



## Ice Cream Top Tips

1

**Let people know you sell Ice Cream**

Ice-cream is an impulse purchase. Use outside signage like A boards, flags and banners.

2

**Make your cabinet impossible to miss**

Site your cabinet near the till & other impulse items. Use directional signage to direct customers to the cabinet.

3

**Draw attention to your cabinet**

Use internal point-of-sale such as header-boards, wobblers and basket labels to make sure your cabinet stands out.

4

**Keep your cabinet clean and full**

Provide a great shopping experience for customers. Unappealing cabinets lose sales.

5

**Stock the best sellers**

Have the best selling brands and NPD to drive incremental sales.

6

**Stock Ice Cream all year round**

25% of ice-cream sales happen over winter.

*See our website for planograms and more information.*

All recommendations are for review by the retailer, who remains free to determine their own range and space arrangements at all times.

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