ENTHRALLED BY ICE-CREAM

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Category: Did You Know?

In 1935 Anastas Mikoyan, the Soviet minister of trade, toured the US, where he became enthralled with American ice-cream making technology. Wasting no time, he imported the necessary equipment, and in 1937 the first Soviet ice-cream factory was opened. Mikoyan decreed that every Soviet citizen should eat no less than five kilos of ice-cream a year. After all, ice-cream is a healthy food, rich in calcium and calories. By 1941 rigorous production standards were in place to guarantee quality.

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