here are the responses:

Flavors

Mint Chocolate Chip (winner)	4 (one of them is my mom)
Cookies & Cream	2 (one of them is me)
Vanilla	2
Chocolate	1
Salted Caramel	1

Toppings

Heath Bar (winner)	3 (one of them is my mom)
Cookie Dough	2 (one of them is me)
Yogurt Chips	2
Butterfinger	1
Macaroon	1
Peanut Butter Cups	1

Based on the interviews, the most popular flavor is Mint Chocolate Chip, and the least are Chocolate and Salted Caramel. But one of the staff members at 16 Handles[®] says otherwise: “I would say the most popular flavor is probably Salted Caramel, (and) the least would be Mint Chocolate Chip.” This is interesting to me, because it is about the exact opposite of the results of the interviews. As for the most popular topping, I am surprised with the results; whenever I go to get frozen yogurt with my friends, we always choose to get cookie dough as a topping on our frozen yogurt combinations. But 7 out of 9 people that I had interviewed were adults, so maybe they have different opinions than kids.

In conclusion, frozen yogurt has slowly become more popular than ice cream because of its multiple advantages, such as having more sitting and eating space, more original choices in toppings/flavors, and being much healthier than ice cream in terms of fat and calories. Therefore, there are advantages for choosing frozen yogurt over ice cream.