



WALL'S ICE CREAM BROCHURE 2023





THANK YOU FOR CELEBRATING 100 YEARS WITH US

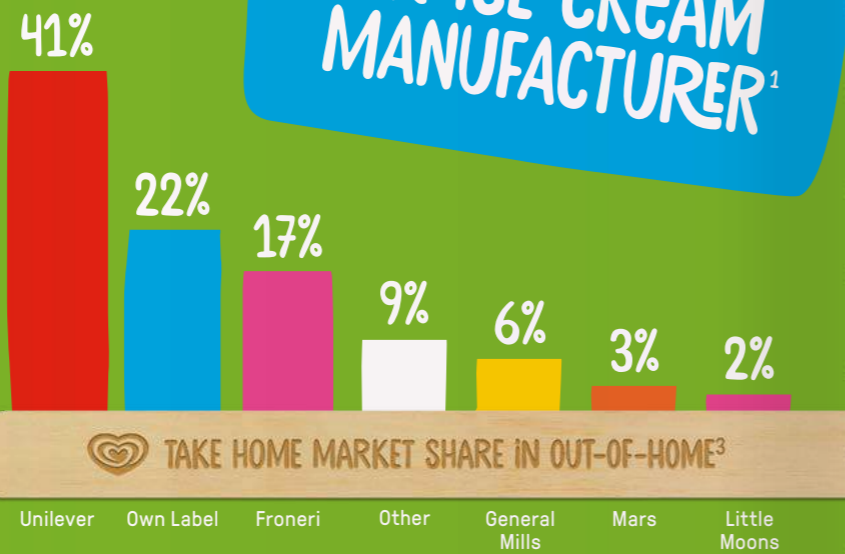
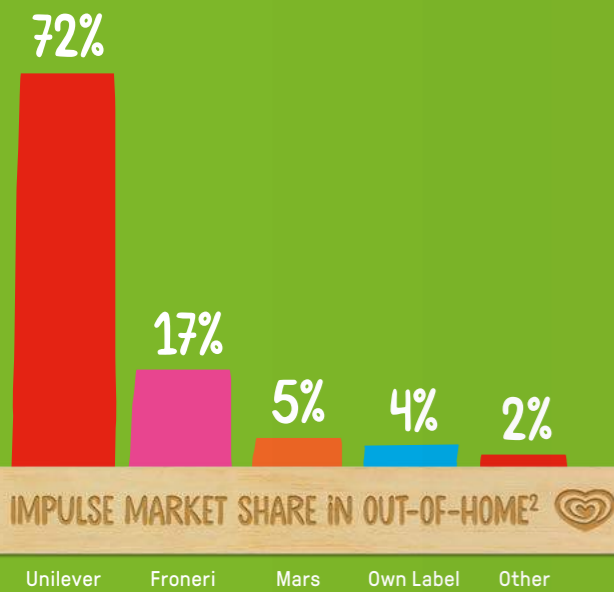


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WHY IT'S COOL TO SELL WALL'S ICE CREAM



