





# WALL'S AT THE HEART OF THE UK





WHO  
ARE  
WE?

WALL'S HAS BEEN  
WORKING CLOSELY  
WITH RETAILERS FOR  
OVER 90 YEARS!



MADE IN  
GLOUCESTER



EST. 1922

1. WE OWN THE BIGGEST ICE CREAM BRANDS<sup>1</sup>



MAGNUM



SWEDISH  
GLACE



CARTE D'OR



2. 100+ EXPERTS DEDICATED TO  
SUPPORTING THE SALE OF ICE CREAM  
THROUGHOUT THE UK

3. UNIQUE CABINET AND VISIBILITY  
INVESTMENT



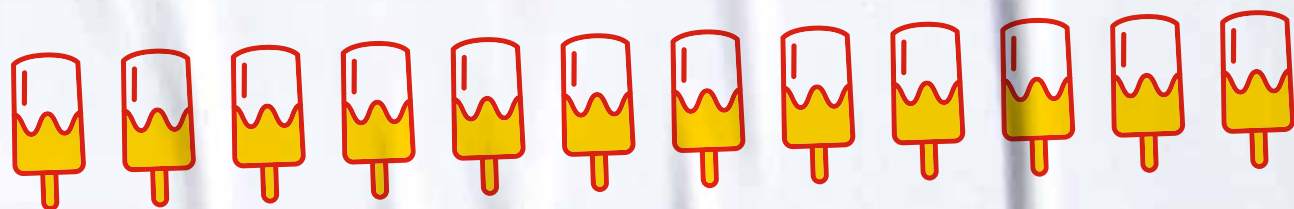
<sup>1</sup>Euromonitor Data 2017



# WHY ICE CREAM?

ICE CREAM DRIVES  
FOOTFALL AND  
INCREMENTAL SALES<sup>1</sup>

OVER THE SUMMER  
**12 ICE CREAMS**  
ARE SOLD EVERY SECOND<sup>2</sup>



90%  
OF THE UK POPULATION  
CONSUMES ICE CREAM<sup>3</sup>

39%  
PROFIT ON RETURN  
(IF BUYING INTO 9+3 SEASON  
STARTER PROMOTIONS)<sup>4</sup>

ICE CREAM HAS  
GREAT CASH MARGINS

UNLOCK AN ESTIMATED  
**£6,000**  
PROFIT ANNUALLY<sup>4</sup>

ICE CREAM  
HAS HIGHER RETAIL  
SALES VALUE THAN  
OTHER SNACKING  
OPTIONS<sup>5</sup>



<sup>1</sup>Kantar Total Market 52 WE 03.12.17

<sup>2</sup>Kantar Food On the Go Panel L12 WE 11.09.16

<sup>3</sup>Kantar Total Market Penetration MAT to 15.07.18

\*RRP prices printed are only recommendations. Pricing is at the sole discretion of the retailer.

<sup>4</sup>Based on selling at the recommended retail price: accounts for promotional plan & illustrative electricity prices. Based on MAT to 17.12.17 selling 9 impulse and 3 take home ice creams per day, not including cabinet cost

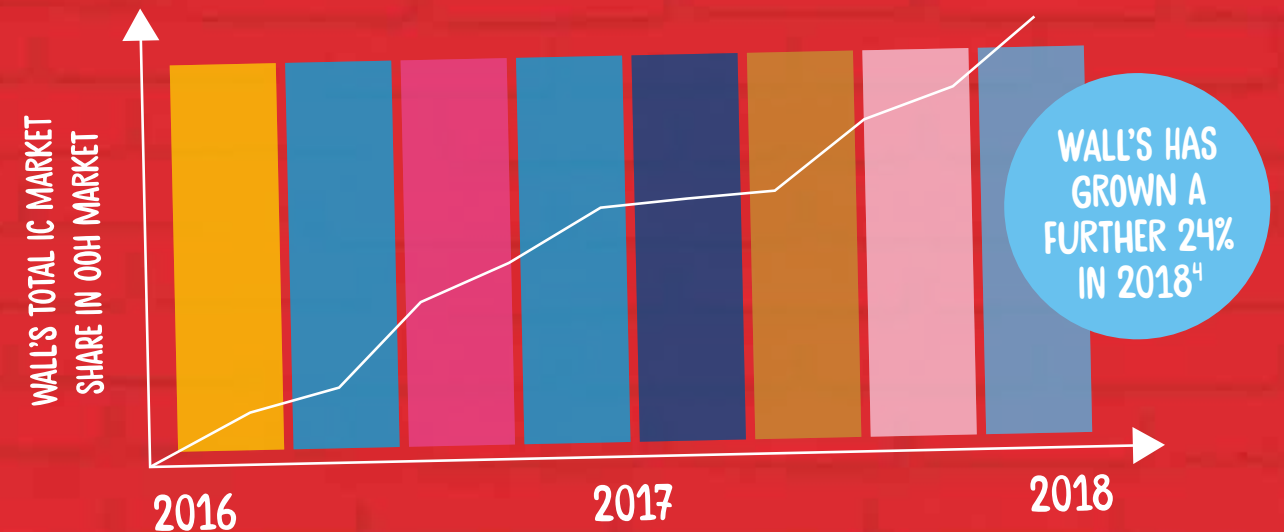
<sup>5</sup>Retailer X Value Sales 26 WE 15.11.16



# WHY SELL WALL'S ICE CREAM IN 2019

9 OF THE  
TOP 10  
ICE CREAMS ARE  
MADE BY WALL'S<sup>1</sup>

## 2. WALL'S TOTAL ICE CREAM GAINED MARKET SHARE CONTINUOUSLY IN THE LAST 3 YEARS<sup>3</sup>



## 1. WE HAVE THE TOP SELLING PRODUCTS



1. MAGNUM CLASSIC



2. MAGNUM WHITE CHOCOLATE



3. CALIPPO ORANGE



4. WALL'S TWISTER



5.



