



Let people know you sell ice cream

As an impulse product, highlight the fact that you sell ice cream by using POS, for example pavement signs, flags and waste bins, outside your store. Use of these can attract unplanned sales as well as those looking for an ice cream.



Keep your cabinets clean

One reason that only 50% of intended ice cream purchases result in a sale² is because of unappealing cabinets. So ensure your cabinet is clean and regularly defrosted which will not only attract more sales but lengthens the life of the appliance and keeps running costs lower.



Stock the best sellers

We recommend you organise your cabinet into four segments – chocolate snacks, cones, refreshment and kids. We also suggest you stock the top selling brands in each range and avoid duplicating flavours and formats. Best selling lines should be easy to find and clearly priced, though new products can also stimulate sales and become a new favourite.



Site your cabinet in impulse

Ice cream is an impulse category so, you can help maximise sales if the cabinet is amongst other impulse products like crisps, confectionery and soft drinks.



A warm reception

Placing the cabinet in a prominent and visible position within the store increases awareness with further in-store POS.



Keep your cabinets full

It's worth checking your ice cream cabinet regularly to make sure it's presentable, tidy and fully stocked.