

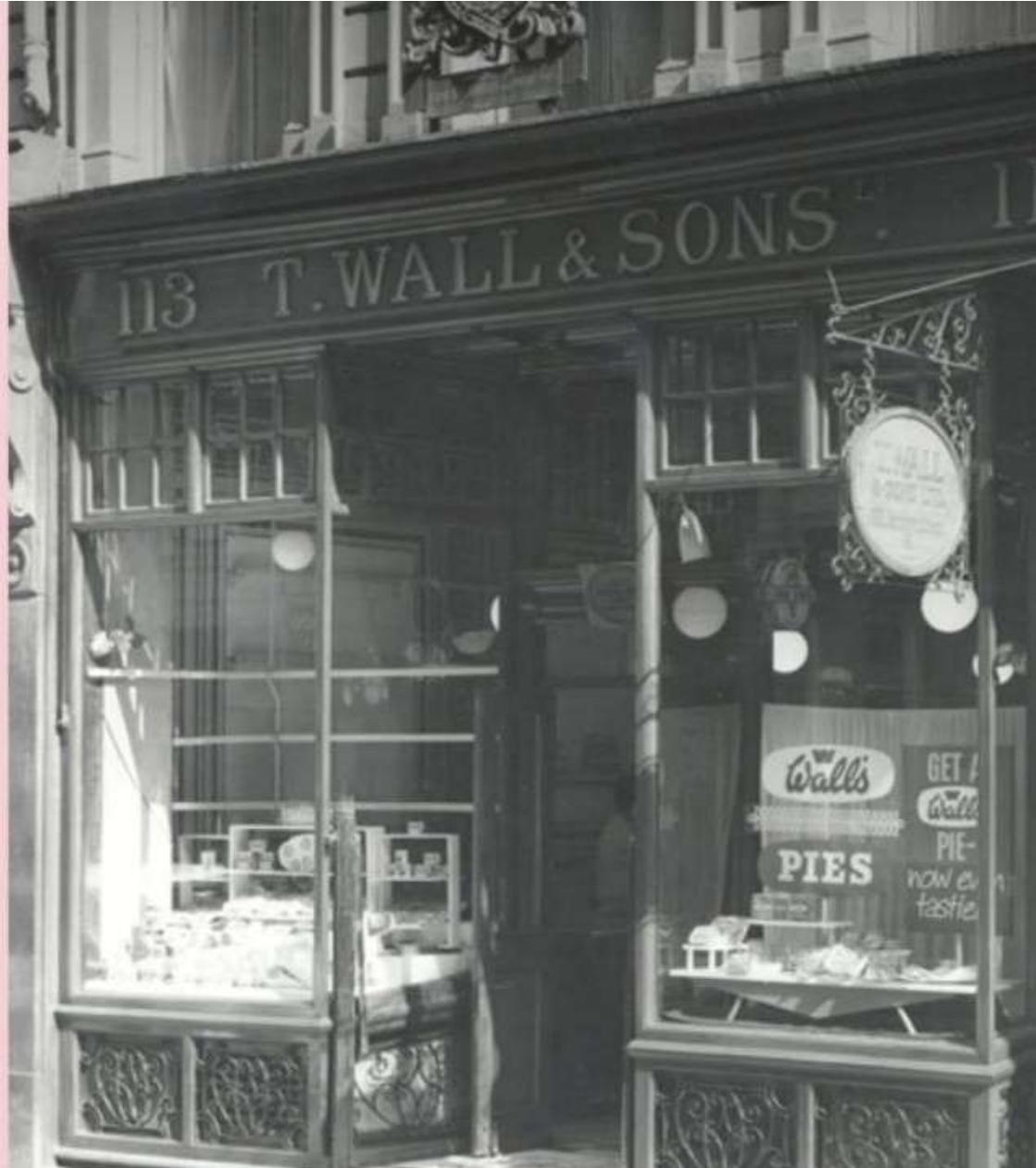


Food & Drink

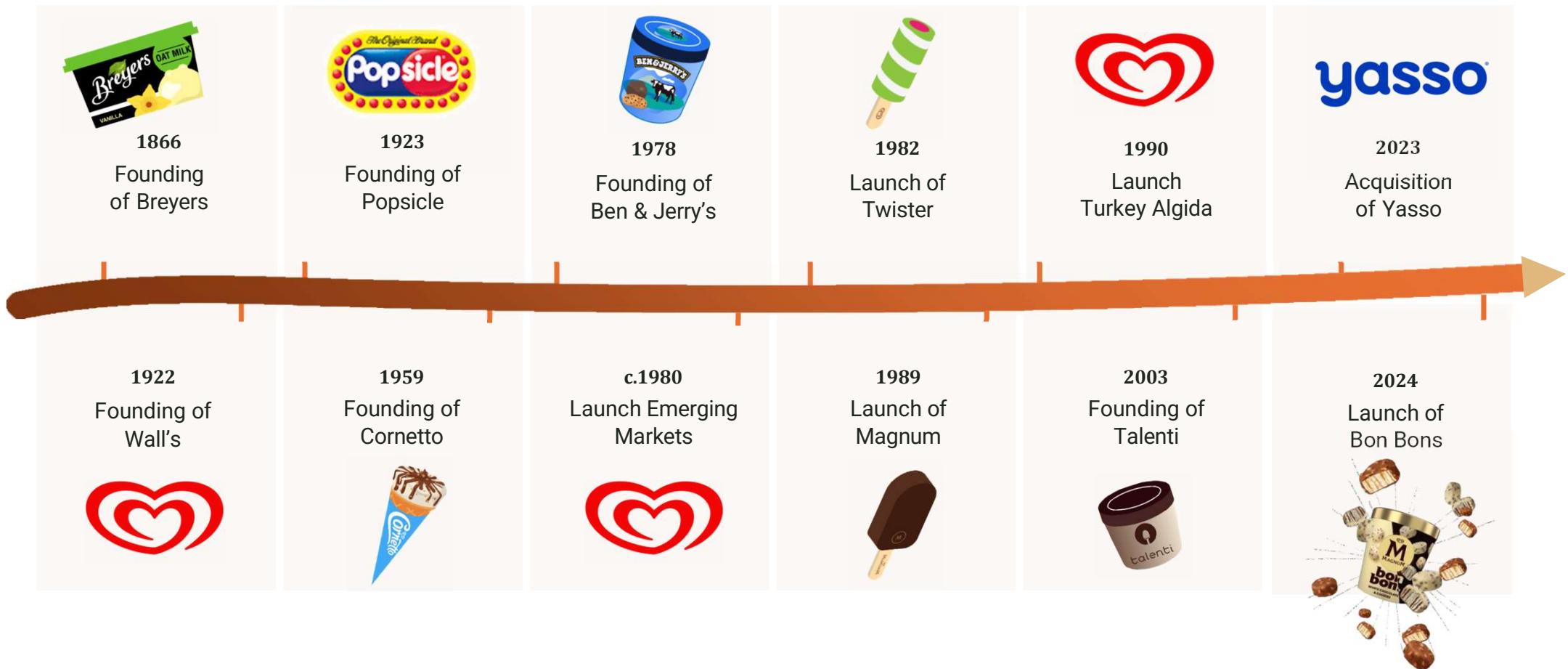
**The Magnum Ice Cream
Company**

Life tastes **better** with ice cream

**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 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 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