6. WALL'S SOLERO EXOTIC



7. MAGNUM DOUBLE RASPBERRY



8. FEAST



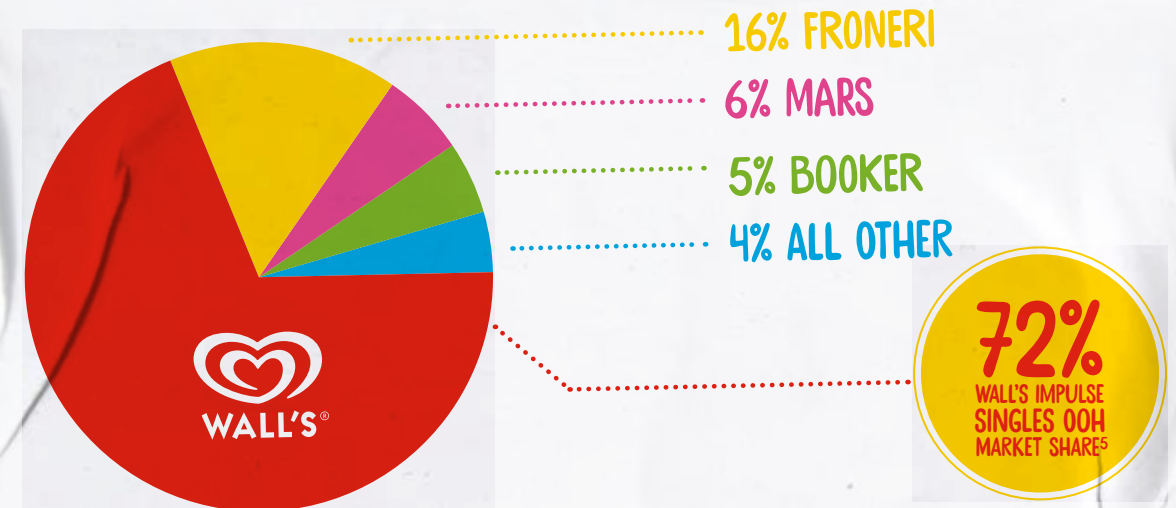
9. MAGNUM PRALINÉ



10. MAGNUM MINT

TOP CONVENIENCE IMPULSE  
SKUS ACCOUNT FOR 61%  
OF IMPULSE SALES<sup>2</sup>

## 3. WALL'S IMPULSE SINGLES MARKET SHARE 2018



<sup>1</sup>Nielsen Convenience Value Sales YTD 21.07.18. <sup>2</sup>Nielsen Convenience Value Sales 25.08.18. <sup>3</sup>Nielsen Total IC Market Share, in OOH Market YTD 31.10.18. <sup>4</sup>Nielsen Total OOH Market Values Sales YTD 31.10.18. <sup>5</sup>Nielsen Total OOH Market Impulse Singles Value Sales YTD 31.10.18



CORE  
IMPULSE

# MAXIMISE YOUR SALES BY STOCKING WALL'S CORE PRODUCTS

**NO. 1**  
CHILDREN'S SKU<sup>1</sup>  
SELLS 3X MORE THAN ROWNTREES  
FRUIT PASTILLES LOLLIES<sup>2</sup>



**NO. 1**  
IMPULSE SKU  
4 YEARS IN A ROW<sup>4</sup>



GROWING 17.8% YOY<sup>2</sup>



GROWING 25% YOY<sup>2</sup>

UNILEVER'S CORE 9 ACCOUNT FOR 48% OF ALL UK IMPULSE SALES<sup>2</sup>



Solero Exotic: Growing 45.4% YOY<sup>2</sup>



Magnum Double Raspberry:  
Growing 36.5% YOY<sup>2</sup>



Twister: Sells 6x more than  
Smarties Push Up<sup>2</sup>



Cornetto Strawberry: Cornetto brand sells  
1.4x the rate of Cadbury Flake<sup>3</sup>



Ben & Jerry's 'Wich':  
Growing 53.7% YOY<sup>2</sup>



Feast: Sells 2x faster than  
Mars & 3x faster than Snickers<sup>2</sup>

<sup>1</sup>Bestselling SKU by value in UK, Nielsen YTD to 21.07.18. <sup>2</sup>Nielsen Total Market Value Sales YTD to 21.07.18. <sup>3</sup>Nielsen Convenience Unit Sales YTD to 21.07.18. <sup>4</sup>Nielsen Total Market Value Sales 208 wks to 21.07.18.



