GOOD HUMOR®

THE MAGNUM® ICE CREAM COMPANY

- 2026 -



THE MAGNUM® ICE CREAM COMPANY

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GOOD HUMOR® · KLONDIKE® · MAGNUM ICE CREAM · Popsicle® · BEN & JERRY'S® · Breyers® · talenti® gelato & sorbetto · Reese's® · yasso®

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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*

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*

1 in 4 American Households Buy Klondike Novelties*

America's favorite candy in frozen treats



* 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

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



CORE PINTS

BEN & JERRY'S® HALF BAKED



BEN & JERRY'S® STRAWBERRY CHEESECAKE



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

Source: Circana L52W ending 11/2025

✓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.

Source: Circana Latest 52 Weeks ending 11-3-2024

NEW NEWS:

2026 INNOVATION

NOVELTIES

B&J COOKIE DOUGH STICK



Vermont's Finest
BEN & JERRY'S



POPSICLE® BLUEY™

REESE'S CANDYBAR



Reese's

PINTS

GOOD HUMOR STRWBERRY SHORTCAKE



GOOD HUMOR CREAMSICLE PINT



ALMOND JOY PINT



Breyers

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.



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BEN & JERRY'S POWER SHELF

If it's not fun, why do it?





- 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

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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, ane 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

REESE'S Orange Color and Crown Design are used under license.

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)

Breyers

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



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



GOOD HUMOR

ASSORTMENT RECOMMENDATION: 7-BASKET

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GOOD HUMOR

ASSORTMENT RECOMMENDATION: 5-BASKET

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GOOD HUMOR

ASSORTMENT RECOMMENDATION: 7-BASKET

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GOOD HUMOR

2026 ASSORTMENT RECOMMENDATION: 5 & 7-BASKET

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GOOD HUMOR 2026 ASSORTMENT RECOMMENDATION: 7 & 5-BASKET

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2026 OOH ICE CREAM

GOOD HUMOR



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

KLONDIKE



ORIGINAL VANILLA BAR
75856-01147



COOKIES & CRÈME SANDWICH
75856-05539



VANILLA CARAMEL CONE
75856-00093

talenti



ROMAN RASPBERRY
186852000822



CARAMEL COOKIE CRUNCH
186852000334



SALTED CARAMEL TRUFFLE LAYER
186852001096

BEN & JERRY'S



HALF BAKED
00076840101320



CHOCOLATE CHIP COOKIE DOUGH
00076840100583



CHERRY GARCIA
00076840100156



STRAWBERRY CHEESCAKE
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 CHOCOLATTA CORE
00076840462858



CHOCOLATE CHIP CORE
00076840001774

Vermont's Finest BEN & JERRY'S

NEW



BEN & JERRYS COOKIE DOUGH STICK
10076840004673

yasso



MINT CHOCOLATE CHIP BAR
50001-97400

Breyers



SMORES BAR®
77567-004239

NEW



CANDY BAR®
40473-40035



REESE'S® FROZEN DESSERT CUP
41000-21489

Reese's



REESE'S® PEANUT BUTTER BAR
77567-00345

MAGNUM ice cream



DOUBLE CARAMEL
77567-13282



DOUBLE RASPBERRY
77567-61370

ALMOND
77567-13281

The Original Brand Popsicle

SPONGEBOB SQUAREPANTS™ FACE PIECE
77567-00285

SPIDER-MAN™ FACE PIECE
77567-00284

NEW

BLUEY™ FACE PIECE
77567-00488

Breyers

S'MORES
XXXXXXXXXX

COOKIES & CREAM
77567-27505

NATURAL VANILLA
77567-27473

NEW

ALMOND JOY
77567-00480

NEW

STRAWBERRY
77567-00479

NEW

CREAMSICLE
77567-00481

Reese's

REESE'S® PEANUT BUTTER CUP
77567-27506

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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



GIANT VANILLA SANDWICH
77567-00393

OUR SANDWICH & CONES ARE NOW MADE WITH REAL CREAM!

