



Food en Drink

—

Unilever icecream

# ICE CREAM REVIEW 2025

**MAGNUM**  
true to pleasure

NEW

crack into  
**DOUBLE HAZELNUT**

This advertisement features a Magnum Double Hazelnut ice cream bar. The bar is white with a thick chocolate coating and is studded with hazelnut pieces. It is set against a background of flowing, liquid chocolate. A yellow circle with the word "NEW" is positioned to the right of the bar. Below the bar, the text "crack into DOUBLE HAZELNUT" is written in a clean, sans-serif font. The Magnum logo is visible on the wooden stick.

**M**

**MAGNUM**  
CARAMEL & NUTS

This advertisement shows a Magnum Caramel & Nuts ice cream bar. The bar is partially unwrapped, revealing a white ice cream core with caramel and nut pieces. The packaging is dark brown with the Magnum logo and the flavor name "CARAMEL & NUTS" in white and gold. A large, stylized letter "M" is prominently displayed in a yellow circle on the left side of the image.

**BEN & JERRY'S**  
& Brookies

**Brownies + Cookies.**  
**Partners In Cream!**

Featuring  
Brownie  
Dough

**BEN & JERRY'S**  
**Brookies & Cream**  
Vanilla Ice Cream with Brownie Dough,  
Golden Cookie Swirls & White Chocolate  
Amersand Chunks

TRADE

Sweeter Together

This advertisement for Ben & Jerry's Brookies & Cream ice cream features a vibrant blue background with floating brownie and cookie pieces. The central focus is a tub of the ice cream, which is topped with brownie dough and cookies. The text "Brownies + Cookies. Partners In Cream!" is written in a playful, white font. A speech bubble next to the tub says "Featuring Brownie Dough". The Ben & Jerry's logo is at the top, and the slogan "Sweeter Together" is at the bottom. A small "TRADE" logo is also visible.

**MAGNUM**  
DONUT  
CHOCOLATE & COOKIES

WITH COOKIE PIECES!

This advertisement displays a Magnum Donut Chocolate & Cookies ice cream bar. The bar is a ring-shaped donut with a chocolate coating and is studded with cookie pieces. It is shown next to its purple packaging, which features the Magnum logo and the flavor name "DONUT CHOCOLATE & COOKIES". A small circular badge on the packaging says "WITH COOKIE PIECES!".

**TwISTER**  
mallow

SOUR ICY RASBERRY

MARSHMALLOW SWIRL

FRUITY ICY GRAPE

This advertisement for Twister mallow ice cream features a bright pink background with a white and pink striped border on the left. The central focus is a Twister mallow ice cream bar, which is a swirl of red and white ice cream with a marshmallow center. The Twister logo is at the top, and the word "mallow" is written in a white, rounded font. Three callout bubbles describe the flavors: "SOUR ICY RASBERRY", "MARSHMALLOW SWIRL", and "FRUITY ICY GRAPE".

# UTOPIA

## DOUBLE HAZELNUT

Cacao Hazelnoot &  
Gekarameliseerde  
Amandel

**GEMARMERD IJS**

Gezouten Hazelnoot  
**SAUS**

Dikke Witte  
Krakende  
**CHOCOLADE**

**GEKARAMELISEERDE**  
Hazelnooten,  
Almandelen &  
Pistachenooten



\*Wholesalers remain responsible to set their own prices

# NIEUW VOOR OUT-OF-HOME! MAGNUM KARAMEL & NOTEN BAR



M



Krakende chocolade met noten  
Vanille ijs & karamelsaus  
64ml

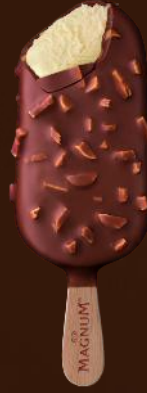


\*retailers remain responsible to set their own prices

# MAGNUM OOH 2025



Classic  
110ml



Almond  
110 ml



White  
110 ml



Strawberry White  
100 ml



Vegan Almond  
90 ml



OUT

Euphoria  
90 ml



Double Chocolate  
85ml



Double Gold  
Caramel Billionaire  
85 ml



Starchaser  
85ml



NEW

Double Hazelnut  
85ml



NEW

Caramel & nuts Bar  
64ml



Bomboniera  
6x12 ml



# Maar vergeet SHORTIES niet

- Een OOH-specifiek formaat: perfect voor onderweg + lagere out of pocket!