# TAKE HOME ICE CREAM PRODUCTS

**No.1**  
— PREMIUM —  
**ICE CREAM<sup>1</sup>**



NEARLY ¼ HOUSEHOLDS  
PURCHASE CARTE D'OR<sup>2</sup>

GROWING 76.7% YOY<sup>1</sup>

**70%**  
OF ICE CREAM IS EATEN  
AT THE DESSERT OCCASION<sup>3</sup>



**DESSERT ICE CREAM BRAND IN THE UK<sup>4</sup>**



**No.1<sup>1</sup>**  
LUXURY ICE CREAM



**No.2<sup>1</sup>**  
LUXURY ICE CREAM



**No.3<sup>1</sup>**  
LUXURY ICE CREAM

HFA APPROVED- HALAL FOOD AUTHORITY

**BEN & JERRY'S TOP 3 ACCOUNT FOR 21% OF TOTAL DESSERT  
ICE CREAM SALES IN CONVENIENCE<sup>5</sup>**



**No.1**  
Viennetta is the  
**No.1 Family Dessert Ice Cream**  
based on value sales<sup>1</sup>



**No.1**  
Wall's Soft Scoop  
Vanilla is the  
**No.1 Standard Ice Cream<sup>1</sup>**



**LOWER CALORIE**  
Breyers Delights has up to  
**57% less calories per 100g**  
than similar ice cream products<sup>6</sup>

