



Which Ice Cream Brand is the Best?



By: Sam, Nicole, Lyanne, Shyann, Austin, McKinna

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Introduction

For our Feasibility project we are comparing four different ice cream brands to see which one is the best. We will be comparing the differences in price, taste, number of calories, and variety of flavors. We will be conducting surveys to ask the public which brand they like best out of Haagan Dazs®, Dreyer's®, Blue Bell®, and Great Value®. To keep the taste as similar as possible we will be using a common flavor, chocolate, for our test subjects to try out in order for them to choose which one they think tastes the best. This survey, on top of the research we have found, will help us find out which is the best brand of ice cream.

Options

To determine which brand is the best, we chose to use chocolate as the flavor to be tested.



Haagan Dazs



Dreyer's



Blue Bell



Great Value

Methods

To compare the different ice cream brands, we came up with four basic criteria that would help determine what the best brand is. These criteria are:

Price

Taste

Calories

Variety of Flavors

After conducting our survey, we have based our results on a point system using ice cream cones.

4 cones being the best possible result:



1 cone being the worst:



Results

Haagan Dazs

Price: \$6.99 for ½ gallon



Number of Flavors: 30 year round



Calories: 260 for ½



Taste:

Popularity before survey:



After Survey:



Blue Bell

Price: \$5.97 for a ½ gallon



Number of Flavors: 20 year round



Calories: 160 for ½ cup



Taste:

Popularity before survey:



After Survey:



Great Value

Price: \$2.75 for $\frac{1}{2}$ gallon



Number of Flavors: 22



Calories: 130 for $\frac{1}{2}$ cup



Taste:

Popularity before survey:



After survey:



Dreyer's

Price: \$2.68 for ½ gallon



Number of Flavors: 25



Calories: 140 for ½ cup



Taste:

Popularity before survey:



After survey:



Overall Results

After tallying all the ice cream cones for each brand, the results are as follows:

Haagan Dazs ended with 8 cones

Blue Bell ended with 6 cones

Great Value ended with 12 cones

Dreyer's ended with 14 cones

Conclusion

By looking at our results it can be determined that the best brand of ice cream is Dreyer's. When conducting the survey most of the people chose Blue Bell as their brand of choice, but after taste testing without knowing which brand they were tasting, it was apparent that most of the subjects chose Dreyer's as their favorite, with Great Value as a close second. Dreyer's was the number one choice in the taste criteria, but was also first in price and second in the number of calories and number of varieties.

Other conclusions that were made from the results of the survey and research:

Most expensive brand: Haagan Dazs

Least expensive brand: Dreyer's

Brand with most calories: Haagan Dazs

Brand with least calories: Great Value

Brand with most year-round flavors: Haagan Dazs

Brand with least year-round flavors: Blue Bell

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