



# ice cream brochure 2025

**Don't Let Your Profits  
Freeze This Winter**



# Ice cream isn't just for summer - 35% of sales happen in winter!<sup>1</sup>

Customers demand premium treats year-round - stocking the right range drives freezer sales and boosts basket value.

## 5 Steps to Drive Winter Ice Cream Sales



**STEP #1:**  
Keep Freezers On - Stay visible and ready to sell

**STEP #2:**  
Stock Winter Best Sellers - Prioritise take-home tubs and trusted brands



**STEP #3:**  
Introduce Seasonal Innovation - New flavours and formats spark interest



**STEP #4:**  
Attract customers with Winter POS



**STEP #5:**  
Keep Cabinets Clean & Well Stocked



SCAN HERE TO ORDER YOUR **FREE WINTER POS** ▶▶▶▶



<sup>1</sup>: Nielsen Data | Total Coverage | Total Ice Cream | 2024 Monthly Value Sales

## Driving Winter Sales Together

We partnered with Newtrade Insight to run a store trial in two independent retailers to test:

### Can ice cream sell in winter with the right strategy?

Each store followed our 5 steps to sell strategy - from keeping freezers on to optimising their range, and the results spoke for themselves.

#### Retail Case Study #1



**✗ Before:**  
Freezer turned off every winter  
**✓ During:**  
Added the right range and POS

**Sri Guduri**  
Chapelton Local, Sheffield

"A trial like this helps me see whether there's an opportunity I'd previously written off."

**Results:**

**+1500% unit sales<sup>2</sup>**  
**+4000% value sales<sup>2</sup>**

#### Retail Case Study #2



**✗ Before:**  
Freezer filled with low-value products  
**✓ During:**  
Switched to Wall's branded impulse lines

**Meten Lakhani**  
Premier St Mary's, Southampton

"I now know that with some quick work I can drive up impulse sales - and that's a real bonus."

**Results:**

**+31.8% value sales<sup>2</sup>**  
**Magnum & Feast volume sales doubled!<sup>2</sup>**

<sup>2</sup>: Wall's Retailer Store Trial (Unilever); Summer period running from 2nd December 2024 - 23rd February 2025





No matter the season, Magnum Classic  
& White Chocolate remain the

**#1 and #2**  
best selling impulse SKUs<sup>3</sup>



Magnum  
is the **#1**  
stick brand in  
the category  
in winter<sup>4</sup>

3: Nielsen, GB Total Coverage, Handheld  
Singles, ROS Value, Sales Value & Sales  
Units, Latest 52 wks WE 17/02/24.

4: Nielsen: Sales Value | Total Cov | Winter  
2024 (Oct 2024 – Feb 2025).



Shoppers look for indulgent, premium and  
luxury options during winter - don't forget to  
**stock up on decadent SKUs** such  
as Magnum Double Gold Caramel Billionaire  
and Magnum Double Caramel





## The #1 Pints Brand<sup>5</sup>

**47.5%** of all Ben & Jerry's sales are  
**IN WINTER<sup>6</sup>**

Cookie Dough  
sales are  
**54% HIGHER**  
than the nearest  
competitor<sup>7</sup>

Did you know?  
Ben & Jerry's have the  
**TOP 3 SELLING**  
Dessert Ice Creams<sup>8</sup>



Ben & Jerry's pints has **DOUBLE THE**  
**SALES** of the nearest competitor<sup>9</sup>

## Meet Your Winter Chillers

Minter  
Wonderland:  
the **#1 NEW**  
**PRODUCT**  
LAUNCH of  
Winter 2023<sup>10</sup>



**2M** searches  
for choc orange  
in the last year



...and Ben & Jerry's mini pots  
**SELL MORE UNITS**  
over the winter period  
than the leading competitors<sup>11</sup>

5: Nielsen GB\_Tot Cov Latest 52 Weeks w/e 24/03/23. 6: Nielsen GB Total coverage | Total IG Market, Value Sales, Jan, Feb, March, Oct, Nov, Dec 2024 7: I-TG UK 2024 Convenience Data Read 8: Nielsen Data Indies & Symbols | WINTER (Oct 2024 - Feb 2025) | SUMMER (Apr 2024 - Sep 2024). 9: I-TG UK 2024 Convenience Data Read. 10: Nielsen, Value and volume MAT 3rd Feb 24 11: Nielsen Total Impulse (Total Coverage less Multiple Grocers): 26 weeks to 24.09.22 & 23.03.23 & equivalents.



Did you know,  
sales of bitesize  
snacking formats have  
the strongest growth  
in winter?<sup>12</sup>



Available in  
these flavours:

**Gold Caramel  
Billionaire**

**Salted Caramel  
& Almond**

**White Chocolate  
& Cookies**

- Best-selling Magnum flavours, now in bite-sized pieces
- Cracking chocolate, creamy vanilla sauce, and crunchy inclusions
- Ready to eat from the freezer
- Perfect for sharing

12: Nielsen: Sales Value | Total Cov | Winter 2024 (Oct 2024 – Feb 2025)

**BEN & JERRY'S**  
**'peaces'**

**PERFECT FOR THOSE SNACKING  
MOMENTS & MADE WITH LOVE**

**new!\***



\*Available in selected wholesalers.



