



**GOOD
HUMOR.**



UNILEVER ICE CREAM - 2025 -



Unilever

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talenti.
galato & sorbetto





WELCOME TO THE #1 ICE CREAM FAMILY!



Inventor of the 1st Ice Cream on a Stick back in 1920 and now Unilever Ice Cream's Master Brand



The Original since 1905 and #1 Water Ice Brand*



\$1 Billion+ Global Brand*



Fastest growing Frozen Novelty Brand**



#1 Super Premium Brand*



#1 Premium Packaged Ice Cream Brand* with over 150 years of history



#1 Gelato Brand in the US*



America's favorite candy in frozen treats



1 in 4 American Households Buy Klondike Novelties*



* Source: All US Outlets Unit Sales Volume YTD 10/2024. ** Total US, Numerator Data 52 Weeks Ending September 2024.

** Among the top 15 FZ novelty brands, IRI 52 W.E. 11.3.24.

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PERFECT STORE POS: Core+1 More

**MUST HAVE CORE POS
(ENGAGE & SELL)**



+1 MORE (ATTRACT)



FREEZER SPECIFICATIONS

**UPRIGHTS by Metalrio
R290 115V / 60 Hz**

Technical Data		
	UoM	VF50
Length:	Inches	26.57
Depth:	Inches	33.47
Height:	Inches	79.57
Number of Baskets (per shelf):		2
Net Content:	Cu. Ft.	17.8
Gross Content:	Cu. Ft.	19.5
Net Weight:	Lbs.	375
Gross Weight:	Lbs.	394
Max Ambient Temperature:	F °	-0.4 to -9.4
Nominal Current:	A	10.74
Energy Consumption:	kWh/24 h	11.85



**SLIDETOP SD-575K by Hiron
R290 120V / 60 Hz**

Technical Data		
	UoM	SDK-575K
Length:	Inches	66.30
Depth:	Inches	27.32
Height:	Inches	35.43
Number of Baskets (per shelf):		7
Net Content:	Cu. Ft.	14.97
Gross Content:	Cu. Ft.	13.95
Net Weight:	Lbs.	198.41
Gross Weight:	Lbs.	204.33
Max Ambient Temperature:	F °	61 to 95



**SLIDETOP SD-351 by Hiron
R290 120V / 60 Hz**

Technical Data		
	UoM	SD-351
Length:	Inches	48.19
Depth:	Inches	25.56
Height:	Inches	35.43
Number of Baskets (per shelf):		5
Net Content:	Cu. Ft.	9.18
Gross Content:	Cu. Ft.	8.15
Net Weight:	Lbs.	149.91
Gross Weight:	Lbs.	155.33
Max Ambient Temperature:	F °	61 to 95



✓ MUST HAVE:

CORE NOVELTIES

CORE PINTS

POPSICLE® SPONGEBOB SQUAREPANTS™



GOOD HUMOR® STRAWBERRY SHORTCAKE BAR



GOOD HUMOR® GIANT VANILLA SANDWICH



MAGNUM® DOUBLE CARAMEL BAR



GOOD HUMOR® GIANT KING CONE



REESE'S® PEANUT BUTTER BAR



BEN & JERRY'S® HALF BAKED



BEN & JERRY'S® STRAWBERRY CHEESECAKE



BEN & JERRY'S® CHOCOLATE CHIP COOKIE DOUGH



BEN & JERRY'S® CHOCOLATE FUDGE BROWNIE



* Mrs. Fields is a registered trademark of The Mrs. Fields' Brand, Inc. Used under license. These items account for 71% of Unilever OOH FN Share.

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SpongeBob SquarePants created by Stephen Hillenburg. *Mrs. Fields is a registered trademark of The Mrs. Fields' Brand, Inc. Used under license.

