



Top impulse purchases by rate of sale <sup>1</sup>	
Filled Cones	
1	Walls Cornetto Strawberry 120ml 1ct
2	Cadbury Flake 99 Chocolate 125ml 1ct
3	Walls Cornetto Love Chocolate
4	Walls Cornetto Classico 125ml 1ct
Choc Snacks	
1	Walls Magnum Classic 110ml 1ct
2	Walls Magnum White 120ml 1ct
3	Walls Big Feast Chocolate 92ml 1ct
4	Walls Magnum Double Caramel 110ml 1ct
5	Mars Vanilla Caramel 79ml 1ct
6	Walls Magnum Ecuador Dark 110ml 1ct
7	Maltesers Chocolate Vnl Hnycmb 90ml 1ct
8	Walls Magnum Mint 110ml 1ct
9	Walls Magnum Almond 120ml 1ct
Children	
1	Walls Tangle Twister Strawberry Lime Pnpl 80ml 1ct
2	Walls Calippo Orange 105ml 1ct
3	Walls Mini Milk Chocolate+Strawberry+Vanilla Mixmix case
4	Walls Calippo Shots Strawberry Lemon 164ml 1ct
5	Nestle Fab Vanilla & Strawberry 58ml 1ct
Adult Refresh	
1	Walls Solero Exotic 90ml 1ct
2	Walls Solero Berry Berry
3	Del Monte Raspberry 90ml 1ct

Source: 1. IRI Multi Grocer 52 W/E Sept 08