

Sydney King

Sixth Period

Ben and Jerry's Ice Cream Preface

My topic is Ben and Jerry's Ice Cream. My overarching question is "How has Ben and Jerry's Ice Cream changed since they first began their business?" I am planning to do something slightly different for each of my three topics. For my narrative topic, I want to write a short story that focuses on how Ben and Jerry met. I might eventually turn this into a short comic, but since my drawing skills are not all that great, I will likely leave it as a short story. For the informational genre, I am planning on doing a "How To" video about the ice cream making process and how it has changed. I want to focus on how a person might make ice cream at home, and how that would look different for a company who has to make lots of it for sale. And finally, for the argumentative genre, I am planning on looking at what are considered the top three Ben and Jerry's ice creams today. How do they determine their bestselling ice creams? What is considered favorite ice creams? How do they choose their flavors? I will likely do this as an argumentative essay—adding in my counterargument about why I feel some other flavors should be considered for the top spots.

Ben and Jerry's has long been a favorite ice cream of mine, used particularly for special occasions or when I need a pick-me-up after a particularly tough day/week/month. Overall, I have always really enjoyed their flavors and the quirky names that they give them. I have never been particularly interested in the background information for the company, but as I was using this as an example for the MGI, I realized that I am actually curious about how Ben and Jerry originally met, or how the ice cream is made. I have come to realize that this could be a really

cool project and I am excited to learn more about it. I believe that this project will really open my eyes and allow me to dig deep into a company that I have heard a lot of good about—Ben and Jerry's.

This topic will matter to my audience because it is a well-known brand, but I feel like a lot of people do not know much about the background of the company or how industrial amounts of ice cream are made. I think that this could really highlight some of the good (or bad...) of a company. Plus, who can argue about the delights of different ice cream flavors better than I? Finally, I really do think that this topic will be interesting, as I want to be an informed consumer. I want to make sure that my money is going towards companies that are responsible and are honest with consumers. I think that through this project, I will be able to learn more about the logistics of a company that I hope to continue patronizing.