



ICE CREAM BROCHURE

MAGNUM

Cornetto

SOLERO

TWISTER

CARTE D'OR

BEN & JERRY'S



2025

Awards



Grocer Top Campaign Award for Wall's "A Taste of Happiness Since 1922" campaign

G
The Grocer Gold Awards
2024

Grocer Frozen Product of Year 2024* - Silver award for Magnum Euphoria

Unilever was awarded the **Sustainable Supply Chain Award** for our work on maintaining a deforestation-free and traceable supply chain across our key crops



*Magnum has won a Grocer New Product Award in the Frozen Sweet category for the launch of Magnum Euphoria Pink Lemonade (Silver)

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Why should you
choose Wall's?

**We have an
ice cream for:**



For Everyone



For Every Budget



For Every Occasion

WE ARE THE

#1

UK ICE CREAM
MANUFACTURER¹

UNILEVER HAS

68%

IMPULSE MARKET SHARE
IN OUT-OF-HOME¹

HIGHEST

MEDIA SPEND IN THE
CATEGORY FOR 2024

SERVING UP
DELICIOUSLY MELTY,
MESSY HAPPINESS
FOR OVER

100
YEARS



10 OUT OF THE TOP 12 IMPULSE LINES ARE FROM WALL'S¹



1

Magnum Classic



2

Magnum White Chocolate



3

Calippo Orange



4

Magnum Billionaire



5

Solero Exotic



Competitor



Competitor



8

Twister Pineapple



9

Cornetto Strawberry



10

Feast Original



11

Magnum Almond



12

Magnum Mint



WE HAVE THE **BEST** BRANDS

MAGNUM[®]
UK'S **#1**
FAVOURITE
ICE CREAM BRAND¹



UK'S **#1**
BRANDED DESSERT¹


WALL'S[®]
#1
KIDS BRAND¹

Corretto[®]
#1
CONE BRAND¹


CARTE D'OR[®]
#1
BRANDED VANILLA¹



OUR SUSTAINABILITY COMMITMENTS

Calippo has a recyclable tube as it's made with 92% paper.



The cocoa and vanilla in our velvety ice creams are sourced from Rainforest Alliance Certified farms.

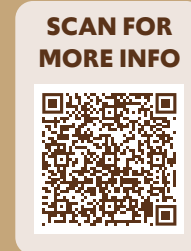
We run an empowerment programme for women in our cocoa farming communities.



Through the Vanilla for Change programme, we help support vanilla farming communities in Madagascar.



Save the Children



symrise



**NEW
FOR
2025**



MAGNUM
DOUBLE CHERRY

20 X
85ml
£2.30
RRP



MAGNUM
DOUBLE HAZELNUT

20 X
85ml
£2.30
RRP



VEGAN

MAGNUM
VEGAN ALMOND

20 X
85ml
£2.30
RRP

NEW ICE CREAM



TWISTER
mallow

35 X
80ml
£1.60
RRP

AM FOR 2025



HARIBO

30 X
85ml
£2.00
RRP



SOLERO
BERRY BLISS

25 X
90ml
£1.90
RRP



BEN & JERRY'S
Brookies & Cream

12 X
100ml
£2.00
RRP



MAGNUM
bonbon.