La Péche

**THE MOST FASHIONABLE
MAGNUM YET.**



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

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

INDULGENCE

MAGN



SNACKING

REFRESHMENT

SHARING &
SCOOPING



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

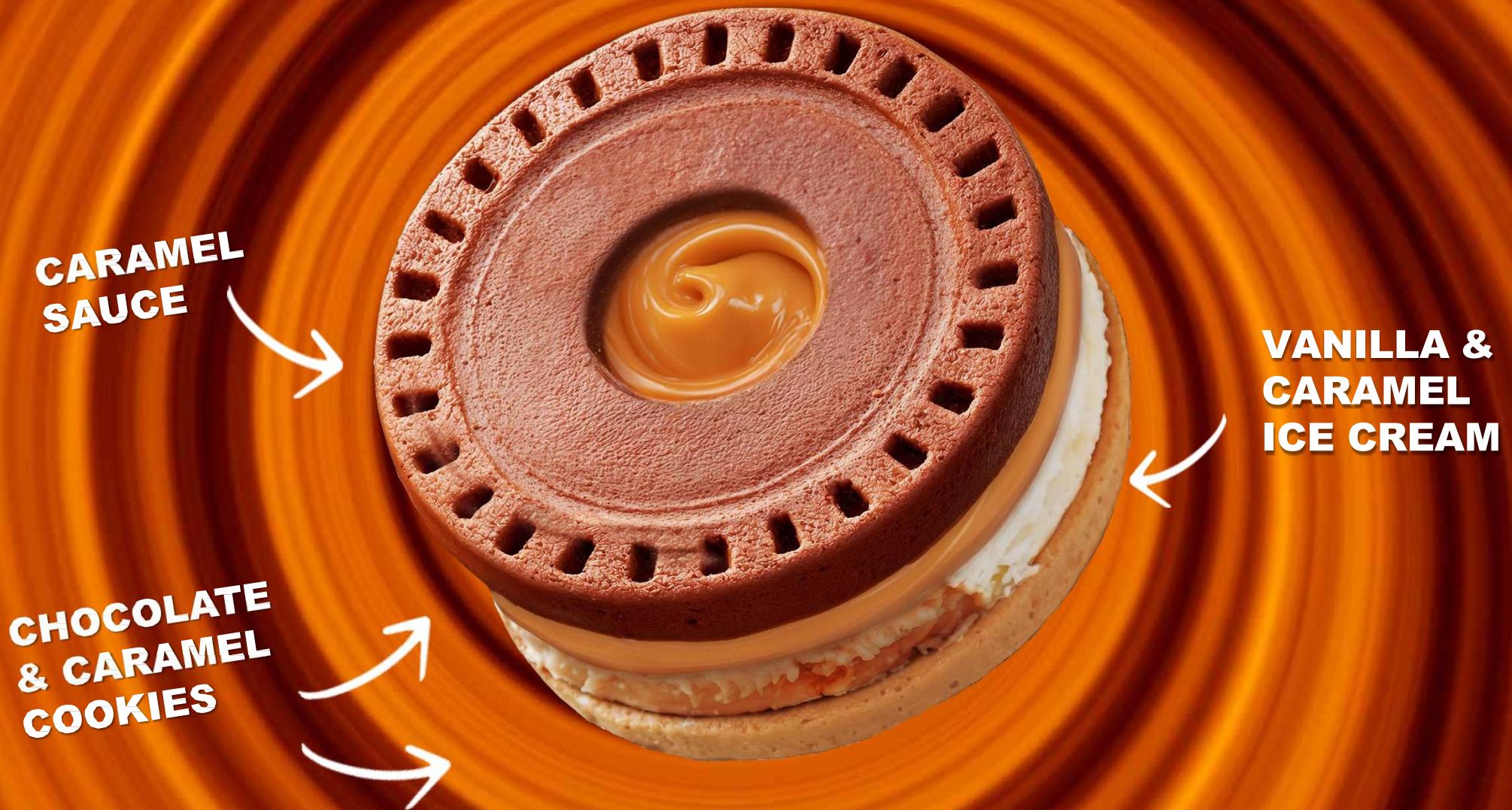




**Introducing Ola in the
world of Snacking..**



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



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







Cornetto® 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*: €,60



GO FOR
MORE...



