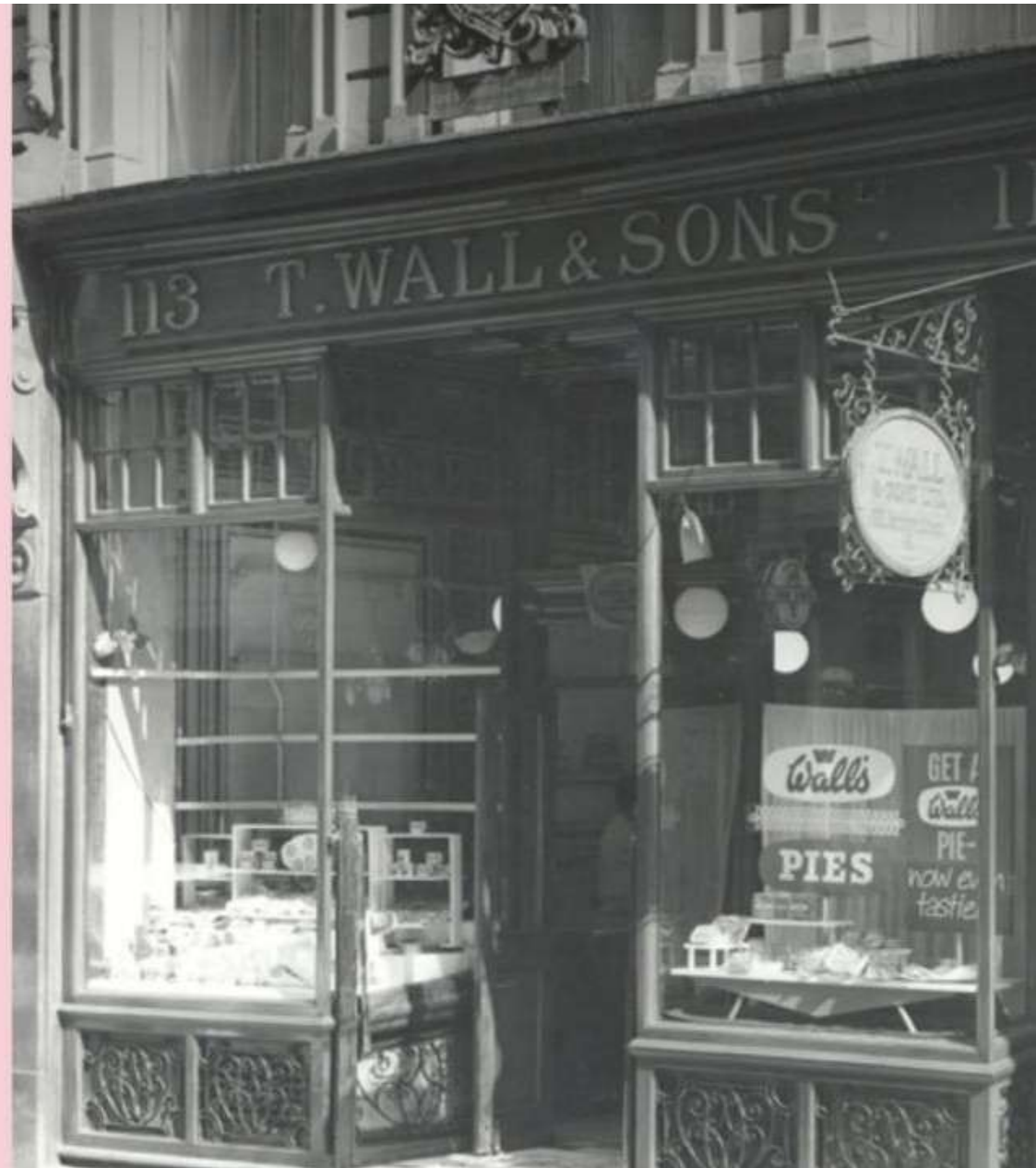




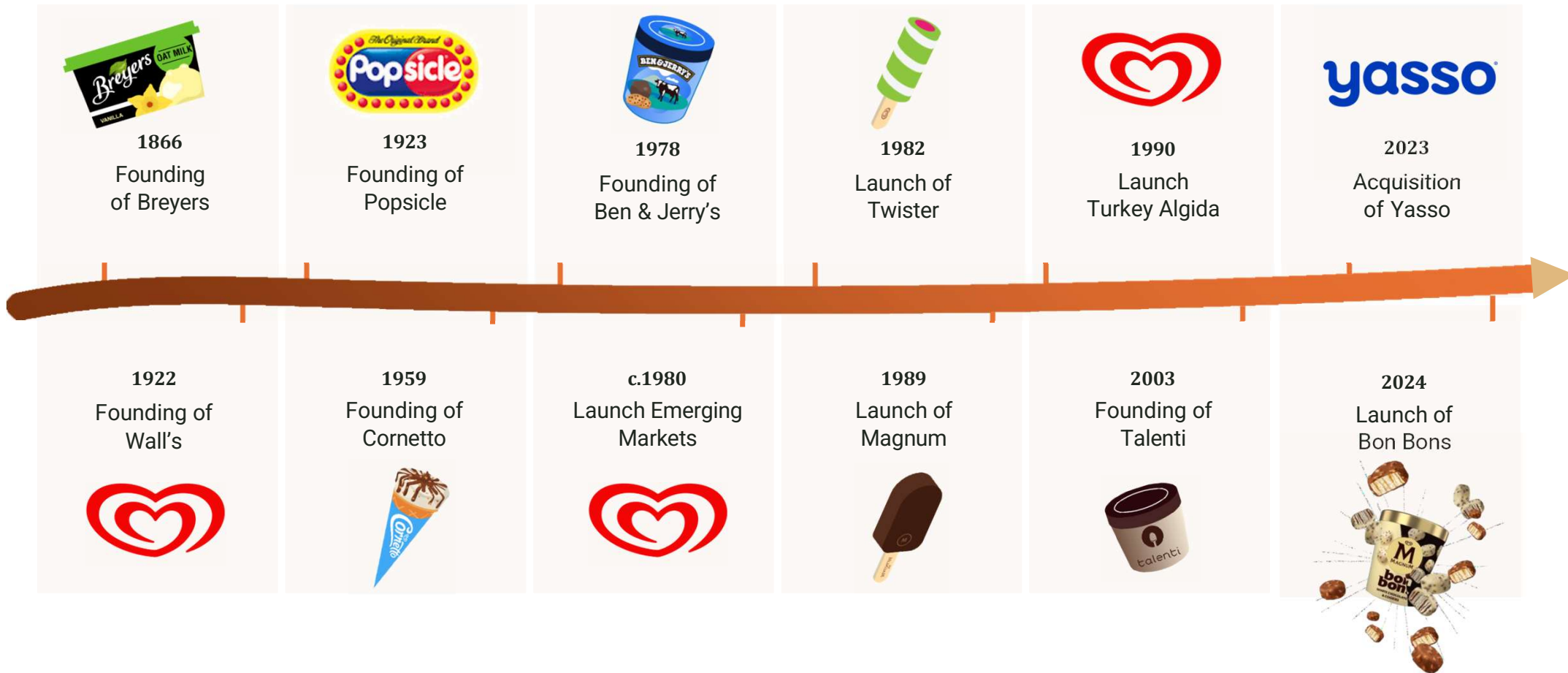
**Food & Drink**

# **The Magnum Ice Cream Company**

**Largest ice cream  
company in the world  
with 160 years of  
expertise and heritage**



# Over hundred years of heritage and expertise







# INNOVATIES 2026

Life tastes *better* with ice cream







# MAGNUM<sup>®</sup> *Signature*

*Signature* **CRACK**

*Signature* **INGREDIENTS**

*Signature* **CHOCOLATE TIP**







# La Pistache

**THE MOST FASHIONABLE  
MAGNUM YET.**



**Luxurious pistachio coating**, created with Pistachio paste. Blended with **Pistachio Croquant pieces** (caramelized, salted pistachio pieces)



