



ICE CREAM BROCHURE

MAGNUM

Corretto

SOLERO

Twister

CARTE D'OR

BEN & JERRY'S



2025

Awards

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



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)

CONTENTS

WHY CHOOSE WALL'S ICE CREAM	4	CARTE D'OR RANGE	20
OUR BRANDS	6	CARTE D'OR POS	22
NEW FOR 2025	8	POINT OF SALE	24
MAGNUM	10	PLANOGRAMS	26
WALL'S NEW PRODUCTS	12	CABINETS	28
WALL'S RANGE	14	IMPULSE AND TAKE HOME RANGE	30
CORNETTO	16	PRICE LISTS	32
BEN & JERRY'S	18	TESTIMONIALS	34



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

HIGHEST
MEDIA SPEND IN THE
CATEGORY FOR 2024

UNILEVER HAS
68%
IMPULSE MARKET SHARE
IN OUT-OF-HOME¹

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



BACK TO
CONTENTS



WE HAVE THE **BEST** BRANDS

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



UK'S **#1**
BRANDED DESSERT¹

WALL'S[®]
#1
KIDS BRAND¹

Cornetto[®]
#1
CONE BRAND¹

CARTE D'OR[®]
#1
BRANDED VANILLA¹

OUR **SUSTAINABILITY** COMMITMENTS



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



MAGNUM[®]
true to pleasure

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.



SCAN
HERE FOR
MORE
INFO



CARTE D'OR[®]

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

SCAN FOR
MORE INFO



Save the
Children



symrise

BACK TO
CONTENTS



NEW
FOR
2025



MAGNUM
DOUBLE CHERRY

20 X
85ml
£2.30
RRP



MAGNUM
DOUBLE HAZELNUT

20 X
85ml
£2.30
RRP



MAGNUM
VEGAN ALMOND

20 X
85ml
£2.30
RRP



VEGAN



Twister
mallow

35 X
80ml
£1.60
RRP



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

BACK TO
CONTENTS



CRACK *into* THE FASTEST SELLING ICE CREAM²



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

BACK TO
CONTENTS



NEW
FOR
2025



HARIBO

Vanilla &
Strawberry
Flavour

30 X
85ml
£2.00
RRP

94
kcal



NEW
FOR
2025



71 Kcal

Twister[®] mallow

MARSHMALLOW
FLAVOUR

35 X
70ml
£1.60
RRP

BACK TO
CONTENTS



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



NEW

Haribo



Mini Milk
Vanilla

Mini Milk
Strawberry



Wall's
Mini Pops



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



MORE FROM Wall's



SOLERO

Solero Exotic

#1
ADULT REFRESH
BRAND¹



SOLERO

NEW

Solero
Berry Bliss

guud.

Guud
Raspberry
Greek Yogurt



Feast

Feast
Original



BURST IT

Calippo, now as a
fizzy slush!



BACK TO
CONTENTS

FREE
STOCK BUNDLE
INCLUDED

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



Cornetto®

#1 FILLED CONE BRAND¹



Cornetto
Strawberry

#2
FILLED CONE
OOH SKU¹



Cornetto Soft
Cookies &
Chocolate

19%
GROWTH YTD¹



Cornetto
Classico

#3
FILLED CONE
OOH SKU¹



Cornetto
Mint

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



Cornetto® GO!

33 X
110ml
£1.60
RRP



**Better value
than nearest
competitor¹**

BACK TO
CONTENTS



UK's No.1

Ice Cream Dessert Brand¹

No.1¹



new
OAT
recipe

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!



Brookies
& Cream



Cookie Dough



Chocolate Fudge
Brownie



Vanilla



Caramel
Chew Chew



Strawberry
Cheesecake



Non-Dairy
Cookies on
Cookie Dough



BACK TO
CONTENTS



Introducing



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



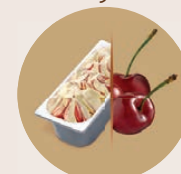
Blue Candyfloss



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**.

BACK TO CONTENTS



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



**BACK TO
CONTENTS**



Maximise your sales



ATTRACT

Visible from 5-10 metres

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

"OH!! 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

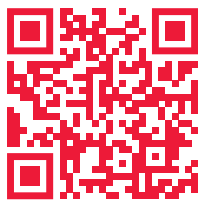
Help consumers choose with a clear and concise range and pricing.
Make sure to answer...

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



TO FIND OUT MORE ABOUT POS OR PLACE AN ORDER

SCAN HERE



Unmissable Point of Sale



Basket Labels & Window Cling



Convenience Headerboard



BACK TO CONTENTS



LEISURE



CONVENIENCE



Upright Cabinets

12 BASKETS



18 BASKETS



PLANOGRAMS

Chest Cabinets

12 BASKETS



18 BASKETS



BACK TO
CONTENTS



CABINETS

FREE
STANDARD DELIVERY

3 YEARS
FULL PARTS & LABOUR WARRANTY**

PLEASE PLACE YOUR ORDER VIA
PARTICIPATING WHOLESALEERS

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



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

Deal price:
£1819 +VAT
Comes with
ice cream
worth over
£800 RRP*

18
BASKETS



**SLIM
MAXIVISION**
802mm (L)
828mm (W)
1363mm (H)

Deal price:
£1719 +VAT
Comes with
ice cream
worth over
£620 RRP*

12
BASKETS



VISTA 6 SD
800mm (L)
690mm (W)
865mm (H)

Deal price:
£569 +VAT
Comes with
ice cream
worth over
£490 RRP*

6
BASKETS



VISTA 12 SD
1000mm (L)
690mm (W)
865mm (H)

Deal price:
£709 +VAT
Comes with
ice cream
worth over
£610 RRP*

12
BASKETS



VISTA 18 SD
1550mm (L)
690mm (W)
865mm (H)

Deal price:
£859 +VAT
Comes with
ice cream
worth over
£760 RRP*

18
BASKETS



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



BACK TO
CONTENTS



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



Cookie Dough



Chocolate Fudge Brownie



Phish Food



Half Baked



Karamel Sutra



NEW Bohemian Raspberry



NEW Brookies & Cream



Caramel Chew Chew



Netflix & Chill'd



Chocolate 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




TAKE HOME RANGE

BACK TO CONTENTS



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	£24.70
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			
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
-----------------------	-------	---	-------



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 Rules 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**



**BACK TO
CONTENTS**

NEED TO SPEAK TO YOUR REP?

Scan to find your nearest rep



SIGN UP TO GET
THE LATEST NEWS
ON ICE CREAM



CALL:
0800 444 215

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

UFS.COM/WALLS