Caramel Chew Chew

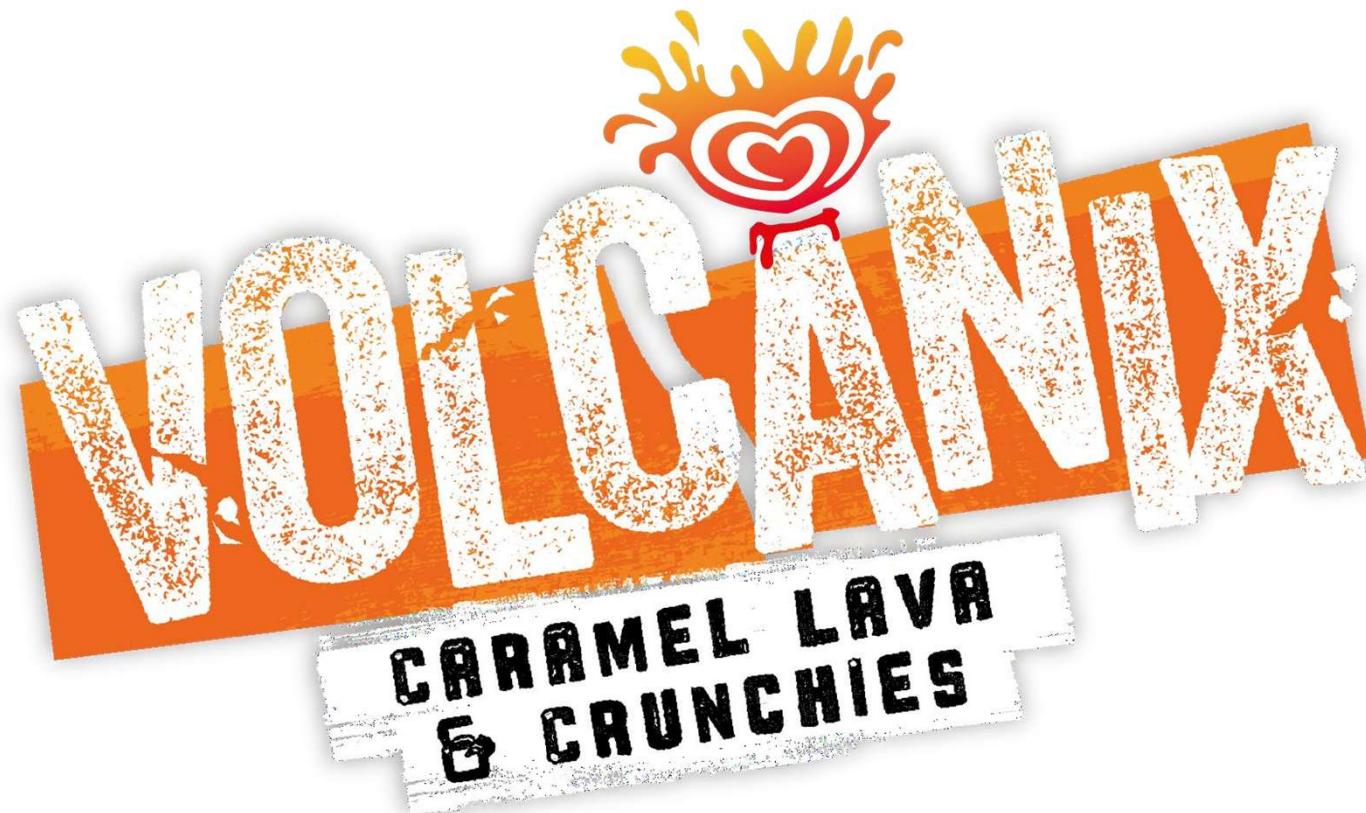
Vanilla
Ice Cream

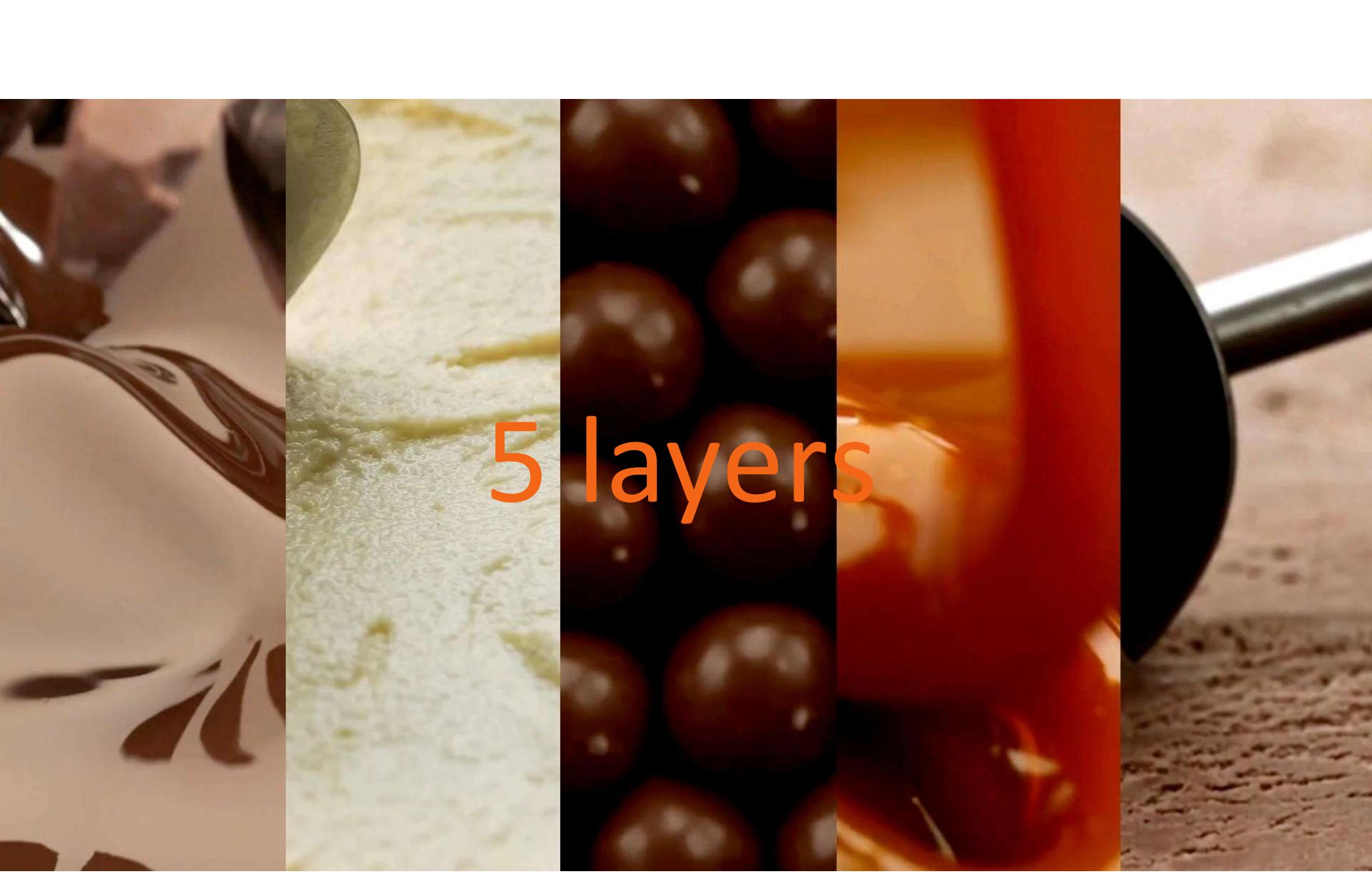