## Winter Must Stocks 12 basket

Description	SKU
Magnum Classic	
Magnum White Chocolate	
Magnum Double Gold Caramel Billionaire	
Calippo Orange	
Cornetto Soft Cookies & Chocolate	
Magnum Gold Caramel Billionaire Bon Bon	
Magnum White Chocolate & Cookies Bon Bon	
Ben & Jerry's Cookie Dough and Chocolate Fudge Brownie 100ml	
Ben & Jerry's Chocolate Fudge Brownie 465ml	
Ben & Jerry's Cookie Dough 465ml	
Ben & Jerry's Minter Wonderland 465ml	
<b>NEW</b> Ben & Jerry's Chocolate Orange Chunk 465ml	



12 Basket Planogram



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THROUGH YOUR WALL'S REP

## Winter Must Stocks 18 Basket

Description	SKU	Description	SKU	Description	SKU	Description	SKU
Magnum Classic		Calippo Orange		<b>NEW</b> Ben & Jerry's Chocolate Orange Chunk 465ml		Ben & Jerry's Cookie Dough 465ml	
Magnum White Chocolate		Cornetto Soft Cookies & Chocolate		Ben & Jerry's Minter Wonderland 465ml		Magnum White Chocolate & Cookies Bon Bon	
Magnum Double Gold Caramel Billionaire		Ben & Jerry's Cookie Dough 100ml		Ben & Jerry's Phish Food 465ml		Magnum Gold Caramel Billionaire Bon Bon	
Magnum Almond		Ben & Jerry's Chocolate Fudge Brownie 100ml		Ben & Jerry's Chocolate Fudge Brownie 465ml		Magnum Salted Caramel & Almond Bon Bon	
Magnum Mint							
Magnum Double Cherry							



18 Basket Planogram



## 3 Shelves Upright Freezer

Description	SKU	Description	SKU
Magnum Classic 3pk		Ben & Jerry's Sundae Brookies & Cream 427ml	
Magnum White Chocolate 3pk		Ben & Jerry's Sundae Marshmallow & S'more! 427ml	
Magnum Almond 3pk		Ben & Jerry's Non Dairy Cookies on Cookie Dough 465ml	
Cornetto Classico 6pk		Twister Mini Pineapple 6pk	
Ben & Jerry's Cookie Dough 465ml		Solero Exotic 3pk	
Ben & Jerry's Chocolate Fudge Brownie 465ml		Carte D'Or Vanilla 900ml	
Ben & Jerry's Phish Food 465ml		Viennetta Vanilla 650ml	
Ben & Jerry's Caramel Chew 465ml			

Did you know?  
Ice cream delivers **40%**  
of frozen sales<sup>13</sup> –  
make space in your  
freezer to maximise it!

## 3 Shelves Planogram



## 4 Shelves Upright Freezer

## 4 shelves Planogram



Description	SKU	Description	SKU
Twister Mini Pineapple 6pk		Ben & Jerry's Chocolate Fudge Brownie 465ml	
Solero Exotic 3pk		Ben & Jerry's Karamel Sutra 465ml	
Cornetto Strawberry 6pk		Ben & Jerry's Phish Food/ Caramel Chew 465ml	
Cornetto Classico 6pk		Ben & Jerry's Sundae Brookies & Cream 427ml	
Magnum Classic 3pk		Ben & Jerry's Sundae Marshmallow & S'more! 427ml	
Magnum White Chocolate 3pk		Ben & Jerry's Non Dairy Cookies on Cookie Dough 465ml	
Magnum Almond 3pk		Wall's Soft Scoop Vanilla	
Magnum Double Gold Caramel Billionaire 3pk		Carte D'Or Vanilla 900ml	
Ben & Jerry's Cookie Dough 465ml		Viennetta Vanilla 650ml	

**SCAN TO ORDER  
THROUGH  
YOUR WALL'S REP**



13: Kantar, GB Frozen, 10-Aug-25



## Get Your Store Winter Ready with Free POS!



Magnum Core and Ben & Jerry's 50/50  
12 Basket Winter Headerboard



Magnum Bon Bon and Ben & Jerry's 50/50  
12 Basket Winter Headerboard



Magnum and  
Ben & Jerry's Winter  
Window poster



Magnum Bon Bon  
Freezer Sticker



Ben & Jerry's Winter  
Freezer Sticker

Effective POS can boost ice cream sales by up to **77%**<sup>14</sup>

SCAN HERE FOR  
**FREE POS!**



14: HHG & KMMS Golden Rules of  
Unilever POSM AW 2020 - Sellcheck  
and GfK Matched Panel Tests

## Wall's Freezers

### SLIM MAXIVISION



Deal price: **£1719** +VAT  
802mm (W) 828mm (D) 1363mm (H)

### MAXIVISION



Deal price: **£1819** +VAT  
1253mm (W) 828mm (D) 1363mm (H)

### VISTA 6



Deal price: **£569** +VAT  
800mm (W) 690mm (D) 865mm (H)

### VISTA 12 LED



Deal price: **£709** +VAT  
1000mm (W)  
690mm (D)  
865mm (H)

### VISTA 18 LED



Deal price: **£859** +VAT  
1550mm (W)  
690mm (D)  
865mm (H)

**FREE**  
STANDARD  
DELIVERY

**3 YEARS**  
FULL PARTS  
& LABOUR  
WARRANTY\*\*

PLEASE  
PLACE YOUR  
ORDER VIA  
PARTICIPATING  
WHOLESALE

CONTACT  
US HERE



OR CALL  
**0161 366 2500**

For more information please visit  
**WWW.WALLSREFRIGERATIONSOLUTIONS.COM**  
or contact your wholesaler

\*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](http://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: 3 St James Road, Kingston Upon Thames, KT1 2BA.



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