

## focus on... ice cream

### 48 Watch your figures

Ed John of Kantar Worldpanel reveals the performance of the key ice cream subsectors

### 52 Winter warmers

What is the potential of extending ice cream sales into the winter, with different connotations?

### 51, 55 Healthier innovation

Hot on the heels of the usual indulgent lines comes free-from and sugar-free NPDP



# Health vs indulgence

Seconds out... round one! With the sugar debate raging, indulgent and 'healthier' ice creams are squaring up for a fight. Who'll win?

Simon Gwynn

**I**ce cream is just an indulgence, right? Maybe, but in this obesity obsessed age, health can't be completely removed from ice cream manufacturers' minds. In fact, it's causing something of a schism in the category.

In the red corner are the 'ice cream as indulgence' supporters. Recent decadent NPDP, such as salted caramel Häagen-Dazs sticks or Ben & Jerry's 'Wich (see p51), doesn't appear too concerned with health. And that's as it should be, say many. "There's an unhealthy obsession with health," says Lickitators founder Matt O'Connor. "But in ice cream that's an oxymoron."

In the green corner are a growing number of brands that would disagree, such as protein-rich ice cream Wheyhey, which claims to be on the cusp of signing two national big four listings, and Nana Nice Cream, made from banana, apple, avocado and dates, and billed as nutritious enough to eat for breakfast.

And it's not just smaller players. Unilever, the sector's biggest hitter, announced in January it was imposing a cap of 250 calories across its single-serve range through a mix of size reductions, minor recipe changes and the withdrawal of some products.

But do shoppers really want ice cream to be made healthier? Should ice cream remain indulgent and proud? Or is it possible for ice cream to be both indulgent and healthy? ➔

## TUB BESTSELLERS

52 w/e 2 January 2016

	VALUE		VOLUME	
	£m	y-o-y %	litres (m)	y-o-y %
<b>Ben &amp; Jerry's</b>	<b>96.8</b>	11.8	<b>16.7</b>	17.9
<b>Wall's Carte D'Or</b>	<b>54.9</b>	-5.9	<b>21.8</b>	0.1
<b>Häagen-Dazs</b>	<b>41.9</b>	-9.1	<b>6.7</b>	-9.7
<b>Kelly's</b>	<b>25.2</b>	0.8	<b>10.0</b>	3.6
<b>Wall's Soft Scoop</b>	<b>19.3</b>	-9.9	<b>18.1</b>	-12.3



Data provided by IRI, formerly named SymphonyIRI Group. Driving the transformation of the consumer packaged goods (CPG), retail, and healthcare industries, IRI provides market and shopper information, predictive analysis and the foresight that leads to action. Visit [www.iriworldwide.co.uk](http://www.iriworldwide.co.uk) for further information.

## focus on... ice cream



● Ice cream's continued reliance on the Great British summer was again demonstrated in 2015. Shoppers flocked to the fixture during the hottest April on record, driving growth of £8m over the month. However, a dismal August resulted in decline in frequency, costing the category £14m compared with 2014.

● Ice cream may also be suffering from health-related concerns, mirroring the slowdown in growth witnessed in confectionery and soft drinks.

● While like-for-like prices across many lines have not increased over the last year, a shift of promotional focus towards the more expensive luxury sector has encouraged shoppers to trade up from less expensive items, driving sector value upwards by £17m. NPD such as Cadbury's Marvellous Creations ice cream, Ben & Jerry's Cookie Core, and Magnum Pink & Black has played a vital role in this growth. Elsewhere many established brands have struggled to gain share for their latest variants in the face of strong own-label competition.

**Ed John**  
Kantar Worldpanel

### TAKE-HOME SHARE

Ice cream: 52 w/e 9 November 2015

	VALUE		VOLUME	
	£m	y-o-y %	kg (m)	y-o-y %
<b>Choc snacks</b>	<b>237.7</b>	3.3	<b>60.9</b>	2.9
<b>Premium ice cream</b>	<b>171.5</b>	-2.2	<b>80.6</b>	-1.0
<b>Luxury ice cream</b>	<b>134.9</b>	14.5	<b>26.6</b>	15.8
<b>Filled cones</b>	<b>98.5</b>	0.0	<b>36.8</b>	0.1
<b>Children's</b>	<b>87.6</b>	-2.9	<b>27.6</b>	-2.0
<b>Standard ice cream</b>	<b>75.4</b>	-6.3	<b>85.7</b>	-8.0
<b>Adult refresh</b>	<b>34.9</b>	4.0	<b>7.0</b>	8.5
<b>Individual ice cream</b>	<b>15.8</b>	-30.3	<b>3.0</b>	-28.2
<b>Family ice cream desserts</b>	<b>21.9</b>	3.6	<b>10.7</b>	7.1
<b>TOTAL</b>	<b>878.7</b>	1.0	<b>339.0</b>	-1.0

### BRANDED VS OWN LABEL

Ice cream: 52 w/e 9 November 2015

	VALUE		VOLUME	
	£m	y-o-y %	kg (m)	y-o-y %
<b>Branded</b>	<b>538.8</b>	0.9	<b>159.8</b>	0.1
<b>Own label</b>	<b>340.0</b>	1.1	<b>179.2</b>	-2.0