**Up to 60% less sugar per 100g**  
than similar ice cream products<sup>6</sup>



**No.1**  
Ben & Jerry's Non-Dairy Chocolate  
Fudge Brownie is the **No.1 Non-Dairy  
SKU in Convenience<sup>1</sup>**



**NEW**  
Ben & Jerry's Moo-Phoria  
contains **lower fat** and  
**no sugar alcohols**



WHAT'S  
NEW IN  
2019

MAGNUM IS SUPPORTED WITH  
A MEDIA CAMPAIGN VALUED AT  
OVER £8M

BRINGING THE NO. 1  
ICE CREAM BRAND INTO VEGAN<sup>1</sup>



WHITE CHOCOLATE & COOKIES

#NeverStopPlaying

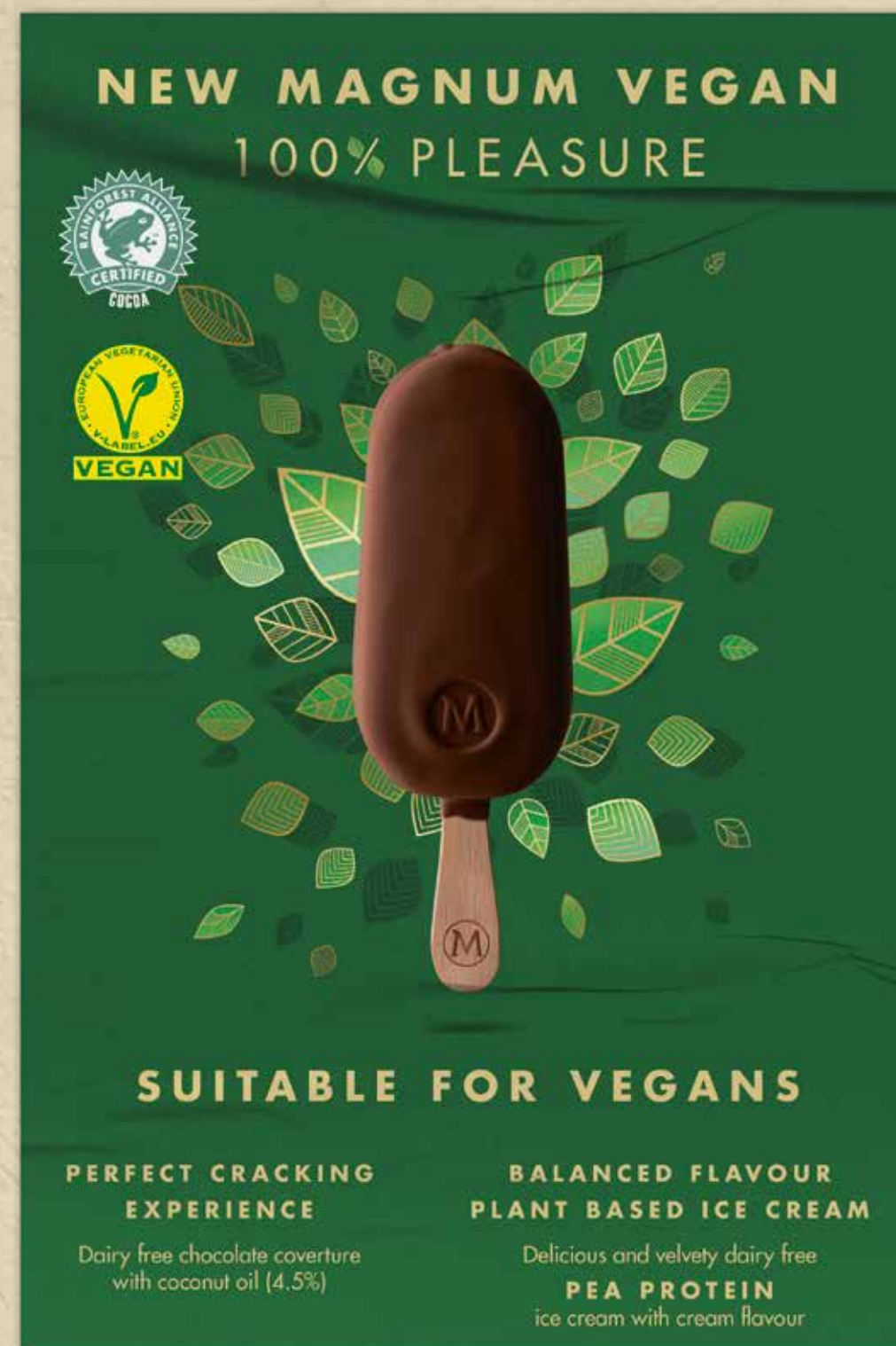
  
**MAGNUM**  
true to pleasure

Cookie  
crumb  
pieces

Chocolate  
sauce  
with cookie  
flavour

Velvety Panna  
Ice-Cream

MAGNUM HAS  
HAD THE NO. 1  
INNOVATION FOR  
THE LAST 4 YEARS<sup>3</sup>



3.5M (7%) BRITS NOW SAY  
THEY'RE VEGAN<sup>2</sup>

<sup>1</sup>Nielsen Total Market Unit Sales MAT to 07.07.18. <sup>2</sup>The Vegan Society 2016/ Compare the Market 2018.  
<sup>3</sup>Nielsen - Praline #12018 - Double Raspberry #12017 - Double Chocolate, Double Caramel, Double Peanut Butter #12016 - Pink #12015



# WHAT'S NEW IN 2019

CONSUMERS ARE  
WILLING TO PAY  
UP TO £2.79 FOR  
SNACKS IN  
CONVENIENCE<sup>1</sup>

**BEN & JERRY'S**  
**LIGHTEN UP!**  
with our NEW light ice cream  
**moo-phoria!**



**All the Chunks and Swirls You Love...  
...with Half the Calories!**

- ✓ Lower fat (Approx 50% kcal of Ben & Jerry's Classics)
- ✓ No Sugar alcohols
- ✓ Fairtrade certified
- ✓ Suitable for vegetarians
- ✓ 100ml with spoon

**Fairtrade**  
FAIRTRADE  
AVAILABLE FOR  
VEGETARIANS

**BEN & JERRY'S**  
**'Wich**

Full unmistakeable Ben & Jerry's  
experience in a NEW sandwich



**Rich & Creamy**  
Peanut Butter ice cream  
loaded with Chocolate  
Peanut Butter Cup chunks

**Sugar Vanilla Cocoa**  
Double Chocolate Chewy  
Cookies, made with  
**Fairtrade Certified cocoa**

**Fairtrade**  
FAIRTRADE

27.4M PEOPLE  
BUY SNACKS  
(WORTH £19BN)<sup>1</sup>



# WHAT'S NEW IN 2019



## LOWER CALORIES¹

Our unique formula creates the perfect balance of sweetness and flavour without piling on the calories.

## SOURCE OF PROTEIN

Each delicious tub contains 20g of protein from two naturally occurring milk proteins – casein and whey.

## LOWER SUGAR²

Part of the sweetness comes from the leaves of a tiny plant called Stevia Rebaudiana. The purified extract from each leaf gives our ice cream a natural sweetness, which means we use less sugar².

## FRESH CREAM

The reason our ice cream is deliciously creamy is because we use real fresh cream.

# Kinder ICE CREAM

**MILK ICE CREAM**

**Kinder Joy ICE CREAM**

The Kinder Ice Cream Stick is made with 40% fresh whole milk and the chocolate coating is real milk chocolate. It has been designed with care and attention, giving you that unique Kinder chocolate taste and delicious simplicity.

Today there is a new offer in the ice cream world: Kinder Joy Ice Cream. One half offers delicious milk ice cream with 40% fresh milk and the taste of Kinder milk chocolate, the other half (offers) the emotion of a surprise and the playfulness of a small toy.

**Kinder Joy ICE CREAM**

The unique taste of Kinder Bueno in a mouth-watering ice cream cone! Kinder Bueno Ice Cream Cones are made with creamy hazelnut ice cream. On top is a tasty hazelnut disk made from carefully selected and roasted hazelnuts and topped with chocolate pieces. Inside the cone there is a delicious filling of milk chocolate sauce. This is a perfect treat!

**Kinder bueno ICE CREAM**

## NOW IN ICE CREAM!

¹Contains 38-57% less calories than similar ice cream products. ²Market comparison in October 2017, using Nielsen data pull. This includes products sold in 500ml tub format. MAT data used, UK Total Coverage.



# WHAT'S NEW IN 2019

12% OF SHOPPERS  
ACTIVELY BUY  
ORGANIC  
PRODUCTS<sup>1</sup>

ORGANIC SHOPPERS  
SPEND 5% MORE  
& BUY MORE PACKS  
PER TRIP THAN  
THE AVERAGE  
FMCG SHOPPER<sup>1</sup>

LOVE FRUIT, LOVE PLANET



<sup>1</sup>Nielsen Homescan survey 2018.

## G R O M

IL GELATO COME UNA VOLTA



No flavourings, no colourings,  
no emulsifiers

Gluten free

Luxury overtrades compared  
to other ice cream in winter  
with 45% of sales coming  
September - March<sup>1</sup>

Luxury overtrades in  
Convenience channel,  
with 62% of Dessert  
sales coming from Luxury<sup>1</sup>

<sup>1</sup>Nielsen Value sales YTD to 20.06.18.



