



WALL'S®

ICE CREAM BROCHURE



2024



@wallsforbusiness



Wall's For Business



SCAN THE QR CODE TO SIGN UP TO OUR COOL NEWSLETTER!



KEEP UP TO DATE WITH ALL THINGS **WALL'S** ON SOCIAL MEDIA

WELCOME
TO WALL'S ICE CREAM 2024!

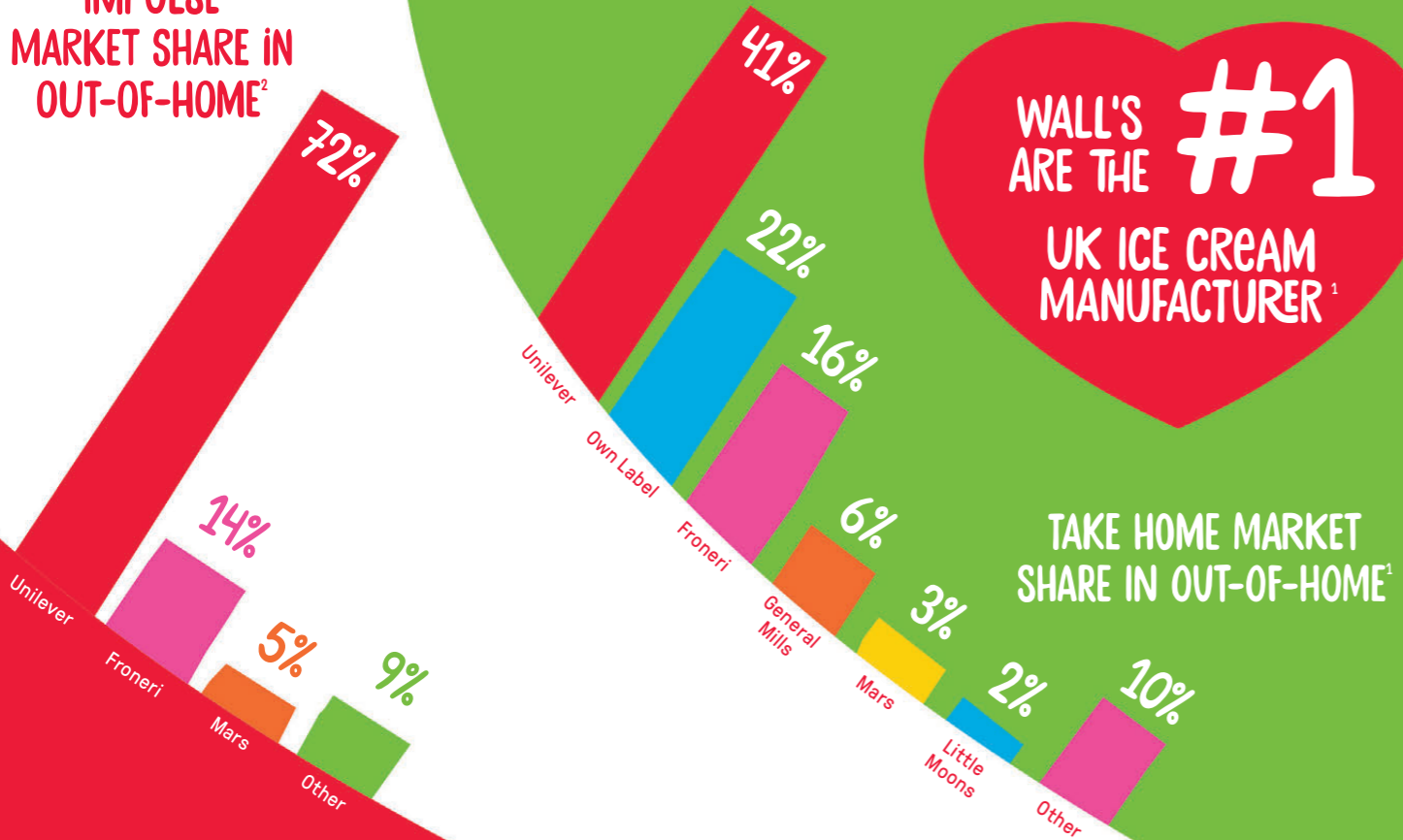
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WHY SELL WALL'S ICE CREAM

IMPULSE MARKET SHARE IN OUT-OF-HOME²



WALL'S ARE THE #1 UK ICE CREAM MANUFACTURER¹

THE TOP 3



TOP 12 IMPULSE LINES 2023¹

WELCOME TO WALL'S

FOR OVER 100 YEARS, WALL'S HAS BEEN HOME TO SOME OF THE NATION'S BEST LOVED AND ICONIC BRANDS - FROM MAGNUM, TO CORNETTO, TO TWISTER, WALL'S MAKES IT HAPPIER.