Cookie Dough is 58% van het volume van B&J's shorties in OOH in 2023!

**BEN & JERRY'S**  
Sweeter Together

**&**





# Twister<sup>®</sup>

## mallow



Zure  
Framboos



Marshmallow  
swirls



Blauwe  
druif



### Exclusief in OOH

- Nieuwe smaak
- Verfrissend en laag in kcal
- Perfect voor diegenen die de voorkeur geven aan een kleinere Twister vs. Supertwister

\*Wholesalers blijven verantwoordelijk voor het bepalen van hun eigen prijzen





INSPIRED BY  
**DO NUT**

**CHOCOLATE**  
& COOKIES



MET KOEKJES  
STUKJES



\*Retailers remain responsible to set their own prices



# 2025 KIDS

Kids



NEW



NEW



OUT



OUT



# Cornetto 2025



Seasonstart 2025



10+2 GRATUIT



# Seasonstart 2025: Ola

## Ola Maart

**6+1**

- Magnum Utopia

**10+2**

- Magnum Utopia
- Cornetto Classic

**14+4**

- Magnum Utopia
- Cornetto Classic
- Calippo Orange/Cola
- Ola Raket



MARS/MAART

OLA

PROFITEZ DE BOÎTES DE GLACES GRATUITES

NU TIJDELIJK GRATIS DOZEN IJS

6+1<sup>\*</sup> GRATUITES/GRATIS

10+2<sup>\*</sup> GRATUITES/GRATIS

14+4<sup>\*</sup> GRATUITES/GRATIS

SCANNEZ LE QR-CODE ET PROFITEZ DE CES PROMOTIONS LIÉES !  
SCAN DE QR-CODE EN MAAK GEBRUIK VAN DEZE LIJNKE ACTIES!

\*CETTE ACTION EST VALABLE DU 03/03 AU 24/03/2025 INCLUS. MAXIMUM 1 ACTION PAR CLIENT.  
DEZE ACTIE IS GELDIG VANAF 03/03 TEM 24/03/2025. MAXIMAAL 1 DEAL PER KLANT.

The poster features a vibrant, cartoonish illustration of a hand holding a Magnum Utopia ice cream cone and another hand holding a Calippo Orange/Cola ice cream bar. The background is a bright blue sky with a rainbow, a sun, and a smiling mouth. The Ola logo is in the top left corner. The text is in French and Dutch, promoting a 'buy 6 get 1 free' offer for Magnum Utopia, a 'buy 10 get 2 free' offer for Magnum Utopia and Cornetto Classic, and a 'buy 14 get 4 free' offer for Magnum Utopia, Cornetto Classic, Calippo Orange/Cola, and Ola Raket. A QR code is provided for more details.



# Seasonstart 2025: B&J's

B&J's shorties  
Maart

4+1

- Cookie Dough

8+3

- Cookie Dough: 3x

MARS / MAART

NE MARQUEZ PAS CETTE OFFRE EXCEPTIONNELLE DE MARS

MIS DEZE GEWELDIGE MAART DEAL NIET!

100 ml

**4+1**

Commandez 4 boîtes au choix parmi l'assortiment suivant et recevez 1 boîte

**B&J Cookie Dough GRATUITE**

100ml

**8+3**

Bestel 8 dozen naar keuze uit dit assortiment en ontvang 3 dozen

**B&J Cookie Dough GRATIS**

SHORTIES

NON-DAIRY

VEGAN

Deze actie is geldig vanaf 03/03 t/m 24/03/2025. Maximaal 1 deal per klant.  
Cette action est valable de 03/03 au 24/03/2025 inclus. Maximum 1 action par client.