**Pistachio gelato core** with real pistachio paste for a rich thick center of pistachio



**Velvety pistachio flavour ice cream** to complement the coating and core



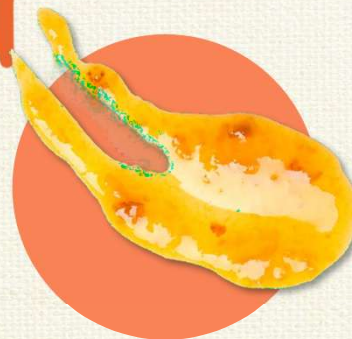
**Signature Magnum cracking chocolate tip** - the iconic pleasure experience

\*The retailer is remains responsible for setting its market price. TMICC only has an advisory





**Peach coating with peach flavour sugar pieces**, specially crafted to elevate the natural peach colour



**Peach gelato core** to elevate the beautiful texture & sensorial experience



**Smooth ice cream**, balancing the texture of the coating and intensity of the core.



**Magnum signature chocolate**, the iconic pleasure experience

# La Vêche

**THE MOST FASHIONABLE  
MAGNUM YET.**

\*The retailer is remains responsible for setting its market price. TMICC only has an advisory



INDULGENCE

MAGN



SNACKING

SHARING &  
SCOOPING



REFRESHMENT

# New Magnum Billionaire Bar

Vanilla and biscuit ice cream with a delicious caramel sauce topped with a chocolate gold caramel filled with cookie pieces.





# MAGNUM SANDWICH ALMOND

Experience the latest incremental occasion from Magnum with this cracking indulgence snack.



Vanilla  
Flavoured

Cracking  
Chocolate

Almond  
Pieces

Cocoa  
Biscuit



**Introducing Ola in the  
world of Snacking..**



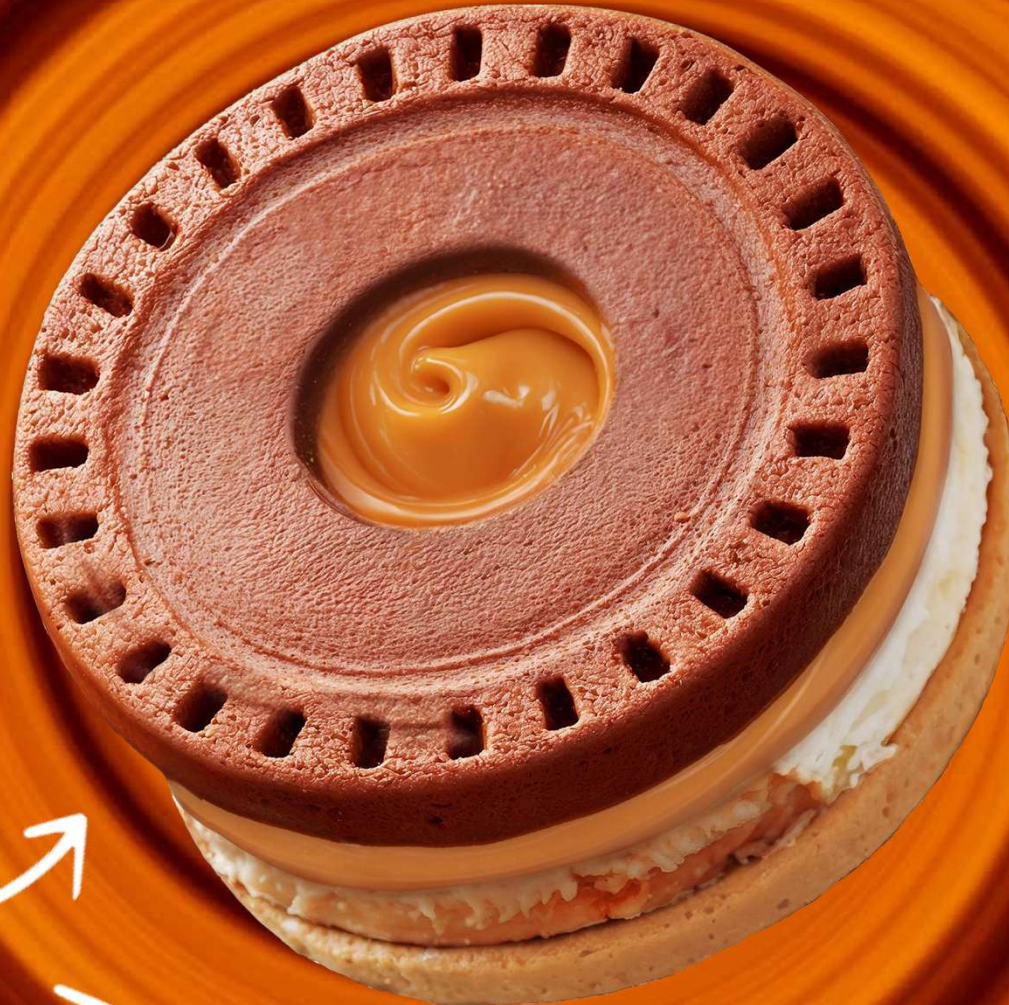
1st sandwich  
with **sauce core**  
in Europe...



