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Shopping Around / Low-Fat Ice Cream

IF YOU WANT to make a lower-fat ice cream, lose the cow and get a goat.

At least, that is what Laloo's Goat's Milk Ice Cream Co. thinks is the answer. Goat's milk is naturally lower in fat than cow's milk and also tends to sit better with the lactose intolerant, according to the company. Laloo's just signed up with a national distributor and its flavors are now available in most Whole Foods stores, specialty-food emporiums and by overnight mail at laloo.com.

Myriad companies have been searching for the Holy Grail of ice creams: a lower-fat recipe that actually sells. Over the years, Ben & Jerry's has struggled to find the right concoction, trying everything from ice milk to a "light" line. It currently offers a couple of lower-calorie "Body&Soul" flavors that can be difficult to find in scoop shops and stores; it is also pushing a new line of sorbets. "The full fat has always been the grand-prize winner," says a spokesman.

Haagen-Dazs, after abandoning a healthier ice cream push many years ago, renewed its efforts last year with a new "light" set of flavors. It added six new ones this year.

In our taste test of vanillas, the goat won. Laloo's bested Ben & Jerry's full-fat vanilla (the company doesn't make a lower-fat version) and Haagen-Dazs's light Vanilla Bean offering. (Laloo's also offers grown-up flavors like Chocolate Cabernet and Strawberry Darling, which has a balsamic vinegar swirl.) But cost may be a hurdle: Laloo's suggested retail price is \$5.99 because of the higher cost of goat milk.

■ **Ice cream:** Ben & Jerry's Vanilla

Price per pint: \$3.79

Calories/Fat/Saturated Fat per half-cup serving: 240/15/10

Tasting notes: The blandest of the bunch, surprisingly. Made us long for cookie dough.

■ **Ice cream:** Haagen-Dazs Light Vanilla Bean

Price per pint: \$3.75

Calories/Fat/Saturated Fat per half-cup serving: 200/7/4

Tasting notes: True vanilla lovers will appreciate the extremely strong flavor of the bean.

■ **Ice cream:** Laloo's Vanilla Snowflake

Price per pint: \$5.99

Calories/Fat/Saturated Fat per half-cup serving: 140/6/3

Tasting notes: Tastes like Haagen-Dazs full-fat, our gold standard for vanilla. Not too sweet, with a slight tang.

—Ron Lieber



Patrick Conlon