8 X
204ml
£4.50
RRP



**NEW
FOR
2025**



CRACK *into* THE FASTEST SELLING ICE CREAM²



Cocoa
ra.org



MAGNUM
WHITE
CHOCOLATE

MAGNUM
CLASSIC

MAGNUM
DOUBLE GOLD
CARAMEL
BILLIONAIRE



MAGNUM
PINK LEMONADE



MAGNUM
ALMOND



MAGNUM
MINT



MAGNUM
DOUBLE CARAMEL



MAGNUM
WHITE CHOCOLATE
& COOKIES



MAGNUM
VEGAN ALMOND



VEGAN

SCAN THE
CODE TO
VISIT THE
MAGNUM
WEBSITE





NEW

**MAGNUM
HAD THE
#1
NEW PRODUCT
IN 2023 & 2024¹**

**20X
85ML
£2.30
RRP**

DOUBLE CHERRY
CHOCOLATE, CHERRY,
BERRIES & CREAM FLAVOUR

DOUBLE HAZELNUT
WHITE CHOCOLATE, HAZELNUT,
ALMOND & PISTACHIO



**NEW
FOR
2025**



HARIBO

**Vanilla &
Strawberry
Flavour**

**30 X
85ml
£2.00
RRP**

**94
kcal**

85 ml
33.5 g
395 kJ
94 kcal
5%*

100 ml:
990 kJ/235 kcal
100 g:
760 kJ/180 kcal

without artificial
colours & flavours



**NEW
FOR
2025**

71 KCAL


Twister
mallow

**MARSHMALLOW
FLAVOUR**

**35 X
70ml
£1.60
RRP**



Wall's Kids - LOVED BY THE YOUNG AND YOUNG AT HEART

Calippo Orange

#1
KIDS OOH SKU¹



Calippo
Cola



Twister

Twister Pineapple

#2
KIDS OOH SKU¹



NEW

Twister
Mallow



SCAN HERE TO LEARN MORE
ABOUT OUR RESPONSIBLY
MADE FOR KIDS PROMISE.



Wall's
Mini Pops

Mini Milk
Vanilla



minimilk

Mini Milk
Strawberry



NEW

Haribo

MORE FROM Wall's



SOLERO

Solero Exotic
#1
ADULT REFRESH
BRAND¹



SOLERO

NEW

Solero
Berry Bliss

guud.

Guuud
Raspberry
Greek Yogurt



Feast

Feast
Original



 POLAR KRUSH
GROUP



BURST IT

Calippo, now as a
fizzy slush!

FREE
STOCK BUNDLE
INCLUDED



Call
01670 818 666
or email
**enquiries@
polarkrush.co.uk**



Corretto®

#1 FILLED CONE BRAND¹



Corretto
Strawberry

#2
FILLED CONE
OOH SKU¹

Corretto Soft
Cookies &
Chocolate

19%
GROWTH YTD¹



Corretto
Classico

#3
FILLED CONE
OOH SKU¹





For over 50 years,
we've been perfecting our recipe
to make every Cornetto taste even
better than the last.



Cornetto
Mint



Cornetto
GO!

33 X
110ml
£1.60
RRP

**Better value
than nearest
competitor¹**



UK's No.1

Ice Cream Dessert Brand¹

No.1¹



The No.1 Non-Dairy Pint¹



Peace, Love & Ice Cream

Since 1978!



SCAN THE CODE TO VISIT THE BEN & JERRY'S WEBSITE



Dig into Brookies & Cream Sundae!

new!

Vanilla Ice Cream with Brownie-style Dough & Golden Cookie Swirls, Topped with Chocolate Whipped Ice Cream, Sea Salt Chocolate Swirls & White Chunks

No Spoon... No Problem!



new!

100ml Tubs



Brookies & Cream



Cookie Dough



Chocolate Fudge Brownie



Vanilla



Caramel Chew Chew



Strawberry Cheesecake



Non-Dairy Cookies on Cookie Dough



Introducing


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

#1 Premium Dessert Ice Cream³



Taste always comes first

We have searched the globe - and we continue to do so - to discover some of the finest ingredients to give our ice cream desserts a truly delicious and authentic flavour.



Finest flavours, sourced from around the world

Vanilla

Made with
Madagascan vanilla



Chocolate

Made with RFA Cocoa



Strawberry

Containing 39% fruit



**SCAN HERE TO
FIND OUT MORE**



Vanilla for change

Vanilla For Change empowers young people in Madagascar and the UK as part of Wall's mission to create happier communities.

Together with Save the Children and Symrise, we are positively impacting 60,000 people in Madagascar.





2025 Scooping Range

Vanilla	Triple Chocolate	Strawberry	Mint Chocolate
Banana Chocolate	Brownie	Bubblegum Marshmallow	Blue Candyfloss
Caramel	Spagnola / Cherry Swirl	Cookies & Cream	Strawberry Cheesecake
Pistachio	SOLERO	Raspberry Vegan Sorbet 2.4 litre	

Our product architecture

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



Mountain Dunes Waves

5.5 Litre Tubs

Each tub yields up to **55 scoops.**





Profitability on our ice cream

5.5 Litre price example

Tub price: **£30.21**

55 scoops
per tub

RRP per scoop

£2.75

76% POR⁴

76% estimated margin per tub⁴

The Carte D'Or scooping freezers come in three different sizes and specifications. Each are Carte D'or branded and come with a variety of storage options.