# Seasonstart 2025: Cornetto Soft

Cornetto Soft  
Maart

4+1

- Vanille



The poster features a vibrant, colorful background with a blue sky and yellow ground. At the top, the Cornetto Soft logo is displayed in a blue cloud. Below the logo, the text '4+1\* GRATIS' is prominently shown in large, bold letters. Underneath, there is a French description of the offer: 'COMMANDEZ 4 BÔTES AU CHOIX ET RECEVEZ UNE BÔTE DE CORNETTO SOFT VANILLE GRATUITE! BESTEL 4 DOZEN NAAR KEUZE EN ONTVANG EEN DOOS CORNETTO SOFT VANILLE GRATIS!'. The poster also shows five different flavors of Cornetto Soft ice cream cones: Vanille (white), Caramel (orange), Stracciatella (brown), Unicorn Bubble Gum (purple and pink), and Strawberry (red). Each flavor is labeled with its name in a small box. At the bottom, there is a table with columns for 'MDE', 'BESCHRIJVING', 'EAN CP', 'EAN DU', 'DU', and 'COMMANDEBESTELLING'. The table lists the product codes and descriptions for each flavor.

| MDE      | BESCHRIJVING                  | EAN CP        | EAN DU        | DU | COMMANDEBESTELLING |
|----------|-------------------------------|---------------|---------------|----|--------------------|
| 82733834 | Soft Vanille 145ml            | 8711327340105 | 8711327340243 | 15 |                    |
| 88618992 | Soft Unicorn Bubble Gum 145ml | 8711327395237 | 8711327395244 | 15 |                    |
| 82732579 | Soft Caramel 145ml            | 8711327340151 | 8711327340229 | 15 |                    |
| 82732576 | Soft Stracciatella 145ml      | 8711327340144 | 8711327340205 | 15 |                    |
| 82732580 | Soft Strawberry 145ml         | 8711327340137 | 8711327340182 | 15 |                    |

CETTE ACTION EST VALABLE DU 03/03 AU 23/04/2025, MAXIMUM 1 ACTION PAR CLIENT.  
\*DEE ACTE IS GELIG VANAF 03/03 TEN 23/04/2025, MAXIMUM 1 DEAL PER KLANT.  
\*\*MDE code can change



# POS materiaal 2025





# POS materiaal 2025



Prijsbord 'Mass Market'



Vuilbak



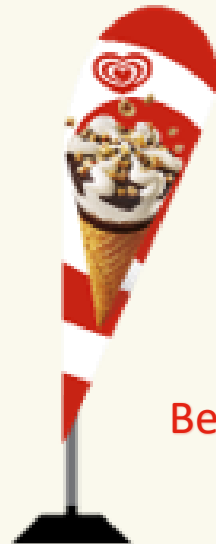
Magnum & Cornetto stoepbord



Magneten

|      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 2.50 | 2.60 | 2.70 | 2.80 | 2.90 | 3.00 | 3.10 | 3.20 | 3.30 | 3.40 | 3.50 | 3.60 | 3.70 | 3.80 | 3.90 | 4.00 |
| 1.60 | 1.60 | 1.60 | 1.70 | 1.70 | 1.70 | 1.80 | 1.80 | 1.80 | 1.90 | 1.90 | 1.90 | 2.00 | 2.00 | 2.00 | 2.10 |
| 2.00 | 2.00 | 2.00 | 2.10 | 2.10 | 2.10 | 2.20 | 2.20 | 2.20 | 2.30 | 2.30 | 2.30 | 2.40 | 2.40 | 2.40 | 2.50 |
| 2.40 | 2.40 | 2.40 | 2.50 | 2.50 | 2.50 | 2.60 | 2.60 | 2.60 | 2.70 | 2.70 | 2.70 | 2.80 | 2.80 | 2.80 | 2.90 |
| 2.80 | 2.80 | 2.80 | 2.90 | 2.90 | 2.90 | 3.00 | 3.00 | 3.00 | 3.10 | 3.10 | 3.10 | 3.20 | 3.20 | 3.20 | 3.30 |
| 3.20 | 3.20 | 3.20 | 3.30 | 3.30 | 3.30 | 3.40 | 3.40 | 3.40 | 3.50 | 3.50 | 3.50 | 3.60 | 3.60 | 3.60 | 3.70 |
| 4.00 | 4.00 | 4.00 |      |      |      |      |      |      |      |      |      |      |      |      |      |

Prijsstickervel



Beachflag



Parasol



Flexkaart + insteekkaartjes