# SOFT SERVE ICE CREAM

SINGLE SERVE  
ALTERNATIVE FROM THE  
**N0.1**  
BRANDED CONE<sup>1</sup>



CHOCOLATE



VANILLA



CARAMEL



STRAWBERRY

- LOW INVESTMENT REQUIRED
- NO DAILY CLEANING MACHINE
- MANUAL DISPENSING ARM
- EASY OPERATION



- LOYAL BRAND
- HIGH MARGIN
- SUPPORTING POS AVAILABLE



THE UK'S  
**FIRST**  
SOFT ICE CREAM  
BRAND

SERVING CUSTOMERS  
SINCE 1958

YOUR **N0.1** WATER ICE BASED BRAND  
IS NOW AVAILABLE IN SLUSH<sup>2</sup>



- MADE WITH REAL FRUIT JUICE\*
- WITHOUT ARTIFICIAL FLAVOURS
- <5% SUGAR (EXEMPT FROM SUGAR TAX)
- 24 KCAL PER 100ML



BLACKCURRANT



LEMON



MAGIC PURPLE



ORANGE



STRAWBERRY

NOW OFFERING YOU 5 FLAVOURS...

\*From concentrate.

<sup>1</sup>Nielsen Convenience Value Sales MAT to 28.07.18. <sup>2</sup>Nielsen Total Market Value Sales YTD to 21.07.18.



# THE PERFECT WAY TO SELL ICE CREAM

## 1. BRING ICE CREAM TO TOP OF MIND



## 2. PLACE YOUR CABINET IN A VISIBLE LOCATION



## 3. SHOW YOUR RANGE FOR EASE OF NAVIGATION



## 4. STOCK THE CORE AND KEY NEW PRODUCTS



## 5. STOCK PRODUCTS ALL YEAR ROUND



## ATTRACT

10 METRES FROM CABINET  
CAPTURE ATTENTION  
FROM A DISTANCE

DRAW CONSUMERS IN  
MAKE THEM THINK:

"OHhhh  
ICE CREAM"



BEACH FLAG



PAVEMENT SIGN



BIN



POW



PARASOL



CITY FLAG

## ENGAGE

5 METRES FROM CABINET  
ENGAGE AND ENTICE  
OUTSIDE OF OR IN-STORE

MAKE THEM THINK:

"MMMMM ICE  
CREAM, BUT  
WHICH ONE?"



A-BOARD



OPEN/CLOSE SIGN



COIN TRAY

## SELL

2 METRES FROM CABINET  
HELP CONSUMERS CHOOSE  
CLEAR AND CONCISE  
RANGE & PRICING

MAKE SURE TO ANSWER:

"WHERE IS IT?  
HOW MUCH?"



RANGE BOARD & BASKET LABELS



PRODUCT STICKERS (ROUND & SQUARE)



WICH TRAY



CLOSE THE LID STICKER



IMPULSE STRIP



# MAXIVISION

## STOCK YOUR FREEZER WITH THE RECOMMENDED RANGE

# VISTA

### CONVENIENCE

Maxivision Slimline 12 basket



Maxivision 18 basket



### CONVENIENCE

12 basket Vista



18 basket Vista



### LEISURE

Maxivision Slimline 12 basket



Maxivision 18 basket



### LEISURE

12 basket Vista



18 basket Vista



SINGLE BASKETS  
= 4% GREATER  
AVAILABILITY<sup>1</sup>

<sup>1</sup>Study run in retailer X. AOD Nielsen  
25.03.17 to the 17.06.17.

PLACE MAGNUM  
PREMIUM PRODUCTS  
AT EYE LEVEL IN THE  
MIDDLE SHELF TO  
ENCOURAGE TRADE-UP

PLACE FASTEST SELLING  
PRODUCTS IN  
LARGEST BOTTOM  
SHELF BASKETS  
(I.E. MAGNUM CLASSIC  
AND MAGNUM WHITE)



# CABINET SOLUTIONS

## WHY SHOULD YOU CHOOSE A WALL'S CABINET

NEW



Introducing **3 YEARS WARRANTY** to offer more security for the customer (labour and parts)

### COMPETITIVE PRICE

Get your Wall's cabinet with prices starting from £349 + VAT

### ADDED VALUE SERVICES

Environmentally Conscious

Wall's rep. visit

Direct contact with Wall's refrigeration solutions

## FREE STOCK DEALS AVAILABLE\*

For more details please contact your wholesaler or call Wall's Refrigeration Solutions

0161 366 2500

[www.wallsrefrigerationsolutions.com](http://www.wallsrefrigerationsolutions.com)

