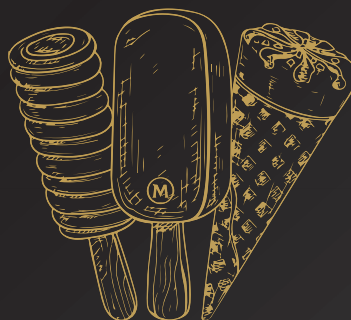




IMPULSE ICE CREAM FOR PUBS





Boost your pub's income with impulse ice cream

Increased incremental sales opportunities

Unlock an **extra £4K yearly:**
Pubs earning £100-£200
weekly with Ice Cream!

Customers stay longer

Delight kids with ice cream, giving adults
more time to enjoy another drink,
boosting their spend and your profits!

New customers

Impulse ice cream creates another reason
for customers to visit your pub



★ ★ **68%**
OF CONSUMERS
CURRENTLY BUY
PACKAGED SNACKS
WHEN VISITING PUBS¹



HAPPY KIDS MEANS HAPPY
PARENTS, AND HAPPY PARENTS
MEANS THEY'LL BE MORE LIKELY
TO STAY FOR ANOTHER DRINK

OWNER, THE RISING SUN



FAMILIES ARE NOW VISITING IN
THE WEEK WHICH IS NEW FOR US

GEN. MANAGER, THE WHITE HART



WE'RE ON A POPULAR WALKING
ROUTE, AND WE'VE HAD LOTS OF
CUSTOMERS SEE THE SIGN AND
POP IN FOR AN ICE CREAM

OWNER, THE BRICKMAKER'S ARMS

53%

OF MAGNUM SALES
WERE MADE BETWEEN
3-5PM, HELPING TO DRIVE
INCREMENTAL SALES AT
QUIETER TIMES OF THE DAY²

1: "Navigating the Changing Landscape of Snacking Habits in Pubs & Bars", CGA by NIQ, June 2023

2: 2023/2024 (Unilever foods solutions Case study, White space strategy 2023/2024)



PROVEN SUCCESS WITH WALL'S IMPULSE ICE CREAM

SINCE ADDING WALLS BRANDED FREEZER AND MERCH, OUR ICE CREAM SALES JUMPED FROM 4 TO 50 CASES THIS YEAR—CUSTOMERS LOVE IT!

ADAM
NEW BOWLING GREEN PUB
WARWICK.



KIDS AND ADULTS ALIKE LOVE ICE CREAM CHILDREN OFTEN GRAB A MAGNUM OR FRUITY FLAVOR WITH THEIR DRINK, AND PARENTS TREATING THEMSELVES TOO

OWNER
RISING SUN
ICKFORD.

THE BRANDS ARE VERY WELL KNOWN, CUSTOMERS SEE THE SIGN AND POP IN FOR AN ICE CREAM

OWNER
BRICKMAKER'S ARMS
WARWICK.



CASE STUDIES VS TRIALS

Results from our Trials*

- Pubs averaged **45-70 UNITS SOLD WEEKLY**.
- Families and kids were key buyers, with **53% OF SALES** made during quieter afternoon hours (3-5 PM).
- Ice cream sales didn't cannibalize desserts but added incremental revenue.

*Source: 2023/2024 (Unilever foods solutions Case study, White space strategy 2023/2024)



ORDER YOUR ICE CREAM CABINET TODAY

FREE
FREEZER



ACT NOW AND WIN FOR YOUR BUSINESS
BOOST SALES AND ATTRACT FAMILIES WITH
WALL'S IMPULSE ICE CREAM!

Scan the QR code for a chance to get a Wall's freezer on loan and find your perfect freezer solution!

SCAN HERE
TO GET YOUR
FREEZER ON
LOAN TODAY!



CLICK HERE

Or contact your **Wall's Sales Representative** for more information.



WHAT YOU GET

Your Ice Cream Success Kit includes

- **Freezer:**
Compact, branded, and designed for front-of-house use.
- **Advertising kit:**
Posters and signage to market ice cream effectively.
- **Wall's Top-Selling Products:**
Magnum, Twister, Calippo, Solero, and more.

Revenue Potential

- **AVERAGE WEEKLY SALES OF 45-70 UNITS = £100-£200/WEEK.**
- **OVER £4,000 IN INCREMENTAL SEASONAL SALES!**