#1
KIDS OOH SKU¹

Calippo Orange
£1.50 (RRP)
£23.40 (TLP)



Twister
Pineapple
£1.50 (RRP)
£34.13 (TLP)

#2
KIDS OOH SKU¹

#1
ADULT
REFRESH
BRAND¹



Solero
Exotic
£1.80 (RRP)
£30.23 (TLP)

81%
INCREASE IN
VALUE SALES
VS 2022³

Mini Milk
Vanilla
£0.90 (RRP)
£25.28 (TLP)

96%
INCREASE IN
VALUE SALES
VS 2022³

Mini Milk
Strawberry
£0.90 (RRP)
£25.28 (TLP)



Feast
Original
£1.50 (RRP)
£33.60 (TLP)



Calippo
Cola
£1.50 (RRP)
£23.40 (TLP)

Calippo Burst
CALIPPO NOW AS FREE STOCK BUNDLE INCLUDED!
FIZZY SLUSH!
FEEL THE FIZZ!
GET REFRESHED!

CALL 01670 818 666
ENQUIRIES@POLARKRUSH.CO.UK



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

NEW FOR 2024

Twister[®] Berry-licious

NO ARTIFICIAL COLOURS
OR FLAVOURS

MADE WITH FRUIT*

FULLY NHFSS COMPLIANT



Twister
Berry-licious
£1.50 (RRP)
£34.13 (TLP)



ONLY 66 KCAL



*from purees and fruit juice from concentrate

RASPBERRY GREEK STYLE YOGURT ICE CREAM

CREAMY GREEK STYLE
YOGHURT WITH
LUSCIOUS SAUCY
RASPBERRY SWIRLS.

FULLY NHFSS
COMPLIANT



Guuud
Raspberry
£1.80 (RRP)
£35.10 (TLP)



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Cornetto®

#1

1 FILLED CONE
BRAND¹

Cornetto Soft

COOKIES &
CHOCOLATE



Cornetto Soft
Cookies & Chocolate
£2.00 (RRP)
£31.39 (TLP)

NEW

#3 FILLED CONE OOH SKU¹



Cornetto
Strawberry
£1.80 (RRP)
£28.24 (TLP)

#2 FILLED CONE OOH SKU¹



Cornetto
Classico
£1.80 (RRP)
£28.24 (TLP)



Cornetto
Mint
£1.80 (RRP)
£28.24 (TLP)

Cornetto Go!

12% FASTER RATE OF SALE THAN THE MAIN COMPETITOR⁴



Cornetto Go
£1.50 (RRP)
£32.37 (TLP)



OUR SUSTAINABILITY COMMITMENTS



CALIPPO HAS A RECYCLABLE TUBE & HAS REDUCED IT'S PLASTIC!



(1 SIDE PE WITH ONLY 8% PLASTIC VS 2 SIDE PE 14% PLASTIC PREVIOUSLY USED)



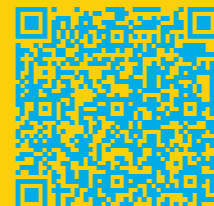
Save the Children



symrise

SINCE 2016, WALL'S TOGETHER WITH SAVE THE CHILDREN, AND LEADING VANILLA SUPPLIER SYMRISE, HAS BEEN IMPROVING THE LIVES OF VANILLA FARMING COMMUNITIES IN THE SAVA REGION OF MADAGASCAR, SECURING A SUSTAINABLE SOURCE OF VANILLA WHILST ENSURING THE LOCAL COMMUNITIES CAN GO ON TO BUILD A BETTER FUTURE. WE CALL THIS OUR 'VANILLA FOR CHANGE' PROGRAMME.

SCAN HERE TO FIND OUT MORE!