SPREAD NEIGHBORHOOD JOY WITH GOOD HUMOR CLASSICS



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

GOOD HUMOR HAS
THE 2ND HIGHEST
HOUSEHOLD PENETRATION IN OOH AMONG FROZEN NOVELTIES

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

Source: Numerator YTD 09/2025

MAGNUM ice cream

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

0 77567 00398 0



MAGNUM® DOUBLE CARAMEL ICE CREAM BAR
77567 - 13282

0 77567 13282 6



MAGNUM® ALMOND ICE CREAM BAR
77567 - 13281

0 77567 13281 9

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



1 IN 4 AMERICAN HOUSEHOLDS BUY KLONDIKE NOVELTIES*

KLONDIKE®

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

#4 Cream-based novelties brand, with over 100 years of delicious history[1]

13% household penetration (162 index to the category!)[2]

#1 stickless bar brand, year after year, with a highly loyal consumer (50% of our core bar shoppers purchase 2x+)[12]

81% awareness of the brand[3]



[1]Source: Circana - Total US Multi Outlet+ Conv Past 52 Weeks 09/2025
[2]Source: Circana Scorecard - 52 Weeks Ending 06/2025
[3]Source: Kantar Brand Power MAT Q3'24

KLONDIKE®



COOKIES & CREME SANDWICH
75856-05539



ORIGINAL VANILLA BAR
75856-01147



VANILLA CARAMEL CONE
75856-00093

#1 STICKLESS BAR BRAND!

The Original Brand

Popsicle®

Real fun with Popsicle®



- **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**

The Original Brand

Popsicle®

#1Water Ice Brand

FACE PIECES



SPONGEBOB SQUAREPANTS® FACE PIECE
77567-00285





SPIDER-MAN® FACE PIECE
77567-00284



NEW



BLUEY™ FACE PIECE
77567-00488



Sources: Circana YTD 10/2025, Numerator FY 2024

Breyers

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

Reese's

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

Breyers

ONLY ICE CREAM MADE WITH REAL HERSHEY CHOCOLATE

Breyers



COOKIES & CREAM
77567-27505





NATURAL VANILLA
77567-27473

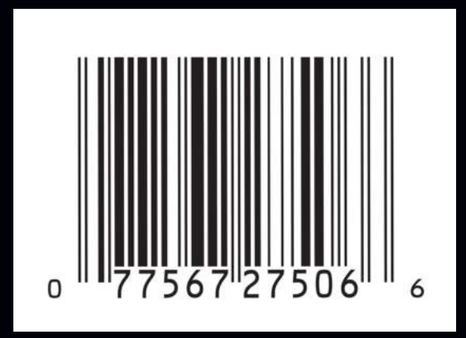




REESE'S PEANUT BUTTER CUP PINT
77567-27505



S'MORES PINT



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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

THE ONLY ICE CREAM PRODUCTS MADE WITH REAL HERSHEY CHOCOLATE

87% OF AMERICANS EAT S'MORES



S'MORES
77567-004239

yasso®

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



8 50001 97400 4

110 calories

5g protein

made with the goodness of **GREEK YOGURT**

100% snackable

ridiculously creamy

@yasso
yasso.com

talenti
gelato & sorbetto

#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





Sources: Circana YTD 10/2025, Kantar Equity Tracking

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





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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® (GF)

8 Brownie Batter Core

9 Americone Dream®

10 Phish Food® (GF)

11 Chunky Monkey® (GF)

12 Cookie Vermont-ster

13 Mint Chocolate Cookie

14 Peanut Butter Cup (GF)

15 Dirt Cake Topped

16 Chocolate Caramel Cookie Dough Topped

LOVE comes in all FLAVORS

(GF) = Certified Gluten Free

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Breyers
talenti
Reese's
yasso
GOOD HUMOR
KLONDIKE
MAGNUM
The Original Brand
Popsicle