WE'RE THE
#1
UK ICE CREAM MANUFACTURER¹



TOP 12 IMPULSE LINES 2022⁴

MAGNUM

true to pleasure

3 OUT OF THE TOP 5 BEST SELLING
IMPULSE ICE CREAMS ARE MAGNUM⁵

#1 ICE CREAM IN THE UK⁶



**MAGNUM
WHITE
CHOCOLATE**
£2.20 (RRP)
£28.58 (TLP)

NEW



**MAGNUM
VEGAN
RASPBERRY
SWIRL**
£2.20 (RRP)
£28.58 (TLP)



**MAGNUM
MINT**
£2.20 (RRP)
£28.58 (TLP)



**MAGNUM
DOUBLE
CARAMEL**
£2.20 (RRP)
£28.58 (TLP)



**MAGNUM
ALMOND**
£2.20 (RRP)
£28.58 (TLP)



EVERY OUNCE OF
COCOA AND VANILLA
EXTRACT WE USE IS
RESPONSIBLY AND
SUSTAINABLY SOURCED

OUR ICE CREAM IS
CRAFTED ON SITES
THAT RUN ON 100%
RENEWABLE GRID
ELECTRICITY*



**MAGNUM
CLASSIC**
£2.20 (RRP)
£28.58 (TLP)

**MAGNUM
DOUBLE GOLD
CARAMEL
BILLIONAIRE**
£2.20 (RRP)
£28.58 (TLP)



**MAGNUM
DOUBLE
STARCHASER**
£2.20 (RRP)
£28.58 (TLP)

STARCHASER

CHOCOLATE POPCORN FLAVOUR CARAMEL



NEW

WHITE CHOCOLATE MANGO COCONUT

SUNLOVER



**MAGNUM
DOUBLE
SUNLOVER**
£2.20 (RRP)
£28.58 (TLP)

WELCOME TO THE WALL'S RANGE

#1
KIDS OOH SKU[®]



Calippo Orange
£1.40 (RRP)
£21.84 (TLP)



#2
KIDS OOH SKU[®]

Twister Pineapple
£1.40 (RRP)
£31.87 (TLP)



Twister[®] FRUITZINGERRR

NEW



Twister Zinger
£1.40 (RRP)
£31.87 (TLP)



SOUR! & SWEET
WITH A FRUITY TWIST

#1
ADULT REFRESH BRAND[®]



Solero Exotic
£1.70 (RRP)
£28.55 (TLP)

#3
VALUE RATE-OF-SALE BEHIND CALIPPO ORANGE AND TWISTER¹⁰



Calippo Cola
£1.40 (RRP)
£21.84 (TLP)



Feast Original
£1.40 (RRP)
£31.37 (TLP)



Mini Milk Vanilla
£0.80 (RRP)
£22.47 (TLP)



Mini Milk Strawberry
£0.80 (RRP)
£22.47 (TLP)



CORNETTO CLASSICS

#1
FILLED CONE
BRAND¹¹



Cornetto Strawberry
£1.70 (RRP)
£26.67 (TLP)



Cornetto Classico
£1.70 (RRP)
£26.67 (TLP)



Cornetto Mint
£1.70 (RRP)
£26.67 (TLP)



UNIT RATE-OF-SALE IS 73% FASTER THAN MAIN COMPETITOR¹²

Cornetto Go
£1.40 (RRP)
£30.21 (TLP)

HIGHEST UNIT & VALUE RATE-OF-SALE IN FILLED CONES¹³



Cornetto Soft Chocolatey
£1.90 (RRP)
£29.82 (TLP)



NEW

BEN & JERRY'S Sundaes



Sundae Range
All 427ml
£5.99 (RRP)

Phish Food is
#3
Classic Dairy
SKU¹⁴



Phish Food



Chocolate Fudge Brownie



Caramel Chew Chew



Cookie Dough

Core Range
All 465ml
£5.99 (RRP)



Chocolatey Love A-Fair Caramel Sea Salt



Non-Dairy Chocolatey Love A-Fair Caramel Sea Salt



Non-Dairy Cookies on Cookie Dough



Non-Dairy Chocolate Fudge Brownie



Non-Dairy Range
All 465ml
£5.49 (RRP)

[CLICK HERE for the full core range](#)

Sundae Cookie Vermont-ster was
#1
Summer '22 NPD¹⁵



Cookie Vermont-ster



Hazelnuttin' but Chocolate



Oh My! Banoffee Pie!



Non-Dairy Berry Revolutionary

NEW



Chocolate Fudge Brownie



Caramel Chew Chew



Cookie Dough



Fair Trade Vanilla



Non-Dairy Cookies on Cookie Dough



All 100ml
£1.90 (RRP)
£15.20 (TLP)

HOW TO SELL ICE CREAM

ATTRACT
10 METRES

Capture attention from afar
Draw consumers in
Make them think
"OH HH ICE CREAM"

Engage and entice
outside of or in-store
Make them think

"MMMMM ICE CREAM
- BUT WHICH ONE?"

