Unbiased \& Trusted

## ( Take Home Ice Cream

3 Shelf Product List
(Reading left to right)


| Shelf 1 | Sub Category |
| :--- | :--- |
| Rowntrees Fruit Pastilles Lollies 4pk | Children's |
| Twister Mini Pineapple \& Lime Lolly $8 \times 50 \mathrm{ml}$ | Children's |
| Cadbury Flake 99 Cone 4pk | Filled Cones |
| Mars Ice Cream Bars 4pk | Choc Snacks |
| Magnum Mini Classic, Almond \& White Assorted 6pk | Choc Snacks |
| Shelf 2 | Sub Category |
| Magnum Classic Sticks 3x 100ml | Choc Snacks |
| Magnum White Sticks 3x 100ml | Choc Snacks |
| Ben \& Jerry's Cookie Dough 465ml | Luxury |
| Ben \& Jerry's Chocolate Fudge Brownie 465ml | Luxury |
| Ben \& Jerry's Phish Food 465ml | Luxury |
| Haagen Daaz Salted Caramel 460ml | Luxury |
| Shelf 3 | Sub Category |
| Carte D'Or Madagascan Vanilla 900ml | Premium |
| Viennetta Vanilla 650ml | Family Dessert |
| Walls Soft Scoop Vanilla 1.8l | Standard |
| Ben \& Jerry's Dairy Free Cookie Dough 465ml | Dairy Free |