**CARAMEL  
SAUCE**

**CHOCOLATE  
& CARAMEL  
COOKIES**

**VANILLA &  
CARAMEL  
ICE CREAM**



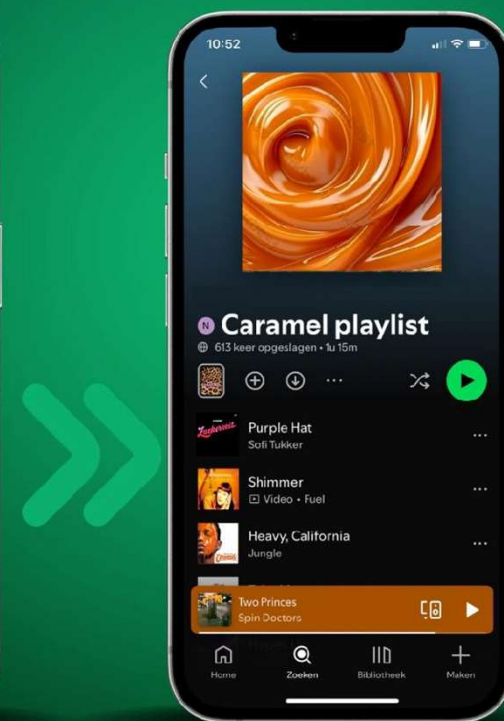


**Ice cream sandwich: the fastest growing  
format with 19% growth in EU**





**STEP 2:**  
Select which flavour  
/ music you like the  
best



**STEP 3:**  
Jam to a custom  
playlist while  
having your Snack







# Cornetto<sup>®</sup> MAX

**UNWRAP TO THE MAX!**

MAX LAYERS.  
MAX TASTE.  
MAX IRRESISTIBILITY.



## PISTACHIO

Disque au chocolat blanc  
fondant avec garniture aux  
pistaches grillées

Glace savoureuse à la  
pistache et à la vanille

Garniture en forme de T à la  
riche sauce aux pistaches

Cornet croustillant

Iconique pointe au chocolat

**115 ML RSP\*: €1,60**





GO FOR  
MORE...





# Caramel Chew Chew

Vanilla  
Ice Cream

Caramel swirl




Chocolatey Caramel  
Chunks



\*The retailer is remains responsible for setting its market price. TMCC only has an advisory role.