## WHICH CABINET IS RIGHT FOR YOU



### Queue 6

6 Basket  
751(W) x 461(D) x 825(H)mm  
1.4KW/24H  
£349 + VAT



### Vista 6

6 Basket  
680(W) x 650(D) x 680(H)mm  
1.6KW/24H  
£399 + VAT



### Vista 12

12 Basket  
1000(W) x 650(D) x 880(H)mm  
2.1KW/24H  
£499 + VAT



### Econic 12

12 Basket  
1257(W) x 707(D) x 957(H)mm  
2KW/24H  
£599 + VAT



### Vista 18

18 Basket  
1500(W) x 650(D) x 880(H)mm  
4.5KW/24H  
£599 + VAT



### Gen V Slimline Maxivision

12 Basket  
854(W) x 833(D) x 1366(H)mm  
5.7KW/24H  
£1349 + VAT



### Gen V Maxivision

18 Basket  
1304(W) x 844(D) x 1366(H)mm  
7.2KW/24H  
£1499 + VAT

**INTRODUCING 3 YEARS FULL WARRANTY ON ALL OF OUR CABINETS (PARTS & LABOUR INCLUDED)**

LEADING INDUSTRY STANDARD ENVIRONMENTALLY FRIENDLY CABINETS



# CABINET SOLUTIONS

## ALTERNATIVE CABINET SOLUTIONS FOR YOUR STORE



**Slim Upright**  
380(W) x 658(D) x 1824(H)mm  
5.4KW/24H  
£799 + VAT



**Cily**  
450(W) x 450(D) x 890(H)mm  
1KW/24H  
£499 + VAT



**Slush 2 barrel**  
400(W) x 580(D) x 870(H)mm  
10.32KW/24H  
£1999 + VAT



**Slush 3 barrel**  
600(W) x 580(D) x 870(H)mm  
12KW/24H  
£2499 + VAT

### RECOMMENDED CABINETS PER CHANNEL

CABINET	Café/ Coffee Shop	Cinema/ Theatre	Contract Caterer	Convenience Store	Garden Centre	Holiday Venue	Hospital Shop	Ice Cream Parlour	Leisure Centre	Sports Centre	Local Council	Newsagents	Off Licence	Petrol Forecourt	Supermarket	Theme Park/Zoo	QSR
Wall's Queue 6	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥
Wall's Econic 12		♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	
Wall's Vista 6	♥		♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥
Wall's Vista 12	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥	♥
Wall's Vista 18			♥	♥		♥	♥	♥	♥		♥	♥	♥	♥	♥	♥	
Wall's Gen V Slimline Maxivision		♥		♥		♥	♥	♥	♥			♥	♥	♥	♥	♥	
Wall's Gen V Maxivision		♥		♥		♥	♥	♥	♥			♥	♥	♥	♥	♥	
Wall's Take Home Island Range				♥											♥		

## WHICH CABINET IS RIGHT FOR YOU?



**Carte D'Or Theatre 13**  
1670(W) x 809(D) x 1329(H)mm  
£2599 + VAT



**Carte D'Or SP9**  
1248(W) x 709(D) x 1335(H)mm  
£899 + VAT

**Carte D'Or SP6**  
998(W) x 709(D) x 1335(H)mm  
£749 + VAT



### ALL CARTE D'OR FREEZERS SUPPLIED WITH SCOOPING KIT FREE OF CHARGE



Collars



Scoop



Washpots

For more details please contact your wholesaler  
or call Wall's Refrigeration Solutions  
0161 366 2500  
[www.wallsrefrigerationsolutions.com](http://www.wallsrefrigerationsolutions.com)



# TOTAL RANGE 2019

## INDULGENT



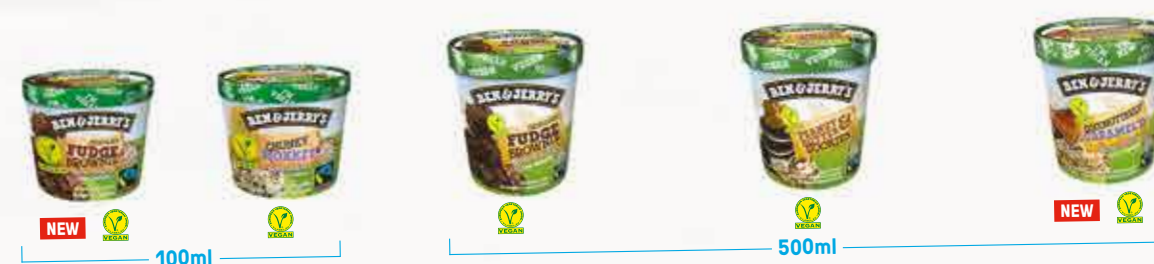
## BEN & JERRY'S



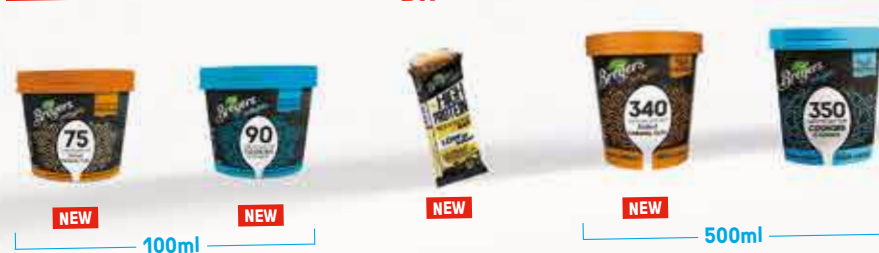
## BEN & JERRY'S



## BEN & JERRY'S - NON-DAIRY



## BREYERS



## CONES & CLASSICS



## KIDS



## KINDER



## GROM



## TAKE HOME



## CARTE D'OR



## ICE CREAM EXPERIENCES



\*Also available in multipacks. See pricing page for full listings.



