

















The Magnum Ice Cream Company is the number one ice cream business in the UK and Ireland - home to iconic brands such as Magnum, Ben & Jerry's, and Wall's that delight consumers and turn ordinary moments into lasting memories.

We are a consumer-first business and our products reach over 30 million households across the UK & Ireland.

Whether it's through digital engagement, sustainability-led choices, or inclusive product development, we're constantly evolving - and our performance reflects that, with double-digit growth in key categories and standout brand equity across our portfolio.

Here in the UK and Ireland, we are proud of where we have come from - and excited about where we are going. Because life tastes better with ice cream. And we're here to make sure every moment is a little bit more memorable.

Awards for 2025



Magnum won 'Best use of cinema' for our nothing cracks like a Magnum campaign at the Digital Cinema Media Awards.



Magnum Utopia range voted Ice-Cream Launch of the Year in our RN Retailer Choice Awards for 2025.



Magnum Utopia Double Cherry won the Silver award at The Grocer New Product Awards.



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Why should YOU CHOOSE Wall's?

#1

UK Ice Cream Manufacturer¹

Vs nearest

The UK's FAVOURITE Branded Ice

Cream Brand¹

2 X MORE media spend competitor²

Serving up deliciously melty, messy happiness for over

Impulse lines are from Wall's out of the top







We have the **BEST** brands



has the HIGHEST SALES VALUE in the UK's Ice Cream Market⁴







has the HGHEST **SALES VALUE** in the Filled Cones Ice Cream Market⁷



has the HIGHEST SALES VALUE in the UK's Premium Dessert Market⁸

Our planet *matters*



At Magnum Ice Cream, our sustainability strategy tackles environmental and social risks while driving long-term growth. We focus on reducing our climate footprint, sourcing ingredients responsibly, protecting human rights across our value chain, and innovating sustainable packaging continuously evolving to address the issues that matter most.



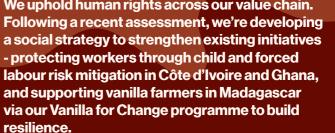
We aim for Net Zero emissions by 2050 through a comprehensive climate strategy targeting key sources like factories, freezer cabinets, and ingredient sourcing. Over 60% of our factory energy is renewable, and we're improving cabinet efficiency while collaborating with suppliers to cut emissions across our value chain.

Social Strategy





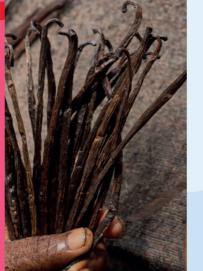
packaging, developing tailored approaches to regulations and plastic taxes across key markets. We pioneered recycled polypropylene in ice cream packaging and introduced plantbased tubs and lids for Ben & Jerry's in the EU - continuing our strong track record of innovation and environmental responsibility.





Nutrition and Responsible Marketing

At Magnum, we innovate to meet evolving consumer preferences and regulations on nutrition, labelling, and marketing. We ensure responsible engagement and our pipeline includes reduced-sugar recipes and mini-portion formats, helping people enjoy indulgence as part of a balanced lifestyle while maintaining our commitment to quality and choice.



Responsible Sourcing

We source key ingredients responsibly, meeting evolving regulations like the EU Deforestation Regulation. Our cocoa and vanilla are Fairtrade and Rainforest Alliance certified, dairy verified under the Sustainable Dairy Partnership, and palm oil RSPO-certified. These standards ensure ethical practices, environmental protection, and sustainable agriculture throughout our supply chain.

WHAT OUR CUSTOMERS SAY

We are proud to partner with Wall's Ice Cream across all 14 Planet Ice UK venues. This collaboration enhances our family-friendly experience, expands our product range, and boosts sales. Huge thanks to Noel and the Wall's team for their outstanding support, ensuring a smooth rollout and exciting future growth.



At Graze Catering, based at the Welsh Mountain Zoo, we've proudly partnered with Wall's for over five years — and what a fantastic journey it's been! Walls has been more than just a supplier; they've been a key strategic partner in our growth story. Their consistent quality, reliability, and passion for great products have helped us delight visitors year-round. This has helped us forge strong product offerings throughout all of our sites helping growth through communication of new products and strategies building year on year successes. Together, we've built a successful partnership based on trust, taste, and teamwork - and it's only getting stronger.

Here's to the next chapter of our shared success!

The Graze Catering Team

Welsh Mountain Zoo







YHA has enjoyed a long-standing and successful partnership with Wall's, and this year has marked a significant evolution in how we work together. By aligning more strategically, we've focused on driving revenue, refining our product range to suit our hostels, and enhancing marketing and equipment support. These efforts have not only boosted customer engagement but also empowered our teams to deliver quick and effective sales.