# VOLCANIX

**CARAMEL LAVA  
& CRUNCHIES**



5 layers

















The image is a promotional graphic for the 'Volcanik' ice cream bar. The background features a dark, rocky landscape with a volcano in the upper left corner, from which a stream of bright orange and red lava flows down the center. The word 'VOLCANIK' is written in large, white, distressed, block letters on an orange rectangular banner that is tilted diagonally across the middle-left of the image. Above the first few letters of the brand name is a small logo consisting of a red heart with a white swirl inside, topped with a yellow and orange flame-like burst. In the center-right, a single ice cream bar is shown in a cross-section. It has a thick, dark chocolate coating studded with small, light-colored nut pieces. The interior of the bar is filled with layers of vanilla ice cream, chocolate ice cream, and a row of chocolate-coated caramel balls. To the right of the bar, there are several ingredients displayed: broken pieces of chocolate with nut inclusions, a dollop of vanilla ice cream, a pile of chocolate-coated caramel balls, a thick, golden-brown caramel sauce, and a dollop of chocolate ice cream. Each of these ingredients is accompanied by a white text label.

# VOLCANIK

CHOCOLATE  
BISCUIT PIECES

VANILLA  
ICE CREAM

CHOCOLATE COATED  
CARAMEL BALLS

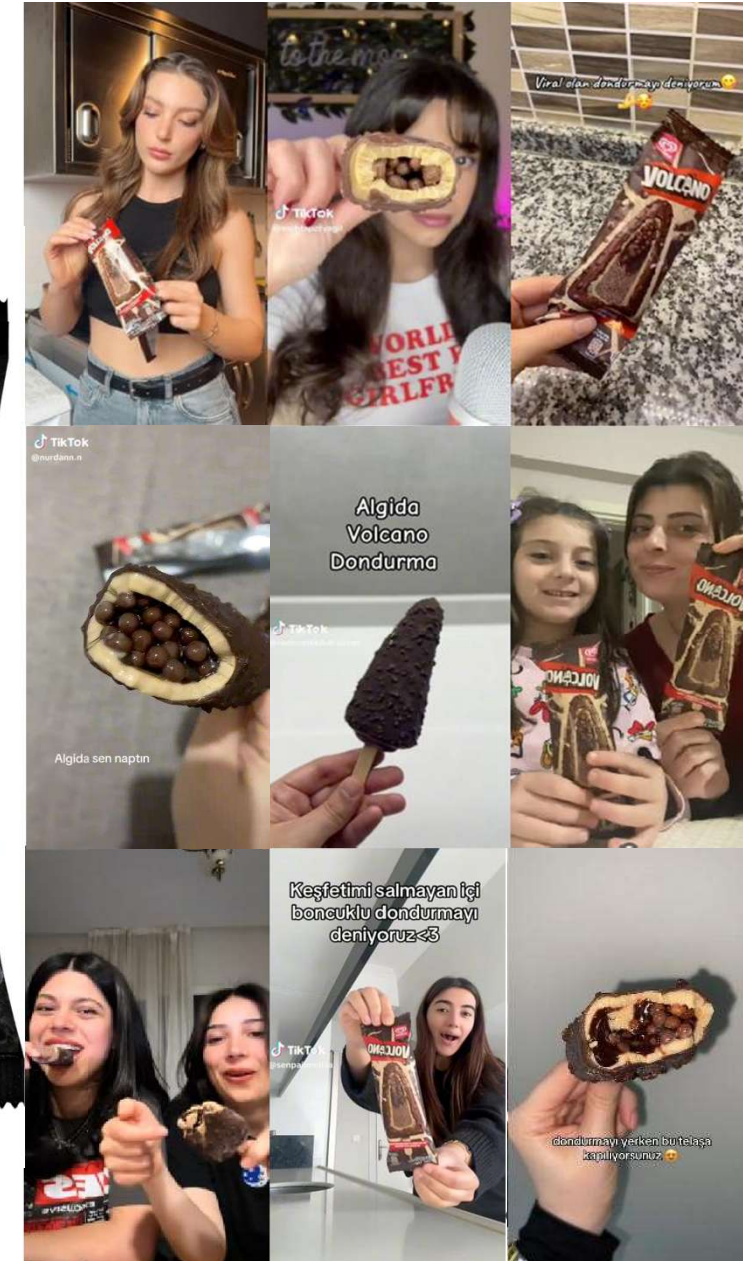
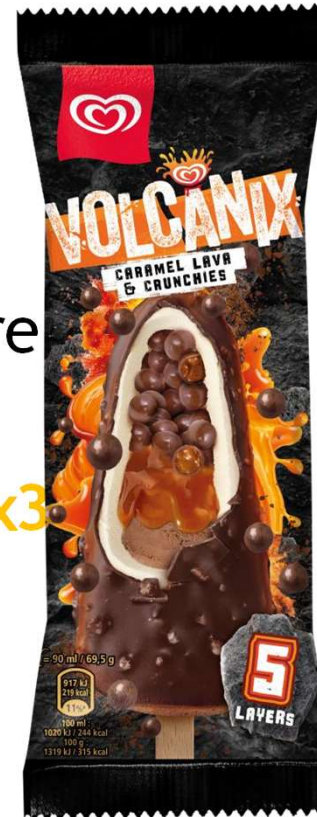
SALTED CARAMEL  
SAUCE