Caramel swirl

Chocolatey Caramel
Chunks



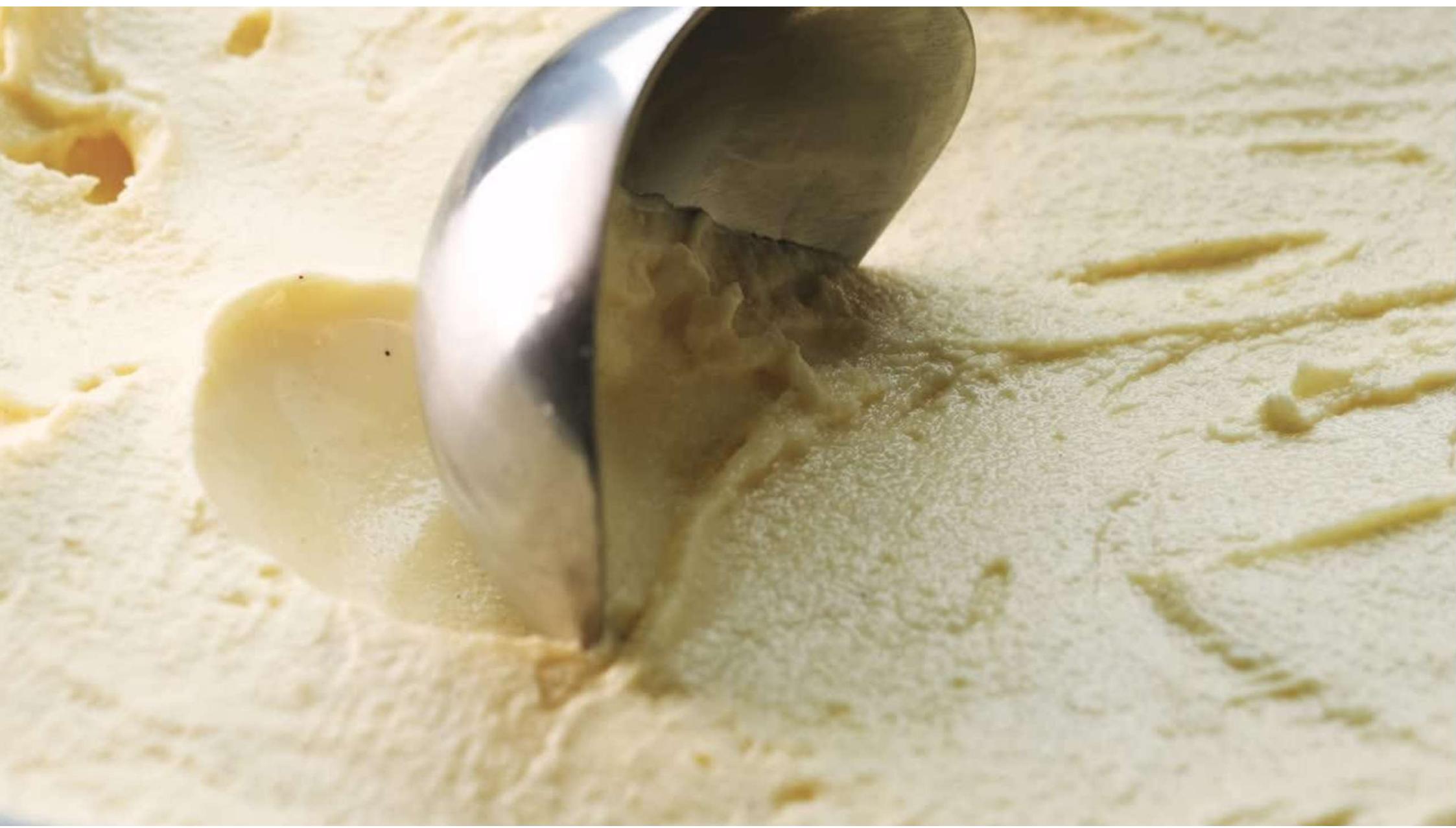