✓ MUST HAVE:

CORE NOVELTIES

REESE'S®
PEANUT BUTTER BAR



GOOD HUMOR®
GIANT VANILLA SANDWICH



POPSICLE®
SPONGEBOB SQUAREPANTS



#1 WATER ICE ITEM

GOOD HUMOR®
STRAWBERRY SHORTCAKE BAR



#1 STRAWBERRY SHORTCAKE BAR

MAGNUM®
DOUBLE CARAMEL BAR



GOOD HUMOR®
GIANT KING CONE



THE CORE 6 SKUS REPRESENT
59% OF OUR UNILEVER
NOVELTIES PORTFOLIO,
SOLIDIFYING THEIR IMPORTANCE IN
DRIVING BUSINESS RESULTS

2 OF THESE 6
SKUS RANK AMONG THE TOP 10
BEST-SELLING ITEMS IN THE MARKET,
REINFORCING THEIR DOMINANT
POSITION AND CONSUMER PREFERENCE

THEIR CONSISTENT
PERFORMANCE
HIGHLIGHTS THEIR ABILITY TO ENGAGE
CONSUMERS, DELIVERING BOTH
VOLUME AND VALUE TO THE CATEGORY

✓ MUST HAVE:

CORE PINTS



HALF BAKED

BEN & JERRY'S IS PROUD TO PARTNER WITH FELLOW B CORPS GREYSTON & RHINO BAKERIES TO BRING YOU HALF BAKED. CHOCOLATE AND VANILLA ICE CREAMS WITH GOBS OF CHOCOLATE CHIP COOKIE DOUGH & FUDGE BROWNIE.

THE INCREDIBLE STORIES BEHIND BOTH THE FUDGE BROWNIES & COOKIE DOUGH MAKE THIS A FLAVOR THAT NOT ONLY TASTES GOOD, BUT DOES GOOD.



STRAWBERRY CHEESECAKE

FOR STRAWBERRY CHEESECAKE LOVERS WHO'VE ALWAYS WANTED TO HAVE THEIR CHEESECAKE & SCOOP IT, TOO, WE'VE CREATED A FLAVOR JAM-PACKED WITH STRAWBERRY CHEESECAKE-GREATNESS & A FANTASTIC GRAHAM-CRACKER SWIRL.



CHOCOLATE FUDGE BROWNIE

THE FABULOUSLY FUDGY BROWNIES IN THIS FLAVOR COME FROM NEW YORK'S GREYSTON BAKERY, WHERE PRODUCING GREAT BAKED GOODS IS PART OF THEIR GREATER-GOOD MISSION TO PROVIDE JOBS AND TRAINING TO LOW-INCOME CITY RESIDENTS.



CHOCOLATE CHIP COOKIE DOUGH

WE KNEW WE WERE ONTO SOMETHING BIG WHEN WE MADE THE WORLD'S FIRST BATCH OF CHOCOLATE CHIP COOKIE DOUGH ICE CREAM IN 1984. VANILLA ICE CREAM WITH GOBS OF CHOCOLATE CHIP COOKIE DOUGH. TODAY THE FLAVOR STILL REIGNS AMONG OUR ALL-TIME MOST POPULAR CONCOCTIONS.

SEE IT. WANT IT. FIND IT.

ATTRACT - LONG DISTANCE (OUTDOOR)

Objective: Build category awareness, build brand equity

ENGAGE - MEDIUM DISTANCE (IN /OUTDOOR)

Objective: Solicit appetite appeal, prompt occasion

SELL - SHORT DISTANCE (INDOOR)

Objective: Solicit appetite appeal, share breadth of variety, advertise price

ATTRACT



ENGAGE

SELL

DID YOU KNOW?

- Reminding consumers with appetite-appealing POS throughout the store is key to driving purchase intent
- 84% of consumers make unplanned purchases, driven by POS which is triggered by desire



ASSORTMENT RECOMMENDATION: 5-BASKET

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ASSORTMENT RECOMMENDATION: 7-BASKET

©2025 Unilever



ASSORTMENT RECOMMENDATION: 5-BASKET

©2025 Unilever



ASSORTMENT RECOMMENDATION: 7-BASKET

©2025 Unilever

Talenti (glide 3 varieties)
 Caramel Cookie Crunch \$6.99
 Salted Caramel Truffle \$6.99
 Roman Raspberry Sorbetto \$6.99

