

June 2013**冰激凌店 - China**

虽然乳制品自古以来并不是中国人饮食中的必需品，但近年来接触西方乳制品的人群对此类产品的需求却大量增长。冰淇淋屋在中国的历史并不短，早在二十世纪80年代后期和90年代初，中国市场就出现国外冰淇淋餐饮服务门店，但直到二十一世纪初中国主办各种国际活动后，冰淇淋屋才迅速扩张。

May 2013**Ice Cream Houses - China**

“There is unmet demand for better-for-you ice cream products, with consumers wanting to strike a balance between health and indulgence when they consume ice cream. Ice cream houses could tap into this segment by actively offering and promoting their better-for-you ice cream products or alternatives.”