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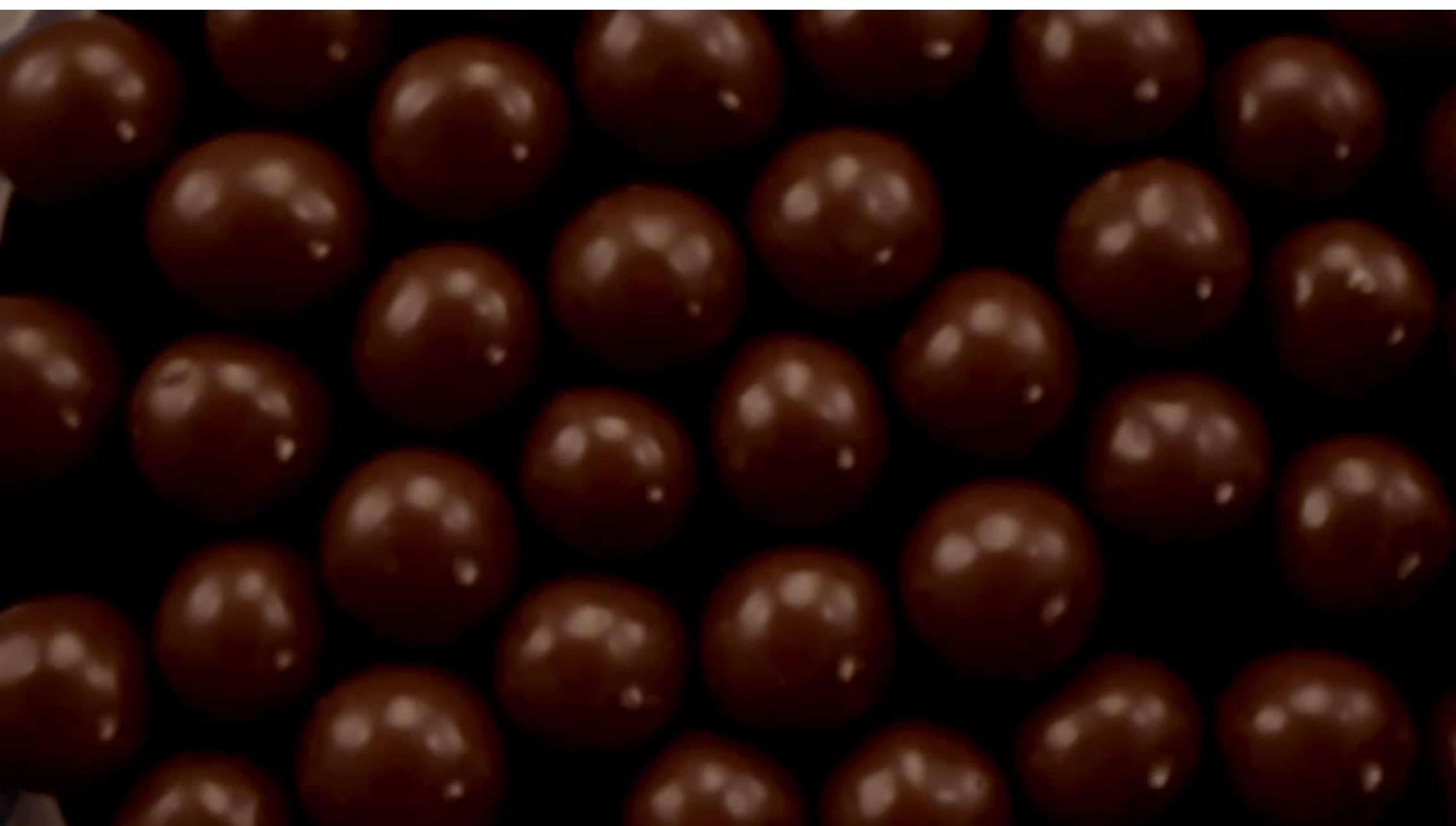