Walls' support of our team incentives has been invaluable, and combined with the fantastic weather, we've seen exceptional year-on-year growth. This collaboration continues to be a brilliant example of how supplier relationships can evolve to deliver mutual success.

Mark Walker
National Hospitality Implementation Manager

YHA (England and Wales)



A team with a clear goal strive to make an impact. This year the Magnum Group have supported in product knowledge and creative advertising to continue developing units concepts, and enhancing perception of fan favourites for our guests.

Charlotte Horstead

Legoland





Magnum Ice Cream is a fantastic partner for us here at Thorpe Park, they have really spent the time to understand our target audience and ensure that the products we offer are the right match, if it's wrapped or scooping there's enough variety to make sure that every one of our guests has an opportunity to add an ice cream product to their visit!

Josh Reynolds Senior Commercial Manager

Thorpe Park



We saw strong uptake across demographics during the initial run, from kids at fringe shows to adults seeking refreshment. Next year, we'll extend through summer with possible pop-up kiosks. The concept works well as an impulse bar purchase, attracting non-drinkers and enhancing the treat occasion. Thanks for partnering!

Russell Browring General Manager

Three Sisters Pub, Edinburgh







0









bonbon











Magnum Double

Caramel



The TOP 2 SELLING Impulse SKU'



Chocolate

Magnum Double Gold Caramel Billionaire









Magnum Double Cherry









Magnum Vegan Almond





PISTACHIO

Magnum had the

new product

in 2025°



SCAN THE CODE TO VISIT THE MAGNUM WEBSITE



PEACH

12

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HIGHEST SALES VALUE IN THE UK'S ICE CREAM TUBS MARKET



From a renovated gas station in Burlington, Vermont, to far-off places, the journey that began in 1978 with 2 guys and the ice cream business they built is as legendary as the ice cream is euphoric.

NEW!

ICE CREAM SANDWICH

Cookie Dough



Chocolate Fudge Brownie

Cookie

Dough



Vanilla



Caramel Chew Chew



Strawberry Cheesecake

COOKIE

No spoon

needed!



100ml

Tubs





















CARTE D'OR

Carte D'Or was created in Paris in 1978 as a high quality dessert restaurant brand.

Today, Carte D'Or's creative combinations and mouth watering flavours make it the

HIGHEST SALES VALUE IN THE UK'S PREMIUM **DESSERT MARKET**⁸

Product Architecture

The Carte D'Or scooping portfolio comes in three different product architectures, each are decorated with fresh toppings to entice the customer.



Dunes

5.5 Litre Tubs

Each tub yields up to

55 scoops.

TASTE ALWAYS COMES FIRST

Finest flavours, sourced from around the world

SCAN HERE TO FIND OUT MORE









CHOCOLATE* Made with RFA Cocoa



STRAWBERRY Containing 39% fruit

2026 SCOOPING RANGE







Cookies &





Vegan Raspberry







NEW

The great taste

of Twister

now available

in a scoop



Triple Chocolate **Mint Chocolate** Strawberry

















A rich and indulgent treat, blending smooth caramel with crunchy popcorn



PROFITABILITY ON OUR ICE CREAM

5.5 Litre price example

Tub price
£30.21
When
purchased
from TMICC

55 scoops per tub

RRP per scoop £2.75

76% POR¹⁰ 76% estimated margin per tub¹⁰

ORDER TODAY...
SELL BY THE WEEKEND...

SCAN HERE TO FIND OUT MORE



CABINETS



CLEVER
Available in 7, 10
& 13 case displays

	CLEVER 7	CLEVER 10	CLEVER 13	
Supplier	ISA	ISA	ISA	
Dimensions (WxDxH) mm	1317x728x1340	1317X890X1340	1647X890X1340	
Consumption (kW/24h)	7.9	9.4	11.02	
Capacity (cases) (Display + Storage)	7+8	10+10	13+14	
Branding Available	Carte D'Or	Carte D'Or	Carte D'Or	
Availability	Free on Loan Only	Free on Loan Only	Free on Loan Only	
Plug Type	UK 3 Pin	UK 3 Pin	UK 3 Pin	



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MAXIMISE YOUR SALES



ATTRACT

Visible from 5-10 metres

Capture attention from afar and draw consumers in. Make them think...

> "OHHH ICE CREAM"

To find out more about POS or place an order, scan here:

ENGAGE

Visible from 2-5 metres

Engage and entice outside of or instore.

Make them think...

"MMMM iCE CREAM - BUT WHICH ONE?"



SELL

Visible from <1 metre

Help consumers choose with a clear and concise range and pricing.

Make sure to answer...





