



WALL'S
ICE CREAM
BROCHURE
WINTER EDITION
2023





WHY SHOULD YOU SELL ICE CREAM THIS WINTER?



CUSTOMERS
ARE LOOKING FOR MORE
INDULGENT OPTIONS
OVER THE WINTER PERIOD¹

LUXURY CHOC SNACKS,
BITESIZE AND CONES SHOWED
STRONGEST
GROWTH IN WINTER²



40% OF DESSERT ICE CREAMS
SOLD OVER WINTER ARE BEN & JERRY'S³



SEASONAL CALL OUTS CAN SEE DESSERT
ICE CREAM **SALES JUMP**⁴





SUNLOVER

2023
NPD

MAGNUM CLASSIC AND WHITE CHOCOLATE
REMAIN #1 AND #2¹...

...WITH LUXURY SKUS SUCH AS
MAGNUM BILLIONAIRE AND DOUBLE CARAMEL
GAINING POPULARITY OVER WINTER¹

STOCK UP ON THESE INDULGENT WINTER
WINNERS, WITH MAGNUM HAVING
7 OF THE TOP 15
SELLING IMPULSE ICE CREAMS
IN WINTER¹

STARCHASER



1: Nielsen Total Impulse (c.Total Coverage less Multiple Grocers): 26 wks to 24.09.22 and 25.03.23 and equivalents.



CONES & CHOC SNACKS



AS IN SUMMER, THE **MAJORITY** OF ICE CREAM SALES ARE IN CHOC SNACKS, WITH CHOC SNACKS & CONES SHARES GROWING IN WINTER¹



NO MATTER THE SEASON, **CORNETTO** IS THE **NO. 1** FILLED CONE BRAND²

UNIT RATE-OF-SALE
73% FASTER
THAN MAIN COMPETITOR³



SNACKING IS **STRONG IN WINTER**, PARTICULARLY BITE SIZE, AS **CONSUMERS** LOOK TO TREAT THEMSELVES OVER THE SEASONAL PERIODS⁴



1: Nielsen Total Impulse (c.Total Coverage less Multiple Grocers): 26 wks to 24.09.22 and 25.03.23 and equivalents. 2: Nielsen Total Market: July 2023 YTD. 3: Nielsen GB Total Coverage 26 wks to 26/09/22. 4: Nielsen Total Impulse (c.Total Coverage less Multiple Grocers): 26 wks to 24.09.22 and 25.03.23 and equivalents.



Stock up on these Winter Winners!



Ben & Jerry's Cookie Dough and Ben & Jerry's Chocolate Fudge Brownie are **#1 & #2 TOP DESSERT ICE CREAM BEST SELLERS**¹



#1 was the Ben & Jerry's Tony's Chocolonely Chocolate Love A-fair Ice Cream!

Ben & Jerry's Minter Wonderland was the **#2 WINTER NPD SKU** in 2022!²

Mint Choc was voted as the **SECOND FAVOURITE** ice cream flavour in the UK (after Vanilla)²



NEW 100ml

Attract younger shoppers with **Ben & Jerry's mini pots**³

Stock the **#1** best selling mini pot over the festive period!⁴



Mini-Pots are big winter sellers, with over 1/3rd of sales in winter⁵

1: Nielsen Total Impulse (c.Total Coverage less Multiple Grocers): 26 wks to 24.09.22 and 25.03.23 and equivalents.

2: Nielsen, GB Total Tesco, 2022. 3: Kantar, total market 16/05/23. 4: Nielsen, GB Total Coverage, Value, Volume, 8WE 07/01/23.

5: Nielsen Total Impulse (c.Total Coverage less Multiple Grocers): 26 wks to 24.09.22 and 25.03.23 and equivalents.





WINTER SEASON MUST STOCKS

TOP SHELF

<input type="checkbox"/>	Magnum Classic
<input type="checkbox"/>	Magnum White Chocolate
<input type="checkbox"/>	Magnum Starchaser
<input type="checkbox"/>	Magnum Gold Caramel Billionaire

12
BASKETS

MIDDLE SHELF

<input type="checkbox"/>	Ben & Jerry's Cookie Dough 100ml
<input type="checkbox"/>	Ben & Jerry's Chocolate Fudge Brownie 100ml
<input type="checkbox"/>	Ben & Jerry's Non-Dairy Cookies on Cookie Dough 100ml
<input type="checkbox"/>	Ben & Jerry's Strawberry Cheesecake 100ml

BOTTOM SHELF

<input type="checkbox"/>	Ben & Jerry's Cookie Dough 465ml
<input type="checkbox"/>	Ben & Jerry's Chocolate Fudge Brownie 465ml
<input type="checkbox"/>	Ben & Jerry's Minter Wonderland 465ml
<input type="checkbox"/>	Magnum Classic, Almond & White Chocolate Ice Cream Bites 140ml

PLACE YOUR NEXT **ORDER** AT
YOUR NEAREST STOCKIST **TODAY!**





WINTER SEASON MUST STOCKS

CUSTOMERS ARE LOOKING FOR
MORE INDULGENT
OPTIONS OVER WINTER¹

12
BASKETS



¹: Nielsen Total Impulse (c.Total Coverage less Multiple Grocers): 26 wks24.09.22 to 25.03.23 vs. prior period



WINTER SEASON MUST STOCKS

TOP SHELF

Magnum Classic
Magnum White Chocolate
Magnum Starchaser
Magnum Gold Caramel Billionaire
Cornetto Go!
Calippo Orange

18
BASKETS

MIDDLE SHELF

Ben & Jerry's Cookie Dough 100ml
Ben & Jerry's Chocolate Fudge Brownie 100ml
Ben & Jerry's Non-Dairy Cookies on Cookie Dough 100ml
Ben & Jerry's Strawberry Cheesecake 100ml
Ben & Jerry's Caramel Chew Chew 100ml
Ben & Jerry's Vanilla 100ml

BOTTOM SHELF

Ben & Jerry's Cookie Dough 465ml
Ben & Jerry's Chocolate Fudge Brownie 465ml
Ben & Jerry's Minter Wonderland 465ml
Ben & Jerry's Half Baked 465ml
Ben & Jerry's Phish Food 465ml
Magnum Classic, Almond & White Chocolate Ice Cream Bites 140ml





WINTER SEASON MUST STOCKS





FREE POS



A4 & A3 Poster



Wobbler



A Boards



Magnum & Ben & Jerry's Headerboard



Headerboard

Using POS increases ice cream sales by **20%**¹

1: Unilever Controlled Case Study 2022



SCAN HERE TO ORDER FREE POS



PLACE YOUR ORDER AT YOUR
NEAREST STOCKIST, TODAY