PRICING

IMPULSE

PRODUCT NAME	PACK SIZE	UNITS PER CASE	TLP PER CASE	RRP PER UNIT	COST PER UNIT
Magnum					
Magnum Classic	110ml	20	£24.70	£1.90	£1.24
Magnum White Chocolate	110ml	20	£24.70	£1.90	£1.24
Magnum Almond	100ml	20	£24.70	£1.90	£1.24
Magnum Mint	100ml	20	£24.70	£1.90	£1.24
Magnum Double Raspberry	88ml	20	£25.89	£2.00	£1.29
Magnum Double Caramel	88ml	20	£25.89	£2.00	£1.29
Magnum White Chocolate & Cookies <b>NEW</b>	90ml	20	£25.89	£2.00	£1.29
Magnum Vegan Classic <b>NEW</b>	90ml	20	£25.89	£2.00	£1.29
Cones and Classics					
Cornetto Classico/Mint/Strawberry (120ml)	125ml	24	£21.97	£1.40	£0.92
Swedish Glace Toffee Cone	105ml	24	£30.50	£2.00	£1.27
Solero Exotic	90ml	25	£23.52	£1.40	£0.94
Solero Lemon Organic <b>NEW</b>	52ml	35	£22.40	£1.00	£0.64
Feast Chocolate	90ml	35	£22.40	£1.00	£0.64
Kids					
Haribo Push Up	85ml	30	£27.22	£1.40	£0.91
Calippo Orange/Calippo Strawberry & Vanilla	105ml	24	£17.16	£1.10	£0.72
Calippo Shots Strawberry & Lemon	77ml	24	£21.77	£1.40	£0.91
Twister Strawberry, Pineapple, Lemon & Lime	80ml	35	£25.03	£1.10	£0.72
Mini Milk Vanilla, Chocolate, Strawberry	35ml	44	£16.85	£0.60	£0.38
Kinder Ice Cream Joy <b>NEW</b>	60ml	24	£38.50	£2.50	£1.60
Kinder Bueno Ice Cream Cone <b>NEW</b>	90ml	30	£27.00	£1.40	£0.90
Kinder Ice Cream Stick <b>NEW</b>	36ml	33	£16.85	£0.80	£0.51
Ben & Jerry's					
Ben & Jerry's 'Wich Cookie Dough/Peanut Butter Cup <b>NEW</b>	80ml	20	£27.00	£2.00	£1.35
Ben & Jerry's Non Dairy Chunky Monkey	100ml	12	£16.00	£2.00	£1.33
Ben & Jerry's Non Dairy Chocolate Fudge Brownie <b>NEW</b>	100ml	12	£16.00	£2.00	£1.33
Ben & Jerry's Moo-phoria Chocolate Cookie Dough	100ml	12	£12.80	£1.60	£1.07
Ben & Jerry's Moo-phoria Caramel Brownie <b>NEW</b>	100ml	12	£12.80	£1.60	£1.07
Ben & Jerry's Cookie Dough	100ml	12	£12.80	£1.60	£1.07
Ben & Jerry's Chocolate Fudge Brownie	100ml	12	£12.80	£1.60	£1.07
Ben & Jerry's Caramel Chew Chew	100ml	12	£12.80	£1.60	£1.07
Ben & Jerry's Vanilla	100ml	12	£12.80	£1.60	£1.07
Ben & Jerry's Strawberry Cheesecake	100ml	12	£12.80	£1.60	£1.07
Breyers					
Breyers Delights Bar Vanilla <b>NEW</b> /Chocolate <b>NEW</b>	55ml	30	£38.00	£2.00	£1.27
Breyers Delights Cookies & Cream <b>NEW</b> /Salted Caramel Cake <b>NEW</b>	100ml	12	£12.80	£1.60	£1.07
Carte D'Or					
Carte D'Or Chocolate <b>NEW</b> /Vanilla <b>NEW</b> /Strawberry <b>NEW</b>	100ml	24	£20.00	£1.25	£0.83
Grom					
Grom Cioccolato <b>NEW</b> /Crema di Grom <b>NEW</b> /Pistacchio <b>NEW</b>	130ml	16	£31.90	£2.99	£1.99
Grom Raspberry Ghiaccioli <b>NEW</b> /Mango Ghiaccioli <b>NEW</b>	70ml	24	£39.85	£2.49	£1.66
Grom Gelato Biscotto <b>NEW</b>	80ml	24	£55.85	£3.49	£2.33

TAKE HOME

PRODUCT NAME	PACK SIZE	UNITS PER CASE	TLP PER CASE	RRP PER UNIT	COST PER UNIT
Magnum Pints					
Magnum Classic/White Chocolate/Almond/White Chocolate & Cookies <b>NEW</b>	440ml	8	-	£3.85	-
Ben & Jerry's					
Ben & Jerry's Birthday Cake	500ml	8	-	£5.49	-
Ben & Jerry's Caramel Chew Chew	500ml	8	-	£5.49	-
Ben & Jerry's Chocolate Fudge Brownie	500ml	8	-	£5.49	-
Ben & Jerry's Cookie Dough	500ml	8	-	£5.49	-
Ben & Jerry's Half Baked	500ml	8	-	£5.49	-
Ben & Jerry's Peanut Butter Cup	500ml	8	-	£5.49	-
Ben & Jerry's Phish Food	500ml	8	-	£5.49	-
Ben & Jerry's Moo-phoria Chocolate Cookie Dough	500ml	8	-	£5.49	-