Breyers
 Natural Vanilla \$4.99
 Peanut Butter Cup \$4.99

BEN & JERRY'S
 Chocolate Chip Cookie Dough \$7.79
 Half Baked \$7.79
 Strawberry Cheesecake \$7.79
 Chocolate Fudge Brownie \$7.79
 Cherry Garcia \$7.79
 Milk & Cookies \$7.79
 Tiramisu Bites with Jimmy Fallon \$7.79
 Milk & Cookies \$7.79
 Americone Dream \$7.79
 Puck Froyo \$7.79
 Chunky Monkey \$7.79
 Peanut Butter Cup \$7.79
 Double Caramel \$3.79
 Mint Cake Topp's \$7.79
 Brownie Nutella Dip \$2.79
 Chocolate Caramel Eddie's Ocean Topp's \$7.79
 Mocha Cheesecake \$7.79
 Mistle & Chilly \$2.79
 Mint Chocolate Cookie \$7.79

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 Salted Caramel Truffle \$6.99
 Roman Raspberry Sorbetto \$6.99

Breyers
 Natural Vanilla \$4.99
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 Milk & Cookies \$7.79
 Americone Dream \$7.79
 Puck Froyo \$7.79
 Chunky Monkey \$7.79
 Peanut Butter Cup \$7.79
 Double Caramel \$3.79
 Mint Cake Topp's \$7.79
 Brownie Nutella Dip \$2.49
 Chocolate Caramel Eddie's Ocean Topp's \$7.49
 Mocha Cheesecake \$7.49
 Mistle & Chilly \$1.99
 Mint Chocolate Cookie \$2.49



GOOD HUMOR ©2025 Unilever ASSORTMENT RECOMMENDATION – UPRIGHT (PINTS)



GOOD HUMOR ©2025 Unilever ASSORTMENT RECOMMENDATION – UPRIGHT (PINTS AND NOVELTIES)

