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WDPA Calls on Wisconsin to Bring Its Best to National Sundae Showdown

MADISON, Wis. — A national competition is bringing ice cream lovers together to celebrate the iconic ice cream sundae—and the Wisconsin Dairy Products Association is calling on Wisconsinites to bring their best, enter big, and show the country how it’s done.

The History Center in Ithaca is hosting its second annual “Sundae Showdown,” inviting participants from across the country to submit original ice cream sundae creations. Finalists will be recreated and judged live at the event later this month.

While Ithaca has written evidence from 1892 of the “first” ice cream sundae, Two Rivers, Wisconsin has a story of its own. In 1881, a local man named George Hallauer walked into a soda fountain and asked owner Edward Berner to top a dish of ice cream with chocolate sauce—something previously reserved for ice cream sodas.

The new creation quickly caught on, and Berner began selling it for a nickel—though only on Sundays. The unusual spelling of “sundae” came shortly after, when a salesman ordered canoe-shaped dishes and requested the name be spelled with an “e” instead of a “y.” The rest, as they say, is history.

Both cities have earned a place in the story of this iconic American dessert, and this contest is a great way to celebrate.

“This is a great stage for Wisconsin ice cream,” said Amy Winters, Executive Director of the Wisconsin Dairy Products Association. “With award-winning creameries like Chocolate Shoppe Ice Cream, Kurschner’s Super Premium Ice Cream, Cedar Crest, Kemps, Babcock, and Sassy Cow, we know a thing or two about what makes a great sundae—and it all starts with exceptional ice cream.”

Wisconsin creameries, ice cream fans, chefs, and kids—enter your best ice cream sundae recipe (complete with your favorite Wisconsin-made ice cream as the base), and let’s show the country how it’s done.

Submissions are free and open to individuals and businesses nationwide, with entries consisting of an ice cream base, sauce or drizzle, and garnish. **Entries are due April 9.**

Submit a recipe: <https://sundae-showdown-form.netlify.app>

Event details: www.sundaeshowdown.com

About the Wisconsin Dairy Products Association

The Wisconsin Dairy Products Association represents dairy processors, manufacturers, and industry partners across the state, working to support innovation, advocate for sound policy, and strengthen Wisconsin’s leadership in dairy.