5 layers













VOLCANIX

The image features a creative ice cream dessert designed to look like a volcano. The base is a pool of salted caramel sauce with a dark chocolate lava-like texture. A chocolate shell, also with a lava-like texture, encloses the ice cream. The ice cream itself is vanilla, topped with chocolate-coated caramel balls, chocolate biscuit pieces, and chocolate ice cream. The word 'VOLCANIX' is written in a large, white, distressed font across the center, with a small sun icon above the letter 'I'.

CHOCOLATE
BISCUIT PIECES

VANILLA
ICE CREAM

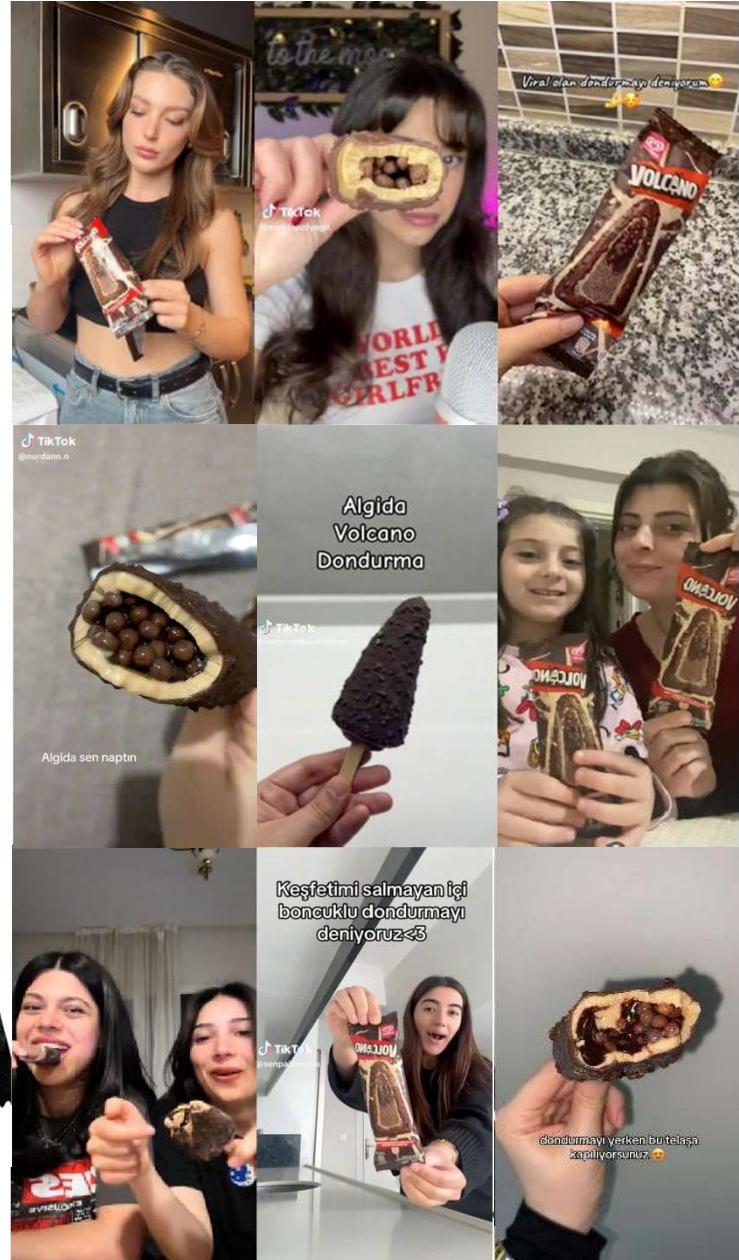
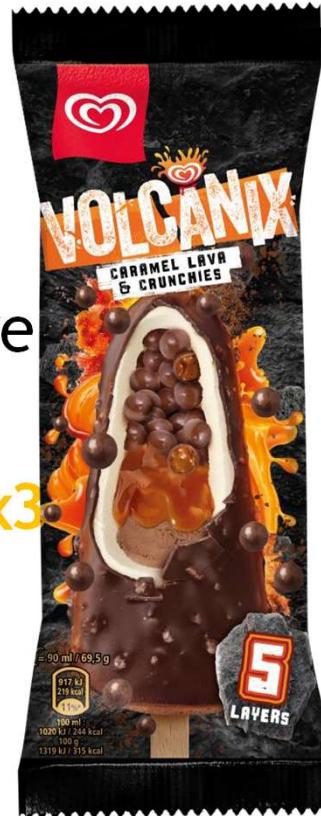
CHOCOLATE COATED
CARAMEL BALLS