2025 OOH ICE CREAM



STRAWBERRY SHORTCAKE BAR
41000 05414



COOKIES & CRÈME BAR
77567 02874



CREAMSICLE® BAR
410000 07682



CHOCOLATE ECLAIR BAR
41000 05415



ORIGINAL ICE CREAM ON A STICK
77567 02865



VANILLA CHOCOLATE GIANT KING® CONE
77567 00822



COOKIES & CRÈME CONE
77567 00097



GIANT VANILLA SANDWICH
77567 00393



SANDWICHES



MRS. FIELDS® PREMIUM COOKIE SANDWICH
77567 00489



COOKIES & CRÈME SANDWICH
75856 05539

STICKLESS



ORIGINAL VANILLA BAR
75856 01147

CONES



VANILLA CARAMEL CONE
75856 00093



ROMAN RASPBERRY
186852000822



CARAMEL COOKIE CRUNCH
186852000334



SALTED CARAMEL TRUFFLE LAYER
186852001096



HALF BAKED
00076840101320



CHOCOLATE CHIP COOKIE DOUGH
00076840100583



CHERRY GARCIA
00076840100156



STRAWBERRY CHEESECAKE
00076840400218



CHOCOLATE FUDGE BROWNIE
00076840100477



TONIGHT DOUGH WITH JIMMY FALLON
00076840485116



MILK & COOKIES
00076840076574



AMERICONE DREAM
00076840102075



PHISH FOOD
00076840100989



CHUNKY MONKEY
00076840003457



PEANUT BUTTER CUP
10076840657978



DIRT CAKE TOPP'D
00076840003648



SALTED CARAMEL BROWNIE TOPP'D
00076840003051



BROWNIE BATTER CORE
00076840529872



NETFLIX & CHILL'D
00076840002542



MINT CHOCOLATE COOKIE
00076840100040



BOOM CHOCOLLATTA CORE
00076840462858



CHOCOLATE CHIP CORE
00076840001774



SMORES BAR®
77567 004239



REESE'S® PEANUT BUTTER SW
75856 00090



REESE'S® FROZEN DESSERT CUP
41000 21489



REESE'S® PEANUT BUTTER BAR
77567 00345



MINT CHOCOLATE CHIP BAR
50001 97400

PREMIUM STICKS



DOUBLE CARAMEL
77567 13282



DOUBLE RASPBERRY
77567 61370



ALMOND
77567 13281



MINIONS™ FACE PIECE
77567 00350



SPONGEBOB SQUAREPANTS™ FACE PIECE
77567 00285



SPIDER-MAN™ FACE PIECE
77567 00284

FACE PIECES



S'MORES
XXXXXXXXXX



COOKIES & CREAM
77567 27505



NATURAL VANILLA
77567 27473



REESE'S® PEANUT BUTTER CUP
77567 27506





VANILLA CHOCOLATE GIANT KING[®] CONE
77567 00822



GIANT COOKIES & CRÈME[®] CONE
77567 00097



STRAWBERRY SHORTCAKE BAR
41000 05414



COOKIES & CRÈME BAR
77567 02874



CREAMSICLE[®] BAR
410000 07682



CHOCOLATE ECLAIR BAR
41000 05415



ORIGINAL ICE CREAM ON A STICK
77567 02865



GIANT VANILLA SANDWICH
77567 00393



SPREAD NEIGHBORHOOD JOY WITH GOOD HUMOR CLASSICS



WITH TOTAL OOH FN,
GOOD HUMOR IS
**THE #1 INCREMENTAL
BRAND!**

GOOD HUMOR HAS
THE HIGHEST
HOUSEHOLD PENETRATION AMONG
FROZEN NOVELTIES

WE ARE THE ORIGINAL
ICE CREAM TRUCK BRAND WITH
THE #1 SELLING
STRAWBERRY SHORTCAKE BAR.



MAGNUM® IS THE #1 SELLING SUPER PREMIUM BAR*

#1 chocolate experts in the ice cream category

#3 most differentiated brand in the ice cream category

Bringing the #1 raspberry frozen novelty to the Out of Home market

BARS



MAGNUM® DOUBLE RASPBERRY ICE CREAM BAR
77567 - 00398



MAGNUM® DOUBLE CARAMEL ICE CREAM BAR
77567 - 13282



MAGNUM® ALMOND ICE CREAM BAR
77567 - 13281



Sources: Numerator Full Year 2023, Circana MULO+C L52 ending 10.6.24

**MY THREE
FAVORITE ICE CREAMS
ARE THE SAME ONE.**



**MORE IS
MORE**

MAGNUM
ice cream

1 IN 4 AMERICAN HOUSEHOLDS
BUY KLONDIKE NOVELTIES*



KLONDIKE'S VARIETY OF FLAVORS AND
FORMATS SATISFY EVERYONE'S TASTE BUDS.

**#2 Cream-based
novelties brand,**
with over 100 years
of delicious history

**27% household
penetration**
(167 index to
the category!)

**#1 stickless bar brand,
year after year,**
with a highly loyal
consumer (58% of our
core bar shoppers are
exclusive or loyal!)

**87% awareness
of the brand**



MRS. FIELDS® PREMIUM COOKIE SANDWICH
77567 00489



COOKIES & CREME SANDWICH
75856 05539



ORIGINAL VANILLA BAR
75856 01147



VANILLA CARAMEL CONE
75856 00093



#1 STICKLESS BAR BRAND!

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*Source: All US Outlets Unit Sales Volume YTD 10/2024. ** Total US, Numerator Data 52 Weeks Ending September 2024.