FREE POS





POS TOOLKITS















For BESPOKE POS please contact your Wall's Rep

Planograms

for Convenience*

Maxivision Cabinets







18 Baskets



Upright Cabinets









CONTENTS

Standard Delivery

3 YEARS

Full Parts & Labour Warranty**

PLACE YOUR ORDER

via participating wholesalers





£920 RRP +VAT*







£660 RRP +VAT*

Deal price: £919+VAT £920 RRP +VAT*





Easy steps to **SELL MORE** ice cream

Follow these 5 quick steps to maximise your ice cream sales this summer

Choose the **RIGHT** freezer for your business





Stock Wall's **BEST-SELLERS**







Stock **NEW** innovations and exciting flavours



Draw attention to your cabinet using Wall's FREE Point of Sale







Keep your cabinet **CLEAN** & WELL STOCKED



865mm (H)



Offer Ice Cream in your restaurant or QSR for delivery to boost sales

- We have a range of brands and formats that compliment every type of cuisine
- Ice cream is proven to increase profits, requires no preparation, and travels perfectly with delivery orders!
- Our Freezers come FREE On Loan*
- We have a range of different freezers that will fit any shop size
- Stock replenishment is **EASY** as we work with all major QSR Route To Market Partners

Get In Touch Now: Now:



We provide In Store POS support free of charge* to ensure you are set up for success







Cabinet support

Post purchase appraisal with bag stickers

Value Add Appeal

Drive penetration of ice cream by offering a format designed for single portion or family size tub, or offer a mix and match selection for the whole family.



Case Studies For Success

"Independent restaurants that add ice cream to their menu can see a 15-25% increase in dessert sales."

Source: Morton Food, 2025

Want something different for your consumers?









White Chocolate

& Cookies







Salted Caramel & Almond











(C)

























Double Gold Caramel Billionaire

MAGNUM WEEK

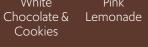
Vegan Almond

MAGNUM B

























Mini Pops Orange

Exotic Berry Bliss





Cola

Choc

Pineapple Berry-licious Mallow



Strawberry

GREEK STYLE YOGHURT ICE CREAM

Raspberry Greek

TO STEEL







MARIBO Push UP













Fudge Brownie

Cookies on

Cookie

Dough

TAKE HOME RANGE 2026











Chocolate

Fudge Brownie









Churrifically

Doughnut-eee Churros-y





Cheesecake





Spectacu-







Marshmallow & S'more!





Dulce De-Lish



Non Dairy

Cookies

On Cookie

Dough

CARTE D'OR



Raspberry















Vanilla

Brookies

& Cream



Viennetta

Mint

6MP















OUT OF HOME RANGE PRICE LIST

PRODUCT NAME	SIZE	UPC	RRP	TLP	PRODUCT NAME	SIZE	UPC	RRP	TLP
M					©				
Magnum Classic	110ml	20	£2.50	£32.48	Twister Pineapple	80ml	35	£1.60	£36.41
Magnum White Chocolate	110ml	20	£2.50	£32.48	Twister Mallow	80ml	35	£1.60	£36.41
Magnum Almond	100ml	20	£2.50	£32.48	Haribo Push-Up	85ml	30	£2.00	£38.03
Magnum Double Gold Caramel Billionaire	85ml	20	£2.50	£32.48	Wall's Mini Pops	73ml	20	£1.90	£24.68
Magnum Mint	100ml	20	£2.50	£32.48	Calippo Orange	105ml	24	£1.60	£24.96
Magnum White Chocolate & Cookies	90ml	20	£2.50	£32.48	Calippo Strawberry NEW	105ml	24	£1.60	£24.96
Magnum Pink Lemonade	85ml	20	£2.50	£32.48	Calippo Cola	105ml	24	£1.60	£24.96
Magnum Vegan Almond	85ml	20	£2.50	£32.48	Minecraft NEW	75ml	25	£2.00	£32.48
Magnum Double Caramel	85ml	20	£2.50	£32.48	Solero Exotic	90ml	25	£1.90	£31.91
Magnum Double Cherry	85ml	20	£2.50	£32.48	Solero Berry Bliss	90ml	25	£1.90	£31.91
Magnum Double Hazelnut	85ml	20	£2.50	£32.48	Feast Choc & Nuts NEW	90ml	35	£1.60	£35.84
Magnum Pistachio NEW	90ml	20	£2.50	£32.48	Guuud Raspberry Greek Yogurt	70ml	20	£1.90	£37.05
Magnum Peach NEW	90ml	20	£2.50	£32.48	Mini Milk Vanilla	35ml	44	£0.90	£25.28



Cornetto Strawberry	120ml	24	£1.90	£ 29.81
Cornetto Classico	120ml	24	£1.90	£29.81
Cornetto Mint	120ml	24	£1.90	£29.81
Cornetto Max Hazelnut & Chocolate NEW	115ml	24	£2.30	£35.86
Cornetto Soft Cookies & Chocolate	140ml	24	£2.10	£32.96
Cornetto Go!	110ml	33	£1.60	£34.53

