



  
**GOOD  
 HUMOR.**



THE  
**MAGNUM**

ICE CREAM COMPANY

- 2026 -



THE  
**MAGNUM**  
 ICE CREAM COMPANY

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# WELCOME TO THE #1 ICE CREAM COMPANY



Inventor of the 1st Ice Cream on a Stick back in 1920



The Original since 1905 and #1 Water Ice Brand\*



\$1 Billion+ Global Brand\*

yasso

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 2025.

\*\* Among the top 15 FZ novelty brands, IRI Total US - MULO + C 52 W.E. 8.10.25

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# PERFECT STORE POS:



# FREEZER SPECIFICATIONS

	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



	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



	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



BEN & JERRY'S® HALF BAKED



BEN & JERRY'S® STRAWBERRY CHEESECAKE



MAGNUM® DOUBLE CARAMEL BAR



GOOD HUMOR® GIANT KING CONE



REESE'S® PEANUT BUTTER BAR



BEN & JERRY'S® CHOCOLATE CHIP COOKIE DOUGH



BEN & JERRY'S® CHOCOLATE FUDGE BROWNIE



\*\* Among the top 15 FZ novelty brands, IRI L52 WE Ending 11.2.25

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SpongeBob SquarePants created by Stephen Hillenburg. 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 TOTAL TMICC  
NOVELTIES PORTFOLIO,  
SOLIDIFYING THEIR IMPORTANCE IN  
DRIVING BUSINESS RESULTS

4 OF THESE 6  
SKUS RANK AMONG THE TOP 15  
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.

✓ NEW NEWS:

# 2026 INNOVATION

## NOVELTIES

B&J COOKIE DOUGH STICK



POPSICLE® BLUEY™

REESE'S CANDYBAR



Reese's

## PINTS

GOOD HUMOR STRAWBERRY SHORTCAKE



GOOD HUMOR CREAMSICLE PINT



ALMOND JOY PINT



INNOVATION THAT CAPTURES ATTENTION—EVERYWHERE, EVERYTIME

# BEN & JERRY'S IMPULSE NOVELTIES



- Ben & Jerry's Mini Cups are just the right amount of ice cream in a **perfectly-portioned size** with 10% more chunks & swirls than competitors.
- Ben & Jerry's Mini Cups have the **#1 assortment reach in convenience** channel when tested among all of novelty single serve items in the category.
- **40%** of Ben & Jerry's Mini Cup buyers are incremental to the brand bringing in a **unique demographic** of a **lower income, more diverse consumers**.
- Ben & Jerry's Mini Cups have **\$15m in total US sales** L52.
- **2 Recommended Flavors for Convenience Channel:** Chocolate Chip Cookie Dough & Chocolate Fudge Brownie.

**NEW**

- Ben & Jerry's is proud to bring **1ct Cookie Dough Ice Cream Bars** into OOH in year 1 of launch!
- Ice cream bars are the only impulse segment growing in dollar productivity in convenience with **+6% total convenience CAGR '22-'24**, with 74% of convenience shoppers purchase the stick/pop format.
- Ben & Jerry's is the **#1 brand in convenience** with \$259M in convenience retail sales.



# BEN & JERRY'S POWER SHELF



- 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!** & **36% 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 21% 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 equity stems from **fan love, brand trust, coveted innovation, and a genuine place in culture.**
- 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

# BLUEY

## MIXED BERRY



### Proposition

Introducing the **Bluey character pop** - the **ultimate treat for kids and fans** of the beloved animated series! Each pop captures the playful spirit of the show with its vibrant, fun blue colors. Made with **natural fruit flavors and reduced sugar**, it's a delicious and refreshing way to make kids and parents happy. Perfect for birthday parties, playdates, or snacks while watching the show (**now available in at your local convenience store!**)