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



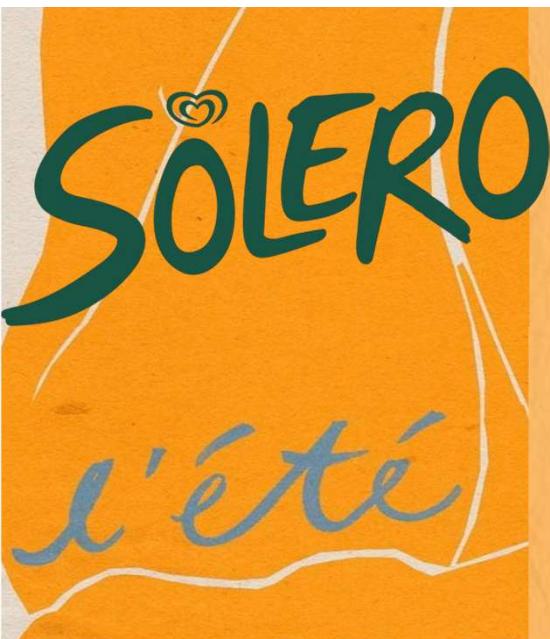
SNACKING



REFRESHMENT

SHARING &
SCOOPING





Tropical
Sun-Kissed
Paradise
Summer Escape







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





A new chill is coming...



TwISTER® FRRREEZE







ASSORTIMENT 2026

Life tastes **better** with ice cream

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ASSORTIMENT 2026: THE CORE POWER 5



TMICC
Power 5



ASSORTIMENT 2026





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 Bilionaire 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

Life tastes **better** with ice cream

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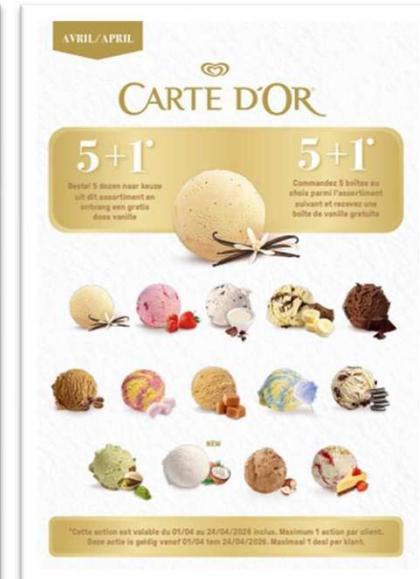
SEASONSTART OOH 2026: MASS MARKET



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



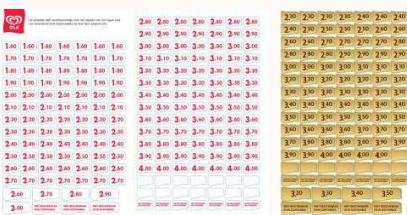
POS & VRIEZERS

Life tastes **better** with ice cream

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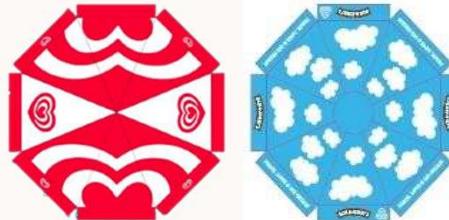
POINT OF SALES MATERIAL

PRICEBOARDS



Price stickers

BEACHFLAGS & UMBRELLA



OUTSIDE VISIBILITY



PRICEBOARDS



RECTO



VERSO

THE
MAGNUM[®]
ICE CREAM  COMPANY