TAKE HOME

PRODUCT NAME	PACK SIZE	UNITS PER CASE	TLP PER CASE	RRP PER UNIT	COST PER UNIT
Ben & Jerry's Non Dairy					
Ben & Jerry's Non Dairy Chocolate Fudge Brownie	500ml	8	-	£5.99	-
Ben & Jerry's Non Dairy Peanut Butter & Cookies	500ml	8	-	£5.99	-
Ben & Jerry's Non Dairy Coconutterly Caramel'd <b>NEW</b>	500ml	8	-	£5.99	-
Breyers					
Breyers Delights Cookies & Cream	500ml	8	-	£4.99	-
Breyers Delights Salted Caramel Cake <b>NEW</b>	500ml	8	-	£4.99	-
Carte D'Or					
Carte D'Or Indulgent Chocolate/Strawberry/Vanilla	1L	6	-	£4.12	-
Grom					
Grom Gelato al Cioccolato/Gelato al Pistacchio	460ml	8	-	£6.99	-
Multi-packs					
4MP Magnum Classic/White Chocolate/Almond	400ml	10	-	£3.69	-
6MP Magnum Mini Mixed (Classic & White Chocolate & Almond)	330ml	6	-	£3.93	-
6MP Magnum Mini Mixed (Double Chocolate & Double Caramel)	360ml	6	-	£4.29	-
6MP Magnum Mini (Classic/White Chocolate /Almond)	330ml	6	-	£3.93	-
6MP Cornetto Classico/Strawberry	540ml	6	-	£3.00	-
6MP Calippo Mini Mixed (Orange & Lemon-Lime)	480ml	6	-	£2.79	-
8MP Twister Mini Strawberry, Pineapple, Lemon & Lime	400ml	6	-	£2.79	-
12MP Mini Milk Vanilla, Chocolate, Strawberry	420ml	6	-	£2.79	-
Dessert					
Viennetta Mint/Vanilla	650ml	6	-	£1.84	-
Soft Scoop Vanilla Light	1,8L	6	-	£2.09	-
Soft Scoop Vanilla	1,8L	6	-	£2.00	-
Swedish Glace Smooth Vanilla	750ml	6	-	£2.99	-

SCOOPS, SLUSH & SOFT

PRODUCT NAME	PACK SIZE	UNITS PER CASE	TLP PER CASE	RRP PER PORTION	COST PER PORTION
Carte D'Or Scoop*					
Carte D'Or Scooping Vanilla	5,5L	1	£24.63	£2.00	£0.45
Carte D'Or Scooping Strawberry	5,5L	1	£24.63	£2.00	£0.45
Carte D'Or Scooping Triple Chocolate	5,5L	1	£24.63	£2.00	£0.45
Carte D'Or Scooping Mint Chocolate	5,5L	1	£24.63	£2.00	£0.45
Carte D'Or Scooping Raspberry Sorbet	5,5L	1	£19.36	£2.00	£0.35
Carte D'Or Scooping Caramel	5,5L	1	£24.63	£2.00	£0.45
Carte D'Or Scooping Honeycomb	5,5L	1	£24.63	£2.00	£0.45
Carte D'Or Scooping Bubblegum Marshmallow	5,5L	1	£24.63	£2.00	£0.45
Carte D'Or Scooping Blue CandyFloss	5,5L	1	£24.63	£2.00	£0.45
Carte D'Or Scooping Brownie	5,5L	1	£24.63	£2.00	£0.45
Carte D'Or Scooping Vanilla & Chocolate Cookies	5,5L	1	£24.63	£2.00	£0.45
Carte D'Or Scooping Rum & Raisin	5,5L	1	£24.63	£2.00	£0.45
Carte D'Or Scooping Strawberry Cheesecake	5,5L	1	£24.63	£2.00	£0.45
Carte D'Or Scooping Pistachio	5,5L	1	£24.63	£2.00	£0.45
Carte D'Or Scooping White Chocolate	5,5L	1	£24.63	£2.00	£0.45
Carte D'Or Scooping Banana Split	5,5L	1	£24.63	£2.00	£0.45
Carte D'Or Scooping Sicilian Lemon Sorbet	5,5L	1	£19.36	£2.00	£0.35
Carte D'Or Scooping Toffee Fudge	5,5L	1	£24.63	£2.00	£0.45
Carte D'Or Scooping Coffee	5,5L	1	£24.63	£2.00	£0.45
Carte D'Or Scooping Spagnola Cherry	5,5L	1	£24.63	£2.00	£0.45
Carte D'Or Scooping Praline	5,5L	1	£24.63	£2.00	£0.45
Carte D'Or Scooping Indulgent Dark Chocolate	5,5L	1	£24.63	£2.00	£0.45
Carte D'Or Scooping Greek Style Yoghurt & Honey	5,5L	1	£24.63	£2.00	£0.45
Carte D'Or Scooping White Chocolate & Raspberry Ripple <b>NEW</b>	5,5L	1	£24.63	£2.00	£0.45
Cornetto Soft, Mr Whippy & Slush					
Calippo Slush Strawberry/Magic Purple (Raspberry)/Orange/Lemon/Blackcurrant**	5L	2	£49.50	£2.50	£0.25
Cornetto Soft Vanilla/Chocolate Chip/Strawberry/Caramel	145ml	15	£14.24	£1.80	£0.95
Mr Whippy	1L	12	£22.18	£1.80	£0.15

\*Portion and cost per Carte D'Or scoop is calculated on the estimation of 55 scoops from one tub. \*\*Portion of Slush is based on 330ml cups and cost per unit for Calippo Slush is calculated on that basis. TLP per case and cost per unit prices are excluding VAT. RRP prices printed are only recommendations. Pricing is at the sole discretion of the retailer.





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