Should you have any questions around our Ice Cream Sustainability programmes or Commitments please call us on

0800 444 215





UK's #1 ICE CREAM BRAND¹

3 OF THE TOP 5 BEST SELLING IMPULSE ICE CREAMS ARE MAGNUM!¹



MAGNUM
CLASSIC
£2.20 (RRP)
£28.58 (TLP)

MAGNUM
WHITE
CHOCOLATE
£2.20 (RRP)
£28.58 (TLP)

MAGNUM
DOUBLE GOLD
CARAMEL BILLIONAIRE
£2.20 (RRP)
£28.58 (TLP)

MAGNUM
ALMOND
£2.20 (RRP)
£28.58 (TLP)

MAGNUM
MINT
£2.20 (RRP)
£28.58 (TLP)

MAGNUM
DOUBLE STARCHASER
CARAMEL POPCORN
£2.20 (RRP)
£28.58 (TLP)



MAGNUM
DOUBLE CARAMEL
£2.20 (RRP)
£28.58 (TLP)



MAGNUM
WHITE CHOCOLATE
& COOKIES
£2.20 (RRP)
£28.58 (TLP)



Cocoa
ra.org

SCAN THE CODE
TO VISIT THE
MAGNUM WEBSITE



WHEREVER PLEASURE TAKES YOU

EUPHORIA

PINK LEMONADE

MAGNUM
EUPHORIA
£2.20 (RRP)
£28.58 (TLP)



NEW

MAGNUM HAD THE
#1 & #2
NPDS IN 2023²

RASPBERRY SORBET
LEMON ICE CREAM
POPPING CANDY

CHILL

BLUEBERRY COOKIE

MAGNUM
CHILL
£2.20 (RRP)
£28.58 (TLP)



BLUEBERRY SORBET
VANILLA BISCUIT FLAVOUR
ICE CREAM, COOKIE PIECES

VEGAN



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We believe life's pleasures shouldn't come at the cost of our planet's precious resources. From the cocoa communities we work with to the way we package our products, find out more about our commitment to sustainability.



We've launched AWA by Magnum – an initiative that works to empower women in the cocoa farming communities of Côte d'Ivoire both socially and economically.

It's all part of our 2025 Cocoa Strategy. So far, we've committed to invest €25M into our wider cocoa impact programmes, with an emphasis on female-focused initiatives – because by investing in women, we're also investing in their families and communities.



INDULGE RESPONSIBLY

SCAN HERE TO FIND OUT MORE



By signing the Cocoa Forest Initiative, we're publicly committed to eliminating deforestation and forest degradation.

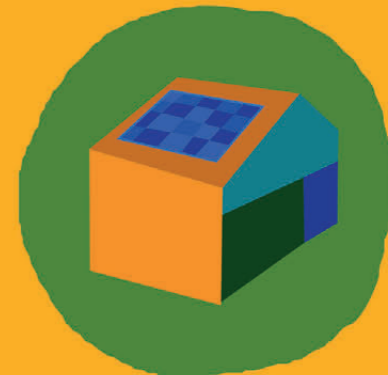
100% of the cocoa we use and 100% of the vanilla extract in our flavouring comes from Rainforest Alliance Certified farms.



We've pledged to plant 465,000 trees in the Ivory Coast. That's enough to cover an area almost 2.5 times the size of Paris.

We are sourcing 100% renewable grid electricity in our operations.*

*Restricted to products made at Unilever sourcing sites.



NEW

BEN & JERRY'S
Sundae



S'MORE TO ENJOY!

Non-Dairy
Oat of this
Swirled
£5.50 (RRP)



Marshmallow
& S'more!
£5.50 (RRP)

More Is S'more



The UK's No. 1 Luxury Ice Cream Brand¹



Chocolate
Fudge Brownie
£5.99 (RRP)

Cookie Dough
£5.99 (RRP)

Phish Food
£5.99 (RRP)

NEW
Spectacu-love
£5.50 (RRP)

Go to page
27 for the
full range

Non-Dairy Cookies on
Cookie Dough 100ml
£1.90 (RRP) £15.20 (TLP)



Non-Dairy
Cookies on Cookie Dough
465ml
£5.49 (RRP)

100ml Tubs



Cookie Dough
£1.90 (RRP)
£15.20 (TLP)

Chocolate Fudge
Brownie
£1.90 (RRP)
£15.20 (TLP)

Vanilla
£1.90 (RRP)
£15.20 (TLP)

Caramel Chew
Chew
£1.90 (RRP)
£15.20 (TLP)