ENGAGE
5 METRES

Help consumer choose
Clear and concise range
& pricing

Make sure to answer

"WHERE IS IT?
HOW MUCH?"

SELL
1 METRE



PLANOGRAMS



12
BASKETS



18
BASKETS

CABINETS

VISTA 6



680mm (W) X 650mm (D)
X 880mm (H)

Deal price:
£499 +VAT

Comes with
ice cream
worth over
£440 RRP*

VISTA 12 LED



1000mm (W) X 650mm (D)
X 880mm (H)

Deal price:
£659 +VAT

Comes with
ice cream
worth over
£600 RRP*

VISTA 18 LED



1500mm (W) X 650mm (D)
X 880mm (H)

Deal price:
£799 +VAT

Comes with
ice cream
worth over
£730 RRP*

INCLUDES:

FREE
STANDARD
DELIVERY

3 YEARS
FULL PARTS &
LABOUR WARRANTY**

**PLEASE PLACE
YOUR ORDER VIA
PARTICIPATING
WHOLESALERS**

SMARTLINE MAXIVISION



1253mm (W) X 875mm (D)
X 1363mm (H)

Deal price:
£1599 +VAT

Comes with
ice cream
worth over
£770 RRP*

SMARTLINE SLIMLINE MAXIVISION



802mm (W) X 875mm (D)
X 1363mm (H)

Deal price:
£1499 +VAT

Comes with
ice cream
worth over
£600 RRP*

For more information please visit
WWW.WALLSREFRIGERATIONSOLUTIONS.COM

*Value of ice cream at RRP+VAT. For the avoidance of doubt, retailers are free to set their own retail prices. Wall's products supplied may differ from those shown, list of actual stock supplied with each freezer available on request. **3 years warranty is subject to the condition that the branding provided by Unilever remains unchanged 3 years from the date of delivery. We reserve the right to change any of the freezer branding without notice. All values are correct at the time of being printed. Orders subject to Unilever UK LTD. terms of business. See www.wallsrefrigerationsolutions.com for details. Wall's branded freezers are purchased subject to a condition that the customer agrees to stock Wall's impulse ice cream in 63% of the freezer space and the unit will remain Wall's branded for 3 years from delivery, however the remaining space can be used for any ice cream of your choosing. Unilever UK LTD. Registered in England & Wales NO 00334527. Registered office: Unilever House, Springfield Drive, Leatherhead, KT22 7GR.