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	FOL Only	FOL Only	FOL Only
Plug Type	UK 3 Pin	UK 3 Pin	UK 3 Pin

Point Of Sale



SCAN HERE TO ORDER YOUR POS





Maximise your sales



ATTRACT

Visible from 5-10 metres

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

"OHhh ICE CREAM"



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

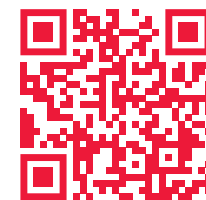
Help consumers choose with a clear and concise range and pricing.
Make sure to answer...

"WHERE IS IT? ...HOW MUCH?"



TO FIND OUT MORE ABOUT POS OR PLACE AN ORDER

SCAN HERE





Unmissable Point of Sale



LEISURE



NPD Stickers



CONVENIENCE

Basket Labels & Window Cling



Convenience Headerboard





Upright Cabinets

PLANOC

12 BASKETS

18 BASKETS



GRAMS

Chest Cabinets



12 BASKETS



18 BASKETS





CABINETS

FREE
STANDARD DELIVERY

3 YEARS
FULL PARTS & LABOUR WARRANTY**

PLEASE PLACE YOUR ORDER VIA
PARTICIPATING WHOLESALERS

**SCAN TO
ORDER:**



*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 for details. Wall's branded freezers are purchased subject to a condition that the customer agrees to stock Wall's impulse ice cream at a minimum of 70% 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. I.e., a 12-basket freezer should contain 9 baskets of Unilever branded products (please refer to the website for full T* & C's). Unilever UK LTD. Registered in England & Wales NO 00334527. Registered office: 3 St James Road, Kingston Upon Thames, KT1 2BA.



18
BASKETS

MAXIVISION

1253mm (L)
828mm (W)
1363mm (H)

Deal price:
£1819 +VAT

Comes with
ice cream
worth over
£800 RRP*



12
BASKETS

SLIM MAXIVISION

802mm (L)
828mm (W)
1363mm (H)

Deal price:
£1719 +VAT

Comes with
ice cream
worth over
£620 RRP*



12
BASKETS

VISTA 12 SD

1000mm (L)
690mm (W)
865mm (H)

Deal price:
£709 +VAT

Comes with
ice cream
worth over
£610 RRP*



18
BASKETS



6
BASKETS

VISTA 6 SD

800mm (L)
690mm (W)
865mm (H)

Deal price:
£569 +VAT

Comes with
ice cream
worth over
£490 RRP*

VISTA 18 SD

1550mm (L)
690mm (W)
865mm (H)

Deal price:
£859 +VAT

Comes with
ice cream
worth over
£760 RRP*



5 EASY STEPS TO SELL MORE ICE CREAM

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



STEP #1:
CHOOSE THE RIGHT FREEZER
FOR YOUR BUSINESS

STEP #2: STOCK WALL'S BEST-SELLERS¹



STEP #3:
STOCK NEW INNOVATIONS
AND EXCITING FLAVOURS



STEP #4:
DRAW ATTENTION TO YOUR CABINET
USING WALL'S FREE
POINT OF SALE



STEP #5:
KEEP YOUR
CABINET CLEAN
& WELL-STOCKED



IMPULSE RANGE



Classic



White Chocolate



Almond



Mint



White Chocolate & Cookies



Pink Lemonade



Double Gold Caramel Billionaire



Double Caramel



NEW Double Cherry



NEW Double Hazelnut



Vegan Almond



Pineapple



Berry-licious



NEW Mallow



NEW Haribo



Vanilla



Strawberry



Mini Pops



Orange



Cola



Exotic



NEW Berry Bliss



Original



Raspberry Greek Yogurt

BEN & JERRY'S



Cookie Dough



Chocolate Fudge Brownie



Vanilla



Strawberry Cheesecake



Caramel Chew Chew



Non-Dairy Cookies On Cookie Dough



NEW Brookies & Cream



Classico



Strawberry



Mint



Soft Cookies & Chocolate



Go!

BEN&JERRY'S



TAKE HOME RANGE

- | | | | | | | | | | | |
|-----------------------|-----------------------------------|-----------------------------------|--------------------------------------|--------------------------|-------------------------------|-----------------------------|------------------------------|----------------------------|-----------------------------------|---------------|
| | | | | | | | | | | |
| Cookie Dough | Chocolate Fudge Brownie | Phish Food | Half Baked | Karamel Sutra | NEW Bohemian Raspberry | NEW Brookies & Cream | Caramel Chew Chew | Netflix & Chill'd | Chocolately Love-A-Fair | Spectacu-love |
| | | | | | | | | | | |
| Strawberry Cheesecake | Non Dairy Cookies On Cookie Dough | Non Dairy Chocolate Fudge Brownie | Non Dairy Sundae Oat of this Swirled | Sundae Cookie Vermonster | Sundae Oh My! Banoffee Pie! | Sundae Dulce De-Lish | Sundae Marshmallow & S'more! | Lighten-Up Vanilla Brownie | Lighten-Up Chocolate Cookie Dough | |