Strawberry
Cheesecake
£1.90 (RRP)
£15.20 (TLP)

Non-Dairy Cookies
on Cookie Dough
£1.90 (RRP)
£15.20 (TLP)

The No. 1
Non-Dairy SKU¹

BEN & JERRY'S
Sundae

Dulce Delish was the
No. 1
Best Selling 2023 NPD
in Luxury Ice Cream¹



Cookie Vermont-ster
£5.99 (RRP)

Dulce De-Lish
£5.99 (RRP)

Oh My! Banoffee Pie!
£5.99 (RRP)

nondairy



Non-Dairy Chocolate
Fudge Brownie
£5.49 (RRP)

Non-Dairy Chocolate Love
A-Fair Caramel Sea Salt
£5.49 (RRP)





Sustainable Sourcing



GREYSTON BAKERY

Brownies we use come from Greyston Bakery in New York – Greyston create meaningful job opportunities for those who have experienced barriers to employment

PLANT BASED PACKAGING

Our tubs and lids are fully recyclable

FREE GRAZING

We have free grazing dairy on all our dairy products in the range

OUR INGREDIENTS

Ben & Jerry's has been about more than tasty ice cream filled with chunks and swirls. We work in close collaboration with our suppliers and customers, all the way from cow to cone!

Bananas of all shapes and sizes make their way into our tubs, which means that no delicious fruit goes to waste just because it's a little weird-looking! Plus, the skins have a second life as animal food.

All the eggs that go into our ice cream come from free-range and cage-free hens.

Our Caring Dairy programme ensures our milk and cream is produced in a way that makes for happy cows, happy farmers, and a happy planet.

SCAN HERE TO FIND OUT MORE ABOUT BEN & JERRY'S SUSTAINABLE APPROACH TO BUSINESS



NEW LOOK WALL'S POS

2024

POINT OF SALE



EXAMPLE OF WALL'S RED POS IN LEISURE SETTING

NEW and IMPROVED

TO FIND OUT MORE ABOUT OUR POS OR PLACE AN ORDER **SCAN HERE** >>>>>>>>



Vista Cabinet Visibility Kit*



Window Cling



NPD Stickers



Basket Labels

1.8m Parasol



Beach Flag



A Panel & A-Frame

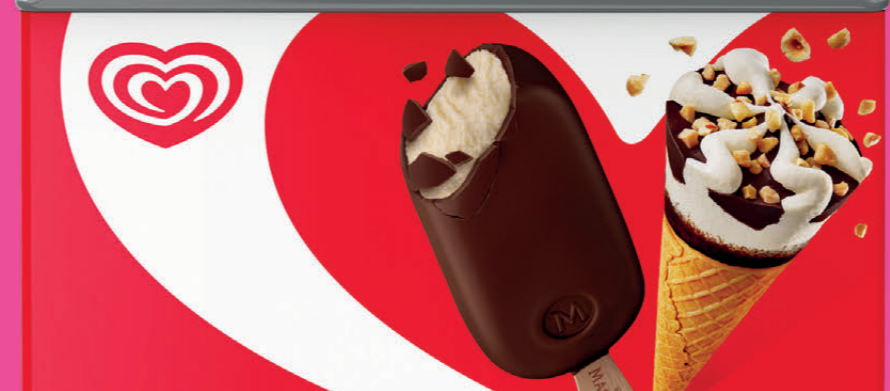


Impulse Strip



18 Basket Headerboard

Close the Lid Stickers



*Maxivision cabinet visibility kit also available



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

“OH HH ICE CREAM”

ATTRACT
10 METRES

Engage and entice outside of or instore.
Make them think...

“MMMM ICE CREAM
- BUT WHICH ONE?”

ENGAGE
5 METRES

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

“WHERE IS IT?
...HOW MUCH?”

SELL
1 METRE

HOW TO CHOOSE YOUR POS TO MAXIMISE YOUR SALES

DID YOU KNOW...

