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Contact: Amy Winters

Executive Director, Wisconsin Dairy Products Association

(608) 235-8443

amywinters@wdpa.net

www.wdpa.net

Kurschner's Super Premium Ice Cream Named World Dairy Expo Championship Dairy Product Contest Grand Champion

Madison, WI — August 21, 2025 — The Wisconsin Dairy Products Association (WDPA) is proud to announce the 2025 Ice Cream Grand Champion winner of the World Dairy Expo Championship Dairy Product Contest is Kurschner's Super Premium Ice Cream, located in Chetek, Wisconsin.

Kurschner's earned first place in the Open Class Ice Cream category with Peanut Butter Chocolate, then advanced to the Grand Champion Round, where it topped all other ice cream categories and frozen dessert classes, including Sherbet, Frozen Yogurt, and Gelato.

Kurschner's also claimed first place in the Regular Vanilla Ice Cream Class. Their Lemon Poppy Seed earned second place in the Open Class Ice Cream, and their Pistachio secured fourth place in the Open Class Ice Cream with Nuts.

Alan Kurschner, Owner of Kurschner's Super Premium Ice Cream says, "We've been open just one year, so receiving this recognition so early in our journey is an incredible honor. From day one, we set out to make 'Wisconsin Ice Cream at Its Best.' We have never used artificial dyes, and we use natural ingredients and clean dairy. We are proud to craft small batch, artisanal ice cream in our shop in the northern Wisconsin tourist town of Chetek.

"The ice cream entries this year were outstanding, with remarkable flavor, texture, and creativity. Serving as lead judge has been a privilege, and it's especially rewarding to see how this contest—supported by UW–Madison's Food Science program—continues to inspire and educate processors in advancing product excellence," said Scott Rankin, professor and chair at the University of Wisconsin's Food Science Department and Lead Ice Cream Judge for the contest.

Now in its 22nd year, the contest was held over three days, with cheese and butter judged on day one, Grade A products on day two, and frozen desserts, including ice cream, on the final day. The competition continues to serve as a premier platform for all dairy processors to showcase product excellence and craftsmanship.

"Our contest is an amazing showcase of what makes the dairy industry so exceptional. The talent, dedication, and passion that goes into making the very best products is evident in every entry. Kurschner's Super Premium Ice Cream has so much to be proud of, and we couldn't be more excited to celebrate their wins," said Amy Winters, Executive Director of WDPA.

Alan Kurschner will be recognized at the Awards Reception September 29, 2025, at the World Dairy Expo in Madison, Wisconsin. Tickets for the event are available on the WDPA website.