- | | | | |
|--------------------|----------------------------|--------------------|-----------------|
| | | | |
| Magnum Classic 3MP | Magnum White Chocolate 3MP | Magnum Classic Tub | Magnum Bon Bons |



Cornetto Classico 6MP



Twister Mini 6MP



Calippo Mini 5MP



Carte D'Or Madagascan Vanilla



Carte D'Or Delightful Strawberry



Carte D'Or Indulgent Chocolate



Viennetta Vanilla



Viennetta Mint



IMPULSE RANGE Price List

PRODUCT NAME

SIZE UPC RRP TLP



Magnum Classic	110ml	20	£2.30	£29.88
Magnum White Chocolate	110ml	20	£2.30	£29.88
Magnum Almond	100ml	20	£2.30	£29.88
Magnum Mint	100ml	20	£2.30	£29.88
Magnum Double Gold Caramel Billionaire	85ml	20	£2.30	£29.88
Magnum Double Utopia Cherry NEW	85ml	20	£2.30	£29.88
Magnum Double Utopia Hazelnut NEW	85ml	20	£2.30	£29.88
Magnum Pink Lemonade	85ml	20	£2.30	£29.88
Magnum White Chocolate & Cookies	90ml	20	£2.30	£29.88
Magnum Double Caramel	85ml	20	£2.30	£29.88
Magnum Vegan Almond	85ml	20	£2.30	£29.88

BEN&JERRY'S

Cookie Dough	100ml	12	£2.00	£16.00
Chocolate Fudge Brownie	100ml	12	£2.00	£16.00
Caramel Chew Chew	100ml	12	£2.00	£16.00
Vanilla	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
Brookies & Cream NEW	100ml	12	£2.00	£16.00

PRODUCT NAME

SIZE UPC RRP TLP



Twister Pineapple	80ml	35	£1.60	£36.41
Twister Berry-licious	70ml	35	£1.60	£36.41
Twister Mallow NEW	70ml	35	£1.60	£36.41
Solero Exotic	90ml	25	£1.90	£31.91
Solero Berry Bliss NEW	90ml	25	£1.90	£31.91
Haribo NEW	85ml	30	£2.00	£38.03
Feast Original	90ml	35	£1.60	£35.84
Calippo Orange	105ml	24	£1.60	£24.96
Calippo Cola	105ml	24	£1.60	£24.96
Mini Milk Vanilla	35ml	44	£0.90	£25.28
Mini Milk Strawberry	35ml	44	£0.90	£25.28
Wall's Mini Pops	73ml	20	£1.90	£36.41
Guuud Raspberry Greek Yogurt	70ml	30	£1.90	£37.05



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 Soft Cookies & Chocolate	140ml	24	£2.10	£32.96
Cornetto Go!	110ml	33	£1.60	£34.53

TAKE HOME RANGE Price List



PRODUCT NAME

SIZE UPC RRP

BEN&JERRY'S

PRODUCT NAME	SIZE	UPC	RRP
Cookie Dough	465ml	8	£5.50
Chocolate Fudge Brownie	465ml	8	£5.50
Phish Food	465ml	8	£5.50
Half Baked	465ml	8	£5.50
Karamel Sutra	465ml	8	£5.50
Bohemian Raspberry NEW	465ml	8	£5.50
Brookies & Cream NEW	465ml	8	£5.50
Caramel Chew Chew	465ml	8	£5.50
Netflix & Chill'd	465ml	8	£5.50
Chocolately Love-A-Fair	465ml	8	£5.50
Spectacu-love	465ml	8	£5.50
Strawberry Cheesecake	465ml	8	£5.50
Non Dairy Cookies On Cookie Dough	465ml	8	£4.90
Non Dairy Chocolate Fudge Brownie	465ml	8	£4.90
Non Dairy Sundae Oat of this Swirled	427ml	8	£4.90
Sundae Cookie Vermonster	427ml	8	£5.50
Sundae Oh My! Banoffee Pie!	427ml	8	£5.50
Sundae Dulce De-Lish	427ml	8	£5.50
Sundae Marshmallow & S'more!	427ml	8	£5.50
Lighten-Up Vanilla Brownie	465ml	8	£5.50
Lighten-Up Chocolate Cookie Dough	465ml	8	£5.50