### Consumer Insights

- **Popsicle Bluey delivers 76.5% reach for Parents with Kids Ages 6 – 12**
- 47% of Parents with Kids Ages 6 – 12 indicate they would purchase Bluey character pops in addition to their current water ice products
- **Convenience shoppers are 2x more likely to be accompanied by Kids Ages 6–12.**

### Reasons to Believe

- Bluey franchise worth an estimated \$2B after premiering in 2018
- **#1 most watched show (of all TV) in America in 2024 – 583 million hours watched**
- BBC is launching a Bluey movie globally in 2027



POPSICLE® BLUEY™  
UPC: 10077567004885  
SIZE: 2oz

# REESE'S CRUNCHY PEANUT ICE CREAM BAR

## WHY REESE'S CANDYBAR?

Is it a candy bar or an ice cream novelty? With Reese's Crunchy Peanut Ice Cream bars, it's both! Reese's Crunchy Peanut Ice Cream Bars are made with 100% real peanut butter ice cream, real Reese's peanut butter, and crunchy peanuts for the ultimate snack - able Reese's treat



## REASONS TO BELIEVE

**\$2.2B**

REESE'S WILL BE THE LARGEST CANDY BRAND WITH A CANDY ICE CREAM BAR PROPOSITION

**+49%**

REESE'S BAR (STICK) FY24 GROWTH

**6%**

5Y CAGR OF SINGLE SERVE CANDY ICE CREAM BARS

# Expanding nostalgia into pints...



SIZE: 16OZ

UPC: 77567-00479

**#1 PACKAGED ICE CREAM  
INNOVATION IN 2025  
(IN 48OZ)**



SIZE: 16OZ

UPC: 77567-00481

**CREAMSICLE IS A TOP TRENDING  
FLAVOR WITH +3% CAGR  
(3-YEAR)**



SIZE: 16OZ

UPC: 77567-00480

**+29% COCONUT FLAVORED ICE  
CREAM GROWTH  
(VS YA)**



# 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



SELL

## DID YOU KNOW?

- Reminding consumers with appetite-appealing POS throughout 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



ASSORTMENT RECOMMENDATION: 7-BASKET

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ASSORTMENT RECOMMENDATION: 5-BASKET

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ASSORTMENT RECOMMENDATION: 7-BASKET

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GOOD HUMOR ASSORTMENT RECOMMENDATION - UPRIGHT (PINTS)  
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GOOD HUMOR ASSORTMENT RECOMMENDATION - UPRIGHT (PINTS AND NOVELTIES)  
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GOOD HUMOR 2026 ASSORTMENT RECOMMENDATION: 7 & 5-BASKET

# 2026 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



SMORES BAR®  
77567-004239



CANDY BAR®  
40473-40035



REESE'S® FROZEN DESSERT CUP  
41000-21489



REESE'S® PEANUT BUTTER BAR  
77567-00345



DOUBLE CARAMEL  
77567-13282



DOUBLE RASPBERRY  
77567-61370



ALMOND  
77567-13281



ORIGINAL VANILLA BAR  
75856-01147



COOKIES & CRÈME SANDWICH  
75856-05539



VANILLA CARAMEL CONE  
75856-00093



BEN & JERRY'S COOKIE DOUGH STICK  
10076840004673



MINT CHOCOLATE CHIP BAR  
50001-97400



SPONGEBOB SQUAREPANTS™ FACE PIECE  
77567-00285



SPIDER-MAN™ FACE PIECE  
77567-00284



BLUEY™ FACE PIECE  
77567-00488



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



COOKIE VERMONT-STER  
00076840002542



MINT CHOCOLATE COOKIE  
00076840100040



BOOM CHOCOLLATTA CORE  
00076840462858



CHOCOLATE CHIP CORE  
00076840001774



S'MORES  
XXXXXXXXXX



COOKIES & CREAM  
77567-27505



NATURAL VANILLA  
77567-27473



ALMOND JOY  
77567-00480



STRAWBERRY  
77567-00479



CREAMSICLE  
77567-00481



REESE'S® PEANUT BUTTER CUP  
77567-27506



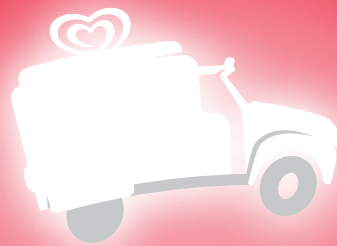
VANILLA CHOCOLATE GIANT KING CONE  
77567-00822



