

# The Grocer

## THE DAIRYMEN 2022

Focus on Ice Cream By Matt Chittock  
[matt.chittocknew@googlemail.com](mailto:matt.chittocknew@googlemail.com)

**Publishing:** 17 September 2022

**Editorial submissions:** 1 August 2022

**Advertising bookings:** mid August  
for print, digital and sponsorship opportunities contact  
[sam.dack@wrbm.com](mailto:sam.dack@wrbm.com)

Balls look to be the hot new ice cream format. After Little Moons caused a sales sensation in 2021 with its handheld mochi balls (and canny use of TikTok), other suppliers are getting on the bandwagon.

### Key themes

**Balls:** Who's been doing what – and why? How do launches mirror and, indeed, differ from Little Moons' offer? What trends does the format tap? How much value does it add to the ice cream category? How are suppliers marketing their ball ice creams?

**Traditional formats:** How are sales of tub and stick ice cream and dairy-free alternatives after the bonanza of lockdowns? How do suppliers expect sales to play out given summer 2022 is likely to be a scorcher? What are the key innovations of the past year and coming months? Who's been winning listings, and who's been losing out?

**HFSS:** How will the confusing HFSS clampdown likely play out for ice cream later this year – and how are brands and stores preparing for it?