The Original Brand



FACE PIECES



SPONGEBOB SQUAREPANTS® FACE PIECE
77567 00285



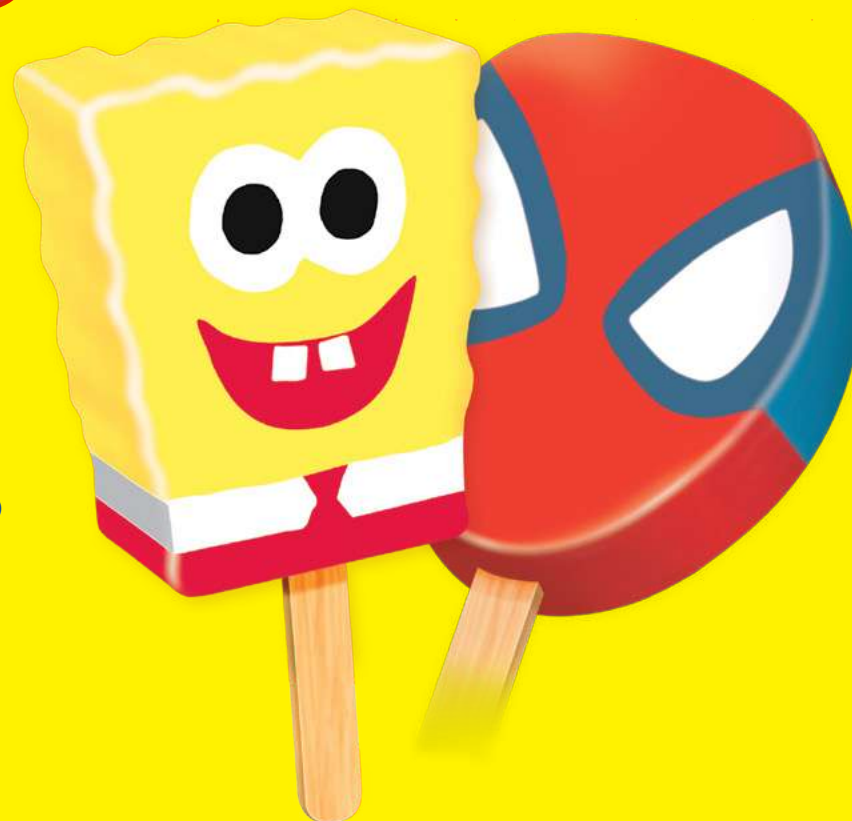
SPIDER-MAN® FACE PIECE
77567 00284



MINIONS™ FACE PIECE
77567 00350



Real fun with Popsicle®



● Top Water Ice brand

● Spiderman is the #1 favorite character among boys 3-11

● Spongebob is the #1 most popular kids show in the world



**AMERICA'S #1 VANILLA
#1 Premium IC Cookies
& Cream Pint**



**COOKIES & CREAM
77567 27505**



**NATURAL VANILLA
77567 27473**



**REESE'S IC BUYERS BUY
68% MORE ICE CREAM IN A
YEAR THAN THE AVERAGE IC
BUYING HOUSEHOLD**



**REESE'S®
PEANUT BUTTER
CUP PINT
77567 27506**



S'MORES PINT



**ONLY ICE CREAM
MADE WITH REAL
HERSHEY CHOCOLATE**

Reese's

REESE'S IS THE
#1 CANDY BRAND
IN AMERICA
WORTH >\$3B

REESE'S IS THE
#1 CANDY BRAND
BY PURCHASE
INTENT

REESE'S IS THE
#1 CANDY BRAND
IN FREQUENCY OF
PURCHASE



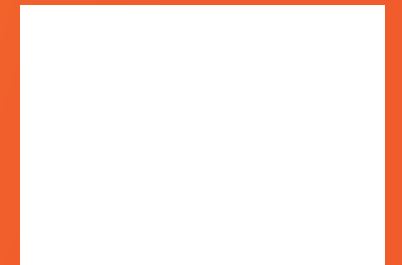
REESE'S®
PEANUT BUTTER BAR
77567 00345



REESE'S®
PEANUT BUTTER CUP
41000 21489



REESE'S®
PEANUT BUTTER CUP SANDWICH
75856 00090



Reese's

Breyers

THE ONLY ICE CREAM
PRODUCTS MADE WITH REAL
HERSHEY CHOCOLATE

87% OF AMERICANS
EAT S'MORES



S'MORES
77567 004239





holy. freaking. chip.

If you're hoping for a hint of mint, lick elsewhere. Our mint chocolate chip bar **doubles down on flavor** with Yasso's mintiest mint flavored frozen Greek yogurt. Then we mix in chocolately chip, because we're all about keeping it classic.