GIANT COOKIES & CRÈME CONE  
77567-00097



STRAWBERRY SHORTCAKE BAR  
41000-05414



# SPREAD NEIGHBORHOOD JOY WITH GOOD HUMOR CLASSICS



COOKIES & CRÈME BAR  
77567-02874



CREAMSICLE BAR  
41000-07682



CHOCOLATE ECLAIR BAR  
41000-05415



GIANT VANILLA SANDWICH  
77567-00393



## OUR SANDWICH & CONES ARE NOW MADE WITH REAL CREAM!



WITHIN TOTAL OOH FN,  
GOOD HUMOR IS  
THE #2 MOST  
INCREMENTAL BRAND!

GOOD HUMOR HAS  
THE 2<sup>ND</sup> HIGHEST  
HOUSEHOLD PENETRATION IN OOH  
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.**

**#4 Cream-based  
novelties brand,  
with over 100 years  
of delicious history<sup>1</sup>**

**13% household  
penetration  
(162 index to  
the category!)<sup>2</sup>**

**#1 stickless bar brand,  
year after year,  
with a highly loyal  
consumer (50% of our  
core bar shoppers  
purchase 2x+)<sup>12</sup>**

**81% awareness  
of the brand<sup>3</sup>**



**COOKIES & CREME SANDWICH  
75856-05539**



**ORIGINAL VANILLA BAR  
75856-01147**



**VANILLA CARAMEL CONE  
75856-00093**



**#1 STICKLESS BAR BRAND!**

<sup>1</sup>Source: Circana - Total US Multi Outlet+ Conv Past 52 Weeks 09/2025

<sup>2</sup>Source: Circana Scorecard - 52 Weeks Ending 06/2025

<sup>3</sup>Source: Kantar Brand Power MAT Q3'24



**#1 Water Ice Brand**

**FACE PIECES**

**Real fun with Popsicle®**



SPONGEBOB SQUAREPANTS® FACE PIECE  
77567-00285



SPIDER-MAN® FACE PIECE  
77567-00284



**NEW**



BLUEY™ FACE PIECE  
77567-00488



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

● Spongebob is the most-watched animated series in television history

● Bluey franchise worth an estimated \$2B and was most watched show (of all TV) in America in 2024 – 583 million hours watched



**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**  
77567-27505



**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

NEW



REESE'S CANDYBAR  
40473-40035



REESE'S®  
PEANUT BUTTER BAR  
77567-00345



REESE'S®  
PEANUT BUTTER CUP  
41000-21489



# 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 & sorbetto brand in the US  
Made with 100% natural ingredients and real fruit



CARAMEL COOKIE CRUNCH  
86852-00033



SALTED CARAMEL TRUFFLE  
86852-00109



ROMAN RASPBERRY  
86852-00082





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



## OOH POWER SHELF RANKER

1   
Half Baked®  


2   
Chocolate Chip Cookie Dough  


3   
Strawberry Cheesecake  


4   
Chocolate Fudge Brownie  


5   
Milk & Cookies  


6   
The Tonight Dough®  


7   
Cherry Garcia®  


8   
Brownie Batter Core  




9   
Americone Dream®  


10   
Phish Food®  


11   
Chunky Monkey®  


12   
Cookie Vermont-ster  


13   
Mint Chocolate Cookie  


14   
Peanut Butter Cup  


15   
Dirt Cake Topped  


16   
Chocolate Caramel Cookie Dough Topped  




GF = Certified Gluten Free  
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