BEN&JERRY'S

Cookie Dough	100ml	12	£2.00	£16.00
Chocolate Fudge Brownie	100ml	12	£2.00	£16.00
Vanilla	100ml	12	£2.00	£16.00
Caramel Chew Chew	100ml	12	£2.00	£16.00
Strawberry Cheesecake	100ml	12	£2.00	£16.00
Non-Dairy Cookies on Cookie Dough	100ml	12	£2.00	£16.00
Cookie Dough Sandwich NEW	120ml	25	£2.50	£40.60



TAKE HOME RANGE PRICE LIST



PRODUCT NAME	SIZE	UPC	RRP		PRODUCT NAME	SIZE	UPC	RRP
BEN&JERRY'S					Magnum Classic 3MP	440ml	10	£3.50
Cookie Dough	465ml	8	£5.99		Magnum White Chocolate 3MP	440ml	10	£3.50
Chocolate Fudge Brownie	465ml	8	£5.99	M	Magnum Salted Caramel Tub	440ml	8	£4.50
Caramel Phish Food	465ml	8	£5.99		Magnum Bon Bons	204ml	8	£4.50
Half Baked	465ml	8	£5.99		Magnum Bon Bons Cherry NEW	204ml	8	£4.50
pectacu-love	465ml	8	£5.99					
Caramel Chew Chew	465ml	8	£5.99	Cornetto	Cornetto Classico 6MP	540ml	6	£3.70
itrawberry Cheesecake	465ml	8	£5.99	(O)	Cornetto Strawberry 6MP	540ml	6	£3.70
aramel Sutra	465ml	8	£5.99		Cornetto Max Hazelnut 4MP	360ml	6	£4.25
trawberry Doughnut-eee NEW	465ml	8	£5.99					
Cherrifically Churros-y NEW	465ml	8	£5.99	6	Twister Mini 6MP	300ml	6	£2.75
lon Dairy Bohemian Raspberry	465ml	8	£5.49		Calippo Mini Orange-Lime Flavour 5MP	400ml	6	£2.75
Non Dairy Cookies On Cookie Dough	465ml	8	£5.49					
Non Dairy Chocolate Fudge Brownie	465ml	8	£5.49		Carte D'Or Madagascan Vanilla	900ml	6	£4.35
Sundae Brookies & Cream	427ml	8	£5.99	CARTE D'OR	Carte D'Or Indulgent Chocolate	900ml	6	£4.35
Sundae Cookie Vermonster	427ml	8	£5.99		Carte D'Or Delightful Strawberry	900ml	6	£4.35
Sundae Oh My! Banoffee Pie!	427ml	8	£5.99					
Sundae Dulce De-Lish	427ml	8	£5.99	Viennetta	Viennetta Vanilla	650ml	6	£2.25
Sundae Marshmallow & S'more!	427ml	8	£5.99	Victori	Viennetta Mint	650ml	6	£2.25
				CNERO	Solero Exotic 4MP	270ml	3	£2.75
				2001	Solero Bon Bons Exotic NEW	204ml	8	£4.00

SOURCES

- 1: GB_Tot Cov during Latest 52 Wks w/e 11/10/25
- 2: Source Quarter Key Report YTD 2025
- 3: Nielsen GB_Tot Impulse during Latest 52 Wks w/e 29/11/25 4: NielsenIQ data, Value, . 52 w/e 08/11/2025 in Total Ice Cream
- 5: NielsenIQ data, Value, 'Tubs Plus Pints Ice Cream' (client defined), 52 w/e 04/10/2025 (GB Total Coverage)
 6: NielsenIQ data, Value, Ice Lollis Multipacks plus Ice Lollis Singles (client defined), 52 w/e 08.11.2025 (GB
- 7: NielsenIQ data, Value, Total Filled Cones Singles + Filled Cones Multipacks (Client Defined), 52 w/e 08.11.2025 (GB Total Coverage) 8: GB_Tot Cov_Tot Impulse during Latest 52 Wks - w/e 04/10/25
- 9: Total Impulse market and are YTD, 46 w/e 15/11/25
- 10: Recommended retail price from Feb 2026. RRP prices printed are only recommendations. Pricing is at the sole discretion of the retailer. Portion and cost per Carte D'Or scoop is calculated on the estimation of 55 scoops from one tub. TLP per case and cost per

11: HHG & KMMS Golden Riles audit of Unilever POSM AW 2020 – SellCheck and GFK Matched Panel Test

NEED TO SPEAK TO YOUR REP?

Scan to find your nearest rep



SCAN HERE FOR THE LATEST PROMOTIONS AND NEWS



CALL: 0800 444 215

TO SPEAK TO AN ICE CREAM EXPERT & ORDER VISIBILITY TODAY

THE MAGNUM®
ICE CREAM® COMPANY