PRODUCT NAME

SIZE UPC RRP



Magnum Classic 3MP	440ml	8	£3.35
Magnum White Chocolate 3MP	440ml	8	£3.35
Magnum Classic Tub	440ml	8	£4.35
Magnum Bon bons	204ml	8	£4.50



Cornetto Classico 6MP	540ml	6	£3.60
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Twister Mini 6MP	300ml	6	£2.59
Calippo Mini Orange-Lime Flavour 5MP	400ml	6	£2.60

CARTE D'OR

Carte D'Or Madagascan Vanilla	900ml	6	£4.35
Carte D'Or Indulgent Chocolate	900ml	6	£4.35
Carte D'Or Delightful Strawberry	900ml	6	£4.35



Viennetta Vanilla	650ml	6	£2.35
Viennetta Mint	650ml	6	£2.35



“ WHAT OUR CUSTOMERS SAY ”

I have had the pleasure of working closely with Wall's Ice Cream for the past five years. Throughout our collaboration, I have consistently been impressed with their professionalism, dedication, and proactive approach to supporting our needs.

Unilever has been a valuable partner, providing tailored solutions and working hand-in-hand with us to enhance our visitor experience. Their commitment to sustainability, which aligns with our values at London Zoo, has been a key element in fostering a successful relationship. Their collaborative approach, responsiveness, and flexibility in adjusting to the unique challenges of operating within a zoo environment have always been greatly appreciated.

Moreover, their service levels have been consistently high from supplier issues to stock management, their ongoing support and dedication to quality make them a reliable partner in every aspect of our work together.

I highly recommend Unilever as a business partner, as they continue to contribute to both our operational success and visitor satisfaction at London Zoo.



Lee Duffy

Head of Commercial at London Zoo



TINY GIANTS KIOSK



LONDON ZOO GIFT SHOP

SOURCES

1: Nielsen GB_Tot Cov during YTD 9/11/24

2: Nielsen GB_Tot Cov Total Impulse during latest 52 Wks-w/e 06/07/24

3: NielsenIQ data, Value Sales, Unit Sales, Premium Dessert Ice Cream (client defined) w/e 22.06.2024 (GB Total Coverage Including Discounters)

4: Recommended retail price from Feb 2023. 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 unit prices are excluding VAT.

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



Proud to be a part of Wall's, great support and execution from start to finish. With the shiny bright, lit up new freezers at front of store and attracting and engaging POS, there's been an uplift in sales.

Masood Mahmood

Select & Save

selectsave

We recently introduced a Wall's branded freezer and POS this year to our pub and we're delighted that our ice cream volume have increased from 4 cases last year to 50 cases this year! The customers are loving the offering!

Adam

New Bowling Green Pub

Warwick



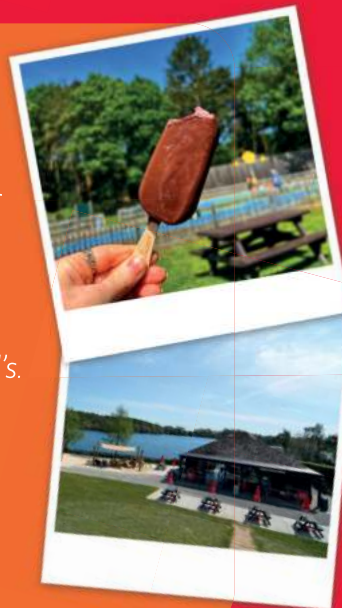
The regular visits from our rep Ian, help us review our selection, layout & advertising. The insights into what's coming, what's best selling, and the advice on what would work best in our business is incredibly helpful. Any issues are quickly sorted, and over the years we have massively upped our freezer amount and sales around the catering units in our park which has all resulted in increasing our sales.

The relationship built with our rep Ian, is what keeps us ordering. We feel loyal to the brand, as we know we have all the support we need from Wall's.

Hayleigh Knights

Catering Operations Manager

**WELLINGTON
COUNTRY PARK**



NEED TO SPEAK TO YOUR REP?

Scan to find your nearest rep



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THE LATEST NEWS
ON ICE CREAM



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TO SPEAK TO AN ICE CREAM
EXPERT & ORDER VISIBILITY TODAY
OR HEAD TO:

UFS.COM/WALLS