CHOCOLATE  
ICE CREAM



# Successful multilayer stick launch in Turkey

- **Best-selling** SKU
- **20%** more volume than Magnum core variants
- Rotation **x2** vs Magnum Utopia and **x3** Boom



INDULGENCE

MAGN



SNACKING

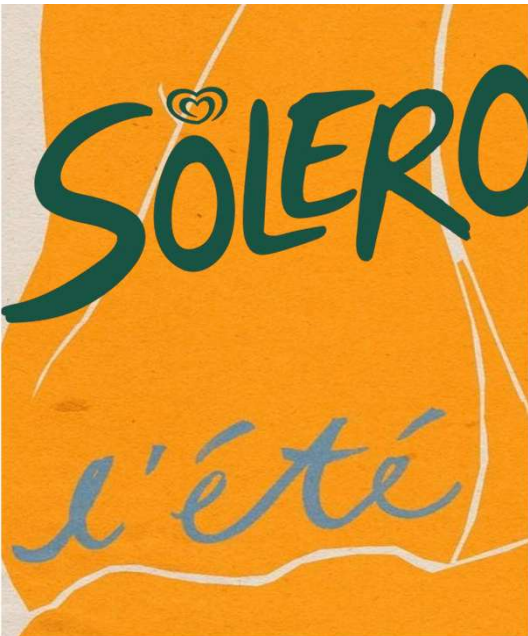


REFRESHMENT

SHARING &  
SCOOPING







Tropical  
Sun-Kissed  
Paradise  
Summer Escape







SOLERO





The perfect balance of indulgence and refreshment,  
bringing you a moment of pure summer bliss



Creamy ice cream &  
fruit swirls



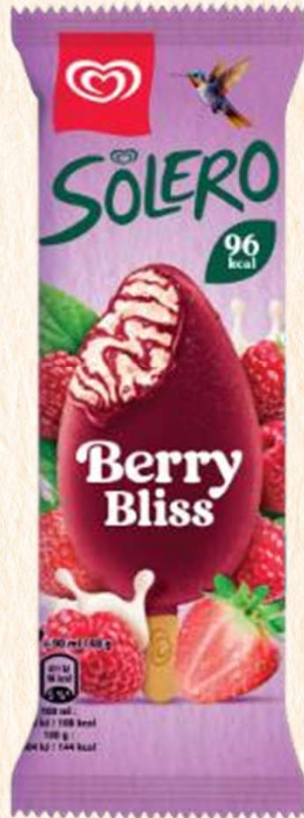
Made with up to  
21% real fruit



Permissible  
yet indulgent



# SÖLERO



21%  
REAL FRUIT

*Swirls of tangy berry  
sauce swirled in  
creamy vanilla ice  
cream coated in  
berry fruit sorbet*





A new chill is coming...





