

# Biography - Steve Christensen - The Ice Cream Bloke



Steve Christensen has become a very recognizable face (and voice) within the US Ice Cream Industry.

After being invited by a major US Ice Cream Equipment manufacturer to help grow the Frozen Dessert industry in the United States, Steve and his family moved from his native Australia in 2004.

Taking up his current position as Director and Chief Instructor at the Frozen Dessert Institute in St Louis MO, Steve has trained literally thousands of current and "would be" Ice Cream Store owners, (both independent and franchise) on the art of making Ice Cream and growing a frozen dessert business.

In fact, Steve has had a hand in opening more than 400 Ice Cream Stores over the past 5 years and has worked with chains such as Costco, Whole Foods, Maid-Rite, Harris Teeter, Andy's Cheese steaks and many others on training and/or developing their Frozen Dessert programs.

As a sought after presenter and key note speaker, Steve gives regular addresses and seminars all around the country at events such as:

- Penn State Universities Ice Cream Courses
- The National Ice Cream Retailers Association
- The Great lakes Ice cream Association
- The New England Ice Cream Association and
- The National Pizza and Ice Cream Show



He also is a regular contributor for such publications as:

- The National Dipper Magazine
- The National Ice Cream Retailer Association Bulletin
- Dessert Professional Magazine and
- Ice Cream Magazine - The National British Ice Cream Magazine



In August 2008, Steve began documenting his store visits around the country and his Ice Cream recipes on film and commenced a weekly Ice Cream Video website: [www.theicecreambloke.com](http://www.theicecreambloke.com)

The site currently attracts over 100,000 hits a month and continues to gain popularity amongst ice cream, and non ice cream folk around the world. Steve is also a regular presenter on St Louis CBS Channel 4's variety show "Great Day St Louis"

Steve's extensive knowledge of the Ice Cream trade coupled with his "larrikin" sense of humor makes for great "edu - tainment" whether live in a seminar or over the World Wide Web.

