



AUGUST 2006

spend | FIELD TEST



Get the Scoop

Five mail-order ice creams. Four pregnant women. Welcome to the mother of all taste tests.

Remember how the sound of an ice cream truck used to echo through the dense, hot air of the neighborhood? How kids would come running from backyards, lured by the promise of cold, sweet relief? Those were the days, eh? Well, they're back, but in a decidedly grown-up way.

The ding-a-ling of the Good Humor truck has been replaced by the buzz of FedEx guy ringing your doorbell (and he's

not delivering California, Oh states now ship that's free of p ingredients. T flavor palette... cream with ho Grapefruit and der? Sure then fancier (and ta "There's a n

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To test five, we persuaded four very pregnant women (three of the fathers are MONEY staffers) to dig in. It didn't take much arm-twisting. We took care of the ordering, which is done online or over the phone. The ice cream usually arrives one day later, packed in dry ice. (Some companies ship only on certain days.) If

all goes according to plan, you wind up with ice-cold, but not overly cold (too much dry ice can make the ice creams too hard), pints that retain their creamy texture and distinctive flavor. But let's not waste time. Because when a pregnant woman wants ice cream—and when she wants it now—it's best to give it to her. \$

HOW WE DID IT We ordered two samples from each vendor—vanilla and the signature flavor. Texture and taste were rated. We also noted customer service and condition upon arrival.

TIP The best temperature for consumption is 2° F to 27° F. To prevent ice crystals from forming, keep pints frozen after they arrive. Always store ice cream deep in your freezer, not in the door.



CAPOGIRO GELATO	GRAETER'S	HOMER'S	IL LABORATORIO DEL GELATO	JENI'S
capogirogelato.com 215-739-2006 \$10/pint Six-pint minimum \$22 overnight shipping	graeters.com 513-721-3323 \$11.67/pint Six-pint minimum \$50 overnight shipping	homersicecream.com 847-251-0477 \$10/pint Eight-pint minimum Free overnight shipping	laboratoriodelgelato.com 212-343-9922 \$15/pint Six-pint minimum \$25 overnight shipping	jenisicecreams.com 614-218-9250 \$9.17/pint Six-pint minimum \$20-\$50 two-day shipping

VANILLA					
Taste	★★★★	★★★★	★★★★	★★★★	
Texture	★★★★	★★★★	★★★★	★★★★	
Comments	"Left me thirsty." "Weird, cardboard aftertaste." "Tastes natural." "Cloying."	"Sweet, complex." "Nice and smooth." "The way ice cream from childhood tasted."	"Nice balance of fruity and nutty." "Not as fresh tasting." "Perfect texture."	"A bit spicy." "Smooth." "Nutty." "Just the right amount of creaminess."	"Great. Not too sweet." "Beautiful, silky." "Synthetic aftertaste." "Fluffy."

SIGNATURE FLAVOR					
Stracciatella	Black raspberry chip	Peach	Coffee	Salty caramel	
Taste	★★★★	★★★★	★★★★	★★★★	
Texture	★★★★	★★★★	★★★★	★★★★	
Comments	"Buonissimo!" "Delicate without being weak." "Light. I could eat all of it."	"Deep, dark chocolate. Naturally sweet berries." "Intense!" "Luxurious."	"Tastes like the peaches were just picked." "Naturally strong and sweet." "Sandy."	"Makes up for the coffee I've missed." "Strong flavor." "Chewy and smooth."	"Wow, it really is salty." "Reminds me of s'mores." "Ice cream for grown-ups."

Delivery				
Tuesday only. Overnight.	Monday through Friday. Overnight.	Monday through Friday. Overnight.	Wednesday and Thursday only. Overnight.	Monday through Wednesday. Two-day air.
B- Italian-style quality in a nice package.	A- Delicious. Minor delivery problem was solved fast.	B Very tasty—just like the finest store-bought.	A The creamiest and best-tasting of the bunch.	B+ Wonderfully creative flavors aren't for everyone.