POINT OF SALE

TO PLACE YOUR ORDER,
PLEASE VISIT
WWW.WALLSREFRIGERATIONSOLUTIONS.COM



A-board



Modular Stickers



Visibility Kits



Convenience Rangeboard



IMPULSE RANGE

MAGNUM



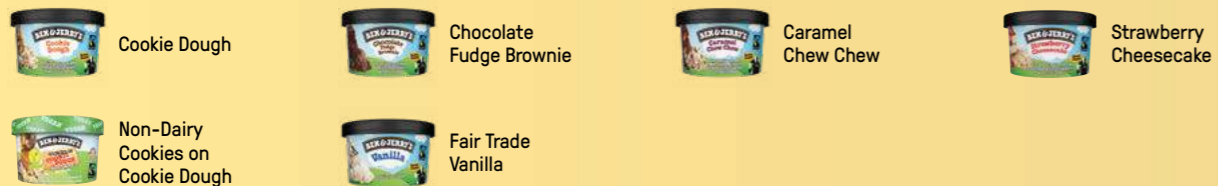
WALL'S



CORNETTO



BEN & JERRY'S

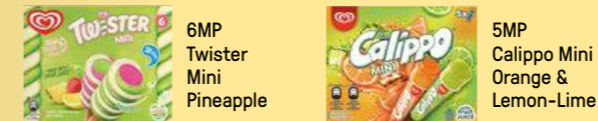


TAKE HOME RANGE

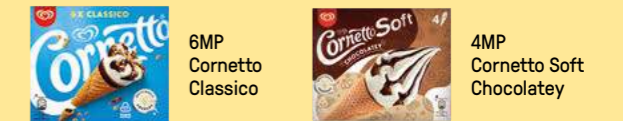
MAGNUM



WALL'S



CORNETTO



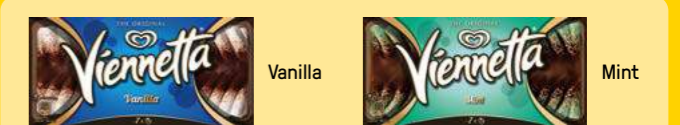
BEN & JERRY'S



CARTE D'OR



VIENNETTA



IMPULSE RANGE PRICE LIST

PRODUCT NAME	PACK SIZE	UPC	RRP	TLP
MAGNUM				
Magnum Classic	110ml	20	£2.20	£28.58
Magnum Almond	100ml	20	£2.20	£28.58
Magnum White Chocolate	110ml	20	£2.20	£28.58
Magnum White Chocolate & Cookies	90ml	20	£2.20	£28.58
Magnum Mint	100ml	20	£2.20	£28.58
Magnum Double Caramel	85ml	20	£2.20	£28.58
Magnum Double Gold Caramel Billionaire	85ml	20	£2.20	£28.58
Magnum Double Sunlover NEW	85ml	20	£2.20	£28.58
Magnum Double Starchaser NEW	85ml	20	£2.20	£28.58
Magnum Vegan Raspberry Swirl NEW	90ml	20	£2.20	£28.58
WALL'S				
Wall's Feast Original	90ml	35	£1.40	£31.37
Wall's Solero Exotic	90ml	25	£1.70	£28.55
Wall's Calippo Orange	105ml	24	£1.40	£21.84
Wall's Calippo Cola	105ml	24	£1.40	£21.84
Swedish Glace Dairy Free Toffee Cone	105ml	24	£2.00	£30.50
Wall's Twister Zinger NEW	70ml	35	£1.40	£31.87
Wall's Twister Pineapple	80ml	35	£1.40	£31.87
Wall's Mini Milk Strawberry	35ml	44	£0.80	£22.47
Wall's Mini Milk Vanilla	35ml	44	£0.80	£22.47
CORNETTO				
Cornetto Classico	120ml	24	£1.70	£26.67
Cornetto Strawberry	120ml	24	£1.70	£26.67
Cornetto Mint	120ml	24	£1.70	£26.67
Cornetto Soft Chocolatey	140ml	24	£1.90	£29.82
Cornetto Go	110ml	33	£1.40	£30.21
BEN & JERRY'S				
Ben & Jerry's Cookie Dough	100ml	12	£1.90	£15.20
Ben & Jerry's Chocolate Fudge Brownie	100ml	12	£1.90	£15.20
Ben & Jerry's Caramel Chew Chew	100ml	12	£1.90	£15.20
Ben & Jerry's Strawberry Cheesecake	100ml	12	£1.90	£15.20
Ben & Jerry's Non-Dairy Cookies on Cookie Dough	100ml	12	£1.90	£15.20
Ben & Jerry's Fair Trade Vanilla	100ml	12	£1.90	£15.20

All values are correct at the time of being printed.



