



# 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)

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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  
MANUFACTURER<sup>1</sup>

**HIGHEST**  
MEDIA SPEND IN THE  
CATEGORY FOR 2024

UNILEVER HAS  
**68%**  
IMPULSE MARKET SHARE  
IN OUT-OF-HOME<sup>1</sup>

SERVING UP  
DELICIOUSLY MELTY,  
MESSY HAPPINESS  
FOR OVER  
**100**  
YEARS

**10** OUT OF THE TOP **12** IMPULSE LINES ARE FROM WALL'S<sup>1</sup>



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



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## WE HAVE THE **BEST** BRANDS

MAGNUM  
UK'S **#1**  
FAVOURITE  
ICE CREAM BRAND<sup>1</sup>

BEN & JERRY'S  
UK'S **#1**  
BRANDED DESSERT<sup>1</sup>

WALL'S®  
**#1**  
KIDS BRAND<sup>1</sup>

Cornetto®  
**#1**  
CONE BRAND<sup>1</sup>

CARTE D'OR®  
**#1**  
BRANDED VANILLA<sup>1</sup>

## 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

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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



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 ICE CREAM FOR 2025



NEW  
FOR  
2025

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SCAN THE  
CODE TO  
VISIT THE  
MAGNUM  
WEBSITE



# CRACK into THE FASTEST SELLING ICE CREAM<sup>2</sup>



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



NEW

MAGNUM  
HAD THE  
**#1**  
NEW PRODUCT  
IN 2023 & 2024<sup>1</sup>

20X  
85ML  
**£2.30**  
RRP



**DOUBLE CHERRY**  
CHOCOLATE, CHERRY,  
BERRIES & CREAM FLAVOUR



**DOUBLE HAZELNUT**  
WHITE CHOCOLATE, HAZELNUT,  
ALMOND & PISTACHIO

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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

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

Calippo Orange

**#1**  
KIDS 00H SKU<sup>1</sup>



Calippo  
Cola



**Twister**

Twister Pineapple

**#2**  
KIDS 00H SKU<sup>1</sup>



**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  
BRAND<sup>1</sup>



**SOLERO**

**NEW**

Solero  
Berry Bliss

**guud.**

Guuud  
Raspberry  
Greek Yogurt



**Feast**

Feast  
Original



**BURST IT**

Calippo, now as a  
**fizzy slush!**



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**FREE**  
STOCK BUNDLE  
INCLUDED

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





# Cornetto

# #1 FILLED CONE BRAND<sup>1</sup>

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



Cornetto  
Strawberry

**#2**  
FILLED CONE  
OOH SKU<sup>1</sup>

Cornetto Soft  
Cookies &  
Chocolate

**19%**  
GROWTH YTD<sup>1</sup>

Cornetto  
Classico

**#3**  
FILLED CONE  
OOH SKU<sup>1</sup>

Cornetto  
Mint

33 X  
110ml  
**£1.60**  
RRP

**Better value  
than nearest  
competitor<sup>1</sup>**

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# UK's No.1

## Ice Cream Dessert Brand<sup>1</sup>

No.1<sup>1</sup>



new  
OAT  
recipe

The  
**No.1**  
Non-Dairy  
Pint<sup>1</sup>

# 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!

## 100ml Tubs

new!



Brookies  
& Cream



Cookie Dough



Chocolate Fudge  
Brownie



Vanilla



Caramel  
Chew Chew



Strawberry  
Cheesecake



Non-Dairy  
Cookies on  
Cookie Dough



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# 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 Cream<sup>3</sup>**



## 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



## 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.**

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# Profitability on our ice cream

5.5 Litre price example

Tub price: **£30.21**

**55 scoops**  
per tub

RRP per scoop  
**£2.75**

**76% POR**<sup>4</sup>

**76%** estimated  
margin per tub<sup>4</sup>

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



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# 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

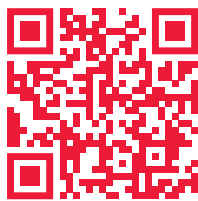
Help consumers choose with a clear and concise range and pricing.  
Make sure to answer...

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



TO FIND OUT MORE ABOUT POS OR PLACE AN ORDER

SCAN HERE



# Unmissable Point of Sale



NPD Stickers



Basket Labels & Window Cling

Convenience Headerboard



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LEISURE



CONVENIENCE





## Upright Cabinets

12 BASKETS



18 BASKETS



# PLANOGRAMS

## Chest Cabinets

12 BASKETS



18 BASKETS



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# 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](http://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



**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



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

Deal price:  
**£1719** +VAT  
Comes with  
ice cream  
worth over  
**£620** 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-SELLERS<sup>1</sup>



**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



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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



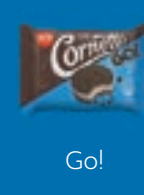
Strawberry



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



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 <b>NEW</b>	85ml	20	£2.30	£29.88
Magnum Double Utopia Hazelnut <b>NEW</b>	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 <b>NEW</b>	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 <b>NEW</b>	70ml	35	£1.60	£36.41
Solero Exotic	90ml	25	£1.90	£31.91
Solero Berry Bliss <b>NEW</b>	90ml	25	£1.90	£31.91
Haribo <b>NEW</b>	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
<b>BEN&amp;JERRY'S</b>			
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 <b>NEW</b>	465ml	8	£5.50
Brookies & Cream <b>NEW</b>	465ml	8	£5.50
Caramel Chew Chew	465ml	8	£5.50
Netflix & Chilll'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 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**



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# 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**