

# WALL'S ICE CREAM BROCHURE WINTER EDITION 2023





# WHY SHOULD YOU SELL ICE CREAM THIS WINTER?



CUSTOMERS

ARE LOOKING FOR MORE

NDULGENT OPTIONS

OVER THE WINTER PERIOD'

LUXURY CHOC SNACKS,
BITESIZE AND CONES SHOWED

STRONGEST

GROWTH IN WINTER?





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

SEASONAL CALL OUTS CAN SEE DESSERT ICE CREAM SALES JUMP







# CONES & CHOC SNACKS



AS IN SUMMER, THE MAJORITY OF ICE CREAM SALES ARE IN CHOC SNACKS, WITH CHOC SNACKS & CONES SHARES GROWING IN WINTER'S

NO MATTER THE SEASON, CORNETTO IS THE NO. 1 FILLED CONE BRAND

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





SNACKING IS
STRONG IN WINTER,
PARTICULARLY BUTE SIZE, AS
GNSUMERS LOOK TO TREAT
THEMSELVES OVER THE
SEASONAL PERIODS"









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 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!

Mint Choc was voted as the SECOND FAVOURITE ice cream flavour in the UK (after Vanilla)<sup>2</sup>



Attract younger shoppers with Ben & Jerry's mini pots



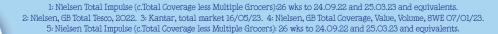


Stock the #1 best selling mini pot over the festive period!



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







# WINTER SEASON MUST STOCKS

### **TOP SHELF**

Magnum Classic

Magnum White Chocolate

Magnum Starchaser

Magnum Gold Caramel Billionaire

12 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

### **BOTTOM SHELF**

Ben & Jerry's Cookie Dough 465ml

Ben & Jerry's Chocolate Fudge Brownie 465ml

Ben & Jerry's Minter Wonderland 465ml

Magnum Classic, Almond & White Chocolate Ice Cream Bites 140ml

PLACE YOUR NEXT ORDER AT YOUR NEAREST STOCKIST TODAY!





# WINTER SEASON MUST STOCKS



12
BASKETS







# 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



MAGNUN



# WINTER SEASON MUST STOCKS





18
BASKETS



























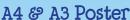




## FREE POS









Wobbler



Magnum & Ben & Jerry's Headerboard





A Boards



Headerboard

Using POS increases ice cream sales by

20%





PLACE YOUR ORDER AT YOUR NEAREST STOCKIST, TODAY