USING POS
INCREASES
ICE CREAM
SALES BY
77%⁵



2024

PLANOGRAMS

12 BASKETS



18 BASKETS





CABINETS

SLIM MAXIVISION

12
BASKETS



802mm (W)
875mm (D)
1363mm (H)

Deal price:
£1629 +VAT
Comes with ice cream worth over
£600 RRP*

MAXIVISION

18
BASKETS



1253mm (W)
875mm (D)
1363mm (H)

Deal price:
£1729 +VAT
Comes with ice cream worth over
£800 RRP*

VISTA 6

6
BASKETS



680mm (W)
650mm (D)
880mm (H)

Deal price:
£539 +VAT
Comes with ice cream worth over
£450 RRP*

VISTA 12 LED

12
BASKETS



1000mm (W)
650mm (D)
880mm (H)

Deal price:
£699 +VAT
Comes with ice cream worth over
£620 RRP*

VISTA 18 LED

18
BASKETS



1500mm (W)
650mm (D)
880mm (H)

Deal price:
£849 +VAT
Comes with ice cream worth over
£800 RRP*



**FREE
STANDARD DELIVERY**

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

**PLEASE PLACE YOUR ORDER VIA
PARTICIPATING WHOLESALERS**

*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. Unilever UK LTD. Registered in England & Wales NO 00334527. Registered office: 3 St James Road, Kingston Upon Thames, KT1 2BA.



IMPULSE RANGE

WALL'S HAS **72%**
OF THE IMPULSE MARKET
SHARE IN OUT-OF-HOME²



Magnum Classic



Magnum White Chocolate



Magnum Almond



Magnum Mint



Magnum Double Gold Caramel Billionaire



Magnum Double Starchaser Caramel Popcorn Flavour



Magnum Euphoria Pink Lemonade



Magnum Chill Blueberry Cookie



Magnum White Chocolate & Cookies



Magnum Double Caramel



Twister Pineapple



Twister Berry-licious



Solero Exotic



Feast Original



Calippo Orange



Calippo Cola



Mini Milk Vanilla & Strawberry



Guuud Raspberry Greek Yoghurt



Cornetto Strawberry



Cornetto Classico



Cornetto Mint



Cornetto Soft Cookies & Chocolate



Cornetto Go! Sandwich



Cookie Dough



Chocolate Fudge Brownie



Caramel Chew Chew



Vanilla



Strawberry Cheesecake



Non-Dairy Cookies on Cookie Dough



TAKE HOME RANGE

WALL'S HAS **41%**
OF THE TAKE HOME MARKET
SHARE IN OUT-OF-HOME¹



Cookie Dough



Chocolate Fudge Brownie



Phish Food



Half Baked



Karamel Sutra

NEW



Spectacu-love



Caramel Chew Chew



Chocolatey Love-A-Fair



Strawberry Cheesecake

non dairy



Cookies on Cookie Dough



Chocolatey Love-A-Fair



Chocolate Fudge Brownie

NEW



Oat of this Swirled



Cookie Vermont-ster



Oh My! Banoffee Pie!



Dulce De-lish



Choco-lotta Cheesecake

NEW



Marshmallow & S'more!

lighten up!



Vanilla Brownie



Chocolate Cookie Dough



Madagascan Vanilla

NEW



Les Desserts Baileys Flavour Vanilla



Twister Mini MP



Calippo Orange - Lime Mini MP



Vanilla



Mint



Classic MP



White Chocolate MP



Classic Tub



Classico MP



IMPULSE RANGE PRICE LIST



PRODUCT NAME	PACK SIZE	UPC	RRP	TLP
Magnum Classic	110ml	20	£2.20	£28.58
Magnum White Chocolate	110ml	20	£2.20	£28.58
Magnum Almond	100ml	20	£2.20	£28.58
Magnum Mint	100ml	20	£2.20	£28.58
Magnum Double Gold Caramel Billionaire	85ml	20	£2.20	£28.58
Magnum Double Starchaser Caramel Popcorn Flavour	85ml	20	£2.20	£28.58
Magnum Euphoria Pink Lemonade NEW	85ml	20	£2.20	£28.58
Magnum Chill Blueberry Cookie NEW	85ml	20	£2.20	£28.58
Magnum White Chocolate & Cookies	90ml	20	£2.20	£28.58
Magnum Double Caramel	85ml	20	£2.20	£28.58



Twister Pineapple	80ml	35	£1.50	£34.13
Twister Berry-licious NEW	70ml	35	£1.50	£34.13
Solero Exotic	90ml	25	£1.80	£30.23
Feast Original	90ml	35	£1.50	£33.60
Calippo Orange	105ml	24	£1.50	£23.40
Calippo Cola	105ml	24	£1.50	£23.40
Mini Milk Strawberry	35ml	44	£0.90	£25.28
Mini Milk Vanilla	35ml	44	£0.90	£25.28
Guud Raspberry Greek Yogurt NEW	70ml	30	£1.80	£35.10