# Twister<sup>®</sup>

FRRREEZE







REFRESHING  
RASPBERRY water  
ice WITH COOLING  
flavour



SWEET Peach  
water ice  
flavour



ICY COLD ORANGE  
water ice WITH  
COOLING flavour



**Twister**  
FRRREEZE





# ASSORTIMENT 2026



# ASSORTIMENT 2026: THE CORE POWER 5



TMICC  
Power 5



# ASSORTIMENT 2026



HET JUISTE ASSORTIMENT  
LE BON ASSORTIMENT

DE MUST-HAVES VOOR EEN MAXIMALE VERKOOP!  
LES INCONTOURNABLES QUI ASSURENT UN MAXIMUM DE VENTES!

1 MAGNUM ALMOND 	2 CORNETTO CLASSICO 	3 OLA RAKET 
4 SOLERO EXOTIC 	5 MAGNUM BAK CARAMEL & NUTS 	6 MAGNUM CLASSIC 
7 CALIPPO ORANGE & COLA 	8 OLA SUPER TWISTER 	9 MAGNUM WHITE 
10 CORNETTO KING CONE VANILLE 	11 MAGNUM STRAWBERRY WHITE 	12 BEN & JERRY'S COOKIE DOUGH 
13 VOLCAVIX MULTI-LAVERS 	14 MAGNUM LA PISTACHE 	15 MAGNUM SANDWICH ALMOND 





## Voorbeeld: 9 baskets/mandjes



COTC

Nieuw



## Voorbeeld: 15 baskets/mandjes



Magnum Almond



Magnum Classic



Magnum Peche  
Magnum Pistache



Magnum White



Schatkistje



Magnum Caramel nuts  
& Gold Billionaire Bar



Cornetto Classic



Super Twister &  
Raket



Calippo Cola/Orange/  
Lime



Haribo Push up



Solero Exotic & Bliss



Cornetto King Cone  
Vanilla



Olan Volcanix



Magnum Sandwich  
Almond



B&J's Cookie Dough



COTC

Nieuw





# PROMOTIES 2026

## SEASONSTART OOH 2026: MASS MARKET



## Promotion

## Ola – B&J's – Cornetto March




# SEASONSTART OOH 2026: MASS MARKET



Promotion

Ola – B&J's – Cornetto – Carte d'Or  
April

# RECAP SEASONSTART 2026

Brand		2026																						Free Products
		jan				feb				march					apr				may					
		01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	
	OLA																							
	10+2 – 39+10 – 78+22																							Magnum Pistache, Calippo, Magnum Classic
	6+1																							Magnum Pistache
	10+2																							Magnum Pistache, Cornetto Classic
	14+4																							Magnum Pistache, Cornetto C, Calippo, Raket
	14+3																							Magnum Pistache, Cornetto C, Calippo
	B&J's / Cornetto Soft / Carte d'Or																							
	B&J's shorties 4+1 /8+3									4+1 – 8+3					4+1									Cookie Dough
	Cornetto Soft 4+1																							Vanilla
	Carte d'Or 5+1																							Vanilla

Orders  
max 3x





# POS & VRIEZERS

## POINT OF SALES MATERIAL

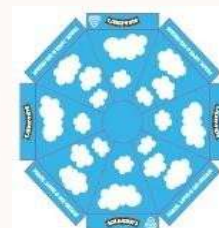
## PRICEBOARDS



100	200	300	400	500	600	700	800	900	1000	1100	1200	1300	1400	1500	1600	1700	1800	1900	2000	2100	2200	2300	2400	2500	2600	2700	2800	2900	3000	3100	3200	3300	3400	3500	3600	3700	3800	3900	4000	4100	4200	4300	4400	4500	4600	4700	4800	4900	5000	5100	5200	5300	5400	5500	5600	5700	5800	5900	6000	6100	6200	6300	6400	6500	6600	6700	6800	6900	7000	7100	7200	7300	7400	7500	7600	7700	7800	7900	8000	8100	8200	8300	8400	8500	8600	8700	8800	8900	9000	9100	9200	9300	9400	9500	9600	9700	9800	9900	10000																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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## Price stickers

## BEACHFLAGS & UMBRELLA



## OUTSIDE VISIBILITY





# PRICEBOARDS



RECTO



VERSO

THE  
**MAGNUM**<sup>®</sup>  
ICE CREAM  COMPANY