TAKE HOME RANGE PRICE LIST

PRODUCT NAME	PACK SIZE	UPC	RRP
MAGNUM			
Magnum 3MP Classic	440ml	8	£3.25
Magnum 3MP White Chocolate	440ml	8	£3.25
Magnum Classic Tub	440ml	8	£4.25
Magnum Double Sunlover NEW	440ml	8	£4.25
Magnum Double Starchaser NEW	440ml	8	£4.25
Magnum 12MP Bites	120ml	10	£3.50
WALL'S			
Wall's 6MP Twister Mini Pineapple	300ml	6	£2.49
Wall's 5MP Calippo Mini Orange & Lemon-Lime	400ml	6	£2.49
CORNETTO			
6MP Cornetto Classico	540ml	6	£3.49
4MP Cornetto Soft Chocolatey	560ml	6	£3.99
BEN & JERRY'S			
Ben & Jerry's Cookie Dough	465ml	8	£5.99
Ben & Jerry's Chocolate Fudge Brownie	465ml	8	£5.99
Ben & Jerry's Phish Food	465ml	8	£5.99
Ben & Jerry's Karamel Sutra Core	465ml	8	£5.99
Ben & Jerry's Caramel Chew Chew	465ml	8	£5.99
Ben & Jerry's Half Baked	465ml	8	£5.99
Ben & Jerry's Strawberry Cheesecake	465ml	8	£5.99
Ben & Jerry's Lighten Up Vanilla Brownie NEW	465ml	8	£5.99
Ben & Jerry's Lighten Up Chocolate Cookie Dough NEW	465ml	8	£5.99
Ben & Jerry's Non-Dairy Cookies on Cookie Dough	465ml	8	£5.49
Ben & Jerry's Non-Dairy Chocolate Fudge Brownie	465ml	8	£5.49
Ben & Jerry's Non-Dairy Phish Food NEW	465ml	8	£5.49
Ben & Jerry's Sundae Dulce De-lish NEW	427ml	8	£5.99
Ben & Jerry's Sundae Choco-lotta Cheesecake NEW	427ml	8	£5.99
Ben & Jerry's Sundae Hazel-nuttin' but Chocolate	427ml	8	£5.99
Ben & Jerry's Sundae Oh My! Banoffee Pie!	427ml	8	£5.99
Ben & Jerry's Sundae Cookie Vermont-ster	427ml	8	£5.99
Ben & Jerry's Sundae Non-Dairy Berry Revolutionary	427ml	8	£5.99
Ben & Jerry's Chocolatey Love A-Fair Caramel Sea Salt	465ml	8	£5.99
Ben & Jerry's Non-Dairy Chocolatey Love A-Fair Caramel Sea Salt	465ml	8	£5.49
CARTE D'OR			
Carte D'Or Madagascar Vanilla	900ml	6	£4.25

All values are correct at the time of being printed.

PRODUCT NAME	PACK SIZE	UPC	RRP
VIENNETTA			
Viennetta Vanilla	650ml	6	£2.25
Viennetta Mint	650ml	6	£2.25



CALL 0330 335 1879

TO SPEAK TO AN ICE CREAM EXPERT AND
ORDER VISIBILITY TODAY OR HEAD TO

[UFS.COM/WALLS](https://www.ufs.com/walls)

¹Nielsen GB Total Cover 52 wks to 06/08/22. ²Nielsen GB Total Cover 52 wks to 06/08/22. ³Nielsen GB Total Cover YTD to 06/08/22. ⁴Nielsen GB Total Cover YTD to 06/08/22. ⁵Nielsen GB Total Cover YTD to 06/08/22. ⁶Nielsen GB Total Cover YTD to 06/08/22. ⁷Nielsen GB Total Cover YTD to 06/08/22. ⁸Nielsen GB Total Cover YTD to 06/08/22. ⁹Nielsen, Value Sales, MAT, 13/08/22. ¹⁰Nielsen, Value Sales, MAT, 13/08/22. ¹¹Nielsen, Value Sales, MAT 13/08/22. ¹²Nielsen GB Total Coverage 26 wks to 24/09/22. ¹³Nielsen, Total Cover YTD to 13/08/22. ¹⁴Nielsen Total GB Coverage YTD 20/08/22. ¹⁵Nielsen Total GB Coverage YTD 20/08/22.



THANK YOU



IF YOU REQUIRE THE
CARTE D'OR
SALES GUIDE, PLEASE
REACH OUT TO YOUR
UNILEVER SALES REP