Among the top five frozen novelty brands Yasso is the:



fastest growing brand



highest basket size



most frequently purchased



highest buy rate

Mint Chocolate Chip is the **#1** Yasso SKU, and its velocity is in the **top 15% of the category.**

mint chocolate chip bar



110
calories

5g
protein

made with the goodness of
GREEK YOGURT

100% snackable
ridiculously creamy

@yasso
yasso.com



#1 BEST SELLING GELATO BRAND IN THE US



CARAMEL COOKIE
CRUNCH
86852 00033



SALTED CARAMEL
TRUFFLE
86852 00109



ROMAN
RASPBERRY
86852 00082



#1 best selling gelato
and sorbetto brand
in the US

#2 PIC
innovation
in 2024

#2 most
differentiated SP
PIC brand





There's No Wrong Way to Ben & Jerry's



OOH POWER SHELF RANKER

1  **Half Baked®**
0 76840 10132 0

2  **Chocolate Chip Cookie Dough**
0 76840 10058 3

3  **Strawberry Cheesecake**
0 76840 40021 8

4  **Chocolate Fudge Brownie**
0 76840 10047 7

5  **Milk & Cookies**
0 76840 07657 4

6  **The Tonight Dough®**
0 76840 48511 6

7  **Cherry Garcia®**
0 76840 10015 6

8  **Brownie Batter Core**
0 76840 52987 2

9  **Americone Dream®**
0 76840 10207 5

10  **Phish Food®**
0 76840 10098 9

11  **Chunky Monkey®**
0 76840 10035 4

12  **Netflix & Chill'd™**
0 76840 00254 2

13  **Mint Chocolate Cookie**
0 76840 10004 0

14  **Peanut Butter Cup**
0 76840 10081 1

15  **Dirt Cake Topped**
0 76840 00354 9

16  **Chocolate Caramel Cookie Dough Topped**
0 76840 00303 7



LOVE comes in all FLAVORS

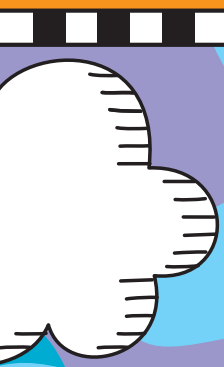
GF = Certified Gluten Free

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BEN & JERRY'S POWER SHELF

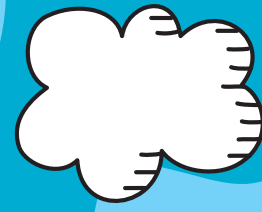


If it's not fun, why do it?



BEN & JERRY'S

NEW FAN FAVS



Ben & Jerry's is perceived as **the most innovative** brand in the category, a key component in driving our **strong difference** as a brand

Within the last 3 years of flavor launches, Ben & Jerry's innovations are **leading the way in OOH**. **Dirt Cake** and **Churray for Churros** flavors have topped the charts as #1 & #2 in dollar sales

Since 2021, **4 of the 7** ice cream innovations topping \$1M in dollar sales are Ben & Jerry's flavors, with **Dirt Cake** taking **#1 in velocity**

As the **#2 fastest growing flavor at 35%**, **Raspberry Cheesecake**, is a proven **incremental** flavor that taps into the winning formula of our top-selling Strawberry Cheesecake. Its **unique fruit-forward flavor** profile is sure to delight fans

Fans look to Ben & Jerry's for **surprise & excite moments** - ice cream consumers endorse B&J ice cream as **#1 for delicious taste**

Ben & Jerry's is dedicated to **social justice, linked prosperity, & values-led sourcing**

Source: BGS Tracking MAT Q3'23, Total US - Conv Time: Latest 52 Weeks Ending 09-08-24

- Ben & Jerry's is the **#1 Packaged Ice Cream** brand in the Out of Home channel, making up **+68% of all super premium ice cream sales!** & **35% of total packaged ice cream sales!**
- Ben & Jerry's Power Shelf contains **7 of the top 10** packaged ice cream items in the Out of Home Channel! That accounts for **over 20% of overall PIC \$ sales!**
- **Ben & Jerry's fans** over-indexes **Millennial and Gen Z shoppers** & are **60% more likely** to say Ben & Jerry's is their favorite brand if they are **familiar with Ben & Jerry's social mission**
- As the **#2 most authentic brand**, Ben & Jerry's delivers on **relevancy through fan love, brand trust & unique flavor combinations**
- Ben & Jerry's is dedicated to **social justice, linked prosperity, & values-led sourcing**

Source: Social Mission Tracker, Total US - Conv Time: Latest 52 Weeks Ending 09-08-24

