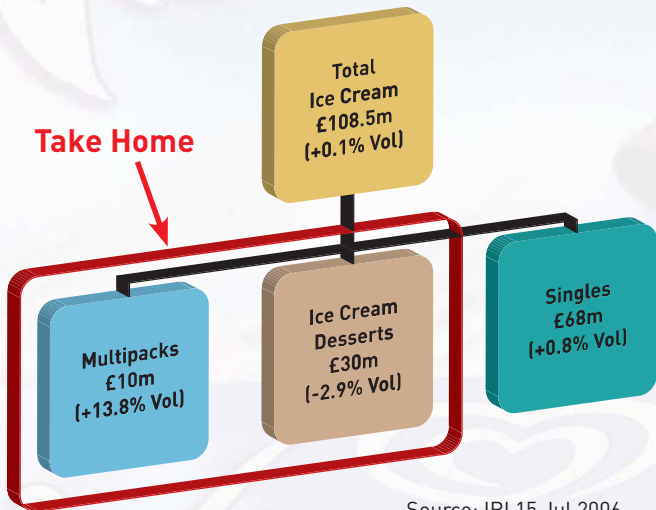


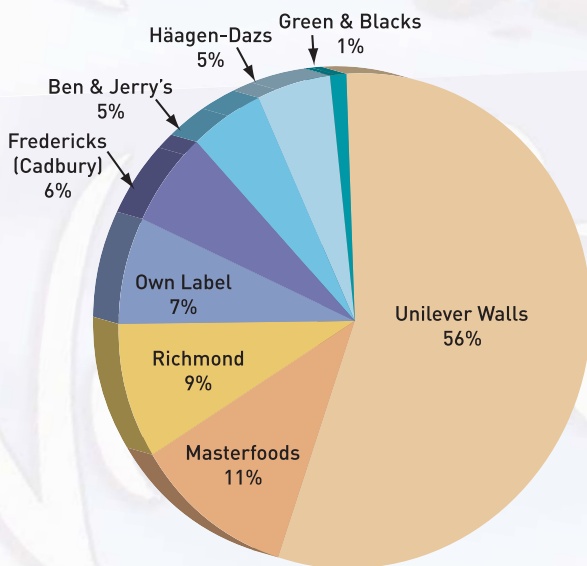
Category Healthcheck: Take Home Ice Cream

Take Home Ice Cream in Convenience is worth over £40m – use this guide to maximise your share!



Source: IRI 15 Jul 2006

Share Of Take Home Ice Cream Market by Manufacturer



Source: IRI 15 Jul 2006

Key

| Segment | P&H Code | Recommended Range | Recommended Must-stock | Check |
|---------------|----------|----------------------------------|------------------------|-------|
| Wall's | 95673 | Viennetta Vanilla | ✓ | |
| Wall's | 59206 | Viennetta Mint | | |
| Wall's | 56091 | Vanilla Slice PM | ✓ | |
| Wall's | 56002 | Cream of Cornish Slice PM | ✓ | |
| Wall's | 56090 | Neapolitan Slice PM | | |
| Wall's | 57288 | Carte D'Or Vanilla 1Ltr | | |
| Wall's | 96072 | Carte D'Or Triple Choc 900ml | | |
| Wall's | 59745 | Carte D'Or Spagnola 900ml | | |
| Wall's | 94328 | Magnum Classic 3s | ✓ | |
| Wall's | 94282 | Magnum White 3s | | |
| Häagen-Dazs | 56039 | Pralines & Cream 500ml | ✓ | |
| Häagen-Dazs | 94601 | Baileys 500ml | | |
| Häagen-Dazs | 56041 | Cookies & Cream 500ml | | |
| Häagen-Dazs | 93545 | Strawberry Cheesecake 500ml | | |
| Häagen-Dazs | 56038 | Classic Vanilla 500ml | | |
| Ben & Jerry's | 95884 | Phish Food | ✓ | |
| Ben & Jerry's | 59477 | Caramel Chew Chew | | |
| Ben & Jerry's | 98672 | Cookie Dough Chip | | |
| Richmond | 96410 | After Eight Cone 4s PM | | |
| Richmond | 94632 | Quality Street Big Purple One 3s | | |
| Richmond | 58908 | De Roma Ice Cream Roll | ✓ | |
| Richmond | 94633 | Fab Cone 4s | | |
| Cadbury | 94653 | Dairy Milk 3s | | |
| Cadbury | 94652 | Dream 3s | | |
| Mars | 59236 | Mars Ice Cream Bar 4s | ✓ | |

- During the winter provide a more extensive take home ice cream offering to maximise winter evenings and sharing occasions
- Impulse sales still exist on products such as Mars ice cream bar
- The biggest months for the sales of super premium ice cream are July and December – stock up and benefit from increased cash margin
- Stock the main brand leaders as well as value for money exclusive label alternatives
- M Brand offers a value alternative – consider stocking:
 - M Brand vanilla ice cream tub (P&H code 57612)
 - M Brand vanilla brick (P&H code 57614)
 - M Brand raspberry ripple brick (P&H code 94980)
- Speak to your P&H sales representative for advice on everything from getting the best range for your store to providing vinyl backboards to show a selected winter range