Cornetto Strawberry	120ml	24	£1.80	£28.24
Cornetto Classico	120ml	24	£1.80	£28.24
Cornetto Mint	120ml	24	£1.80	£28.24
Cornetto Soft Cookies & Chocolate NEW	140ml	24	£2.00	£31.39
Cornetto Go!	110ml	33	£1.50	£32.37



Ben & Jerry's Cookie Dough	100ml	12	£1.90	£15.20
Ben & Jerry's Chocolate Fudge Brownie	100ml	12	£1.90	£15.20
Ben & Jerry's Caramel Chew Chew	100ml	12	£1.90	£15.20
Ben & Jerry's Vanilla	100ml	12	£1.90	£15.20
Ben & Jerry's Strawberry Cheesecake	100ml	12	£1.90	£15.20
Ben & Jerry's Non-Dairy Cookies on Cookie Dough	100ml	12	£1.90	£15.20

SOURCES

1: Nielsen GB Total Cover, 52 wks to 30/09/23.
 2: Nielsen GB Total Impulse, 52 wks to 30/09/23.
 3: Nielsen GB Total Cover, Value Sales, 52 wks to 30/09/23 compared against 52 wks to 01/10/22.

4: Nielsen GB Total Cover, Rate of Sale, 52 wks to 30/09/23.
 5: HHG & KMMS Golden Rules of Unilever POSM AW 2020 – Sellcheck and GFK Matched Panel Tests

TAKE HOME RANGE PRICE LIST

PRODUCT NAME	PACK SIZE	UPC	RRP
Ben & Jerry's Cookie Dough	465ml	8	£5.99
Ben & Jerry's Chocolate Fudge Brownie	465ml	8	£5.99
Ben & Jerry's Phish Food	465ml	8	£5.99
Ben & Jerry's Half Baked	465ml	8	£5.99
Ben & Jerry's Karamel Sutra	465ml	8	£5.99
Ben & Jerry's Caramel Chew Chew	465ml	8	£5.99
Ben & Jerry's Chocolately Love-A-Fair	465ml	8	£5.99
Ben & Jerry's Spectacu-love NEW	465ml	8	£5.50
Ben & Jerry's Strawberry Cheesecake	465ml	8	£5.99
Ben & Jerry's Non-Dairy Cookies on Cookie Dough	465ml	8	£5.49
Ben & Jerry's Non-Dairy Chocolately Love-A-Fair	465ml	8	£5.49
Ben & Jerry's Non-Dairy Chocolate Fudge Brownie	465ml	8	£5.49
Ben & Jerry's Non-Dairy Sundae Oat of this Swirled NEW	465ml	8	£5.50
Ben & Jerry's Sundae Cookie Vermont-ster	427ml	8	£5.99
Ben & Jerry's Sundae Oh My! Banoffee Pie!	427ml	8	£5.99
Ben & Jerry's Sundae Dulce De-lish	427ml	8	£5.99
Ben & Jerry's Sundae Choco-lotta Cheesecake	427ml	8	£5.99
Ben & Jerry's Sundae Marshmallow & S'more! NEW	427ml	8	£5.50
Ben & Jerry's Lighten-Up Vanilla Brownie	465ml	8	£5.99
Ben & Jerry's Lighten-Up Chocolate Cookie Dough	465ml	8	£5.99



Magnum Classic 3MP	440ml	8	£3.25
Magnum White Chocolate 3MP	440ml	8	£3.25
Magnum Classic Tub	440ml	8	£4.25



Carte D'Or Madagascan Vanilla	900ml	6	£4.25
Carte D'Or Les Desserts Baileys NEW	825ml	6	£4.50



Twister Mini 6MP	300ml	6	£2.49
Calippo Mini Orange-Lime Flavour 5MP	400ml	6	£2.50



Cornetto Classico 6MP	540ml	6	£3.50
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Viennetta Vanilla	650ml	6	£2.25
Viennetta Mint	650ml	6	£2.25



All values are correct at the time of being printed.



**CALL
0800 444 215**

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

UFS.COM/WALLS



WALL'S®

This brochure is made
from 100% recycled paper.



PLEASE
RECYCLE