### RETAIL SHARE

Ice cream: 52 w/e 9 November 2015

	TRADING			VALUE
	grocery	category	index	y-o-y %
<b>Farm Foods</b>	0.6	2.0	<b>342</b>	-6.2
<b>Iceland</b>	2.1	6.7	<b>318</b>	17.2
<b>Lidl</b>	3.5	4.7	<b>134</b>	12.6
<b>The Co-operative</b>	5.1	6.7	<b>132</b>	3.0
<b>Waitrose</b>	4.8	5.7	<b>119</b>	4.1
<b>Tesco</b>	25.4	27.1	<b>107</b>	0.2
<b>Sainsbury's</b>	14.6	15.2	<b>104</b>	0.8
<b>Aldi</b>	4.6	4.5	<b>97</b>	13.0
<b>Morrisons</b>	10.3	9.9	<b>96</b>	-5.0
<b>Asda</b>	14.1	13.0	<b>92</b>	-6.9
<b>Independents &amp; symbols</b>	1.1	0.8	<b>73</b>	-6.1

KANTAR WORLD PANEL

The take-home snapshot is produced by Kantar Worldpanel. Kantar Worldpanel monitors the grocery retailer take-home purchasing habits of 30,000 demographically representative British households. Call 020 8967 0007 or visit [www.kantarworldpanel.com](http://www.kantarworldpanel.com) for details

### HANDHELD BESTSELLERS

52 w/e 2 January 2016

	VALUE		VOLUME	
	£m	y-o-y %	litres (m)	y-o-y %
<b>Wall's Magnum</b>	<b>163.8</b>	5.8	<b>24.7</b>	7.6
<b>Wall's Cornetto</b>	<b>40.6</b>	-1.7	<b>8.0</b>	-2.8
<b>Wall's Solero</b>	<b>14.6</b>	-7.2	<b>1.9</b>	-0.3
<b>Oreo</b>	<b>14.2</b>	24.9	<b>2.3</b>	15.4
<b>Cad Dairy Milk</b>	<b>13.5</b>	1.8	<b>2.3</b>	4.9



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➤ Improving the health credentials of ice cream needn't mean tearing up the recipe book and starting again. Unilever says its move to cap the calorie count of its single-serve range will be a case of small steps amounting to a giant leap for the category.

"There are over 30 million households that will eat a Unilever ice cream this year," says ice cream brand director Noel Clarke. "When you look at the small changes per product, and how they add up, this has a huge impact." He adds although the changes, part of Unilever's long-standing Sustainable Living Plan, would see some margins improve slightly for the company, these would be outweighed by losses from discontinued lines, such as Cornetto Choc n Ball.

### Health

The healthy eating movement, in various guises, is the driving force for plenty of the little guys, too. Demand for protein-rich foods has played a crucial role in Wheyhey's growth at home, where the brand is distributed through Bidvest 3663 and specialists such as Holland & Barrett, and abroad.

"We've had another successful year and are in triple-digit growth," says co-founder Damien Kennedy. "To date we've exported over a million pots and this is forecasted to more than triple in 2016 as we've secured further listings and partners with the largest retail groups in Germany, Austria, Scandinavia and the Benelux region. Additionally, after a successful small-scale entry into the Irish retail market with Musgrave's Centra and Supervalu in 2015, we've doubled our shelf space across the estate."

The brand is also confident of gaining national listings in the UK's mainstream grocery multiples. It's not alone. Sweet Rebellion, a brand launched last year as the UK's first dairy ice cream free from lactose, gluten and processed sugar, is now working on listings in The Co-op Group, Waitrose and Budgens after signing with wholesaler Eden Farm. Oppo, a product made with milk, ➤



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## Ice cream ads hit great outdoors

- Magnum has halved spend on traditional ad space, but it's still the biggest gun in terms of media expenditure. It returned to London's Regent Street in May, shutting the street for an entire Sunday for the Magnum Pink and Black Emporium (pictured).
- The Wall's family handheld range had the year's biggest outdoor presence thanks to its 'talking ice cream' campaign, which saw the likes of Calippo and Feast sharing wisecracks.
- Mars' one-in-six chance instant win promotion, which gave away 100,000 ice cream bars, included ads timed to appear when temperatures were ice cream-friendly.



### TOP ICE CREAM ADVERTISERS

1 December 2014 - 30 November 2015

	TOTAL	CHANGE	MEDIA				
	£	y-o-y %	Cinema %	Outdoor %	Press %	Radio %	TV %
<b>Magnum</b>	<b>2.9</b>	<b>-45.7</b>	•	27.6	1.3	•	71.1
<b>Ben &amp; Jerry's</b>	<b>2.9</b>	<b>-33.5</b>	•	•	1.1	•	98.9
<b>Häagen-Dazs</b>	<b>1.9</b>	<b>229.6</b>	•	10.3	16.1	•	73.6
<b>Cornetto</b>	<b>1.7</b>	-	•	11.1	•	•	88.9
<b>Wall's</b>	<b>1.4</b>	<b>48.8</b>	•	99.1	0.9	•	•
<b>Carte D'Or</b>	<b>1.3</b>	<b>-28.0</b>	•	0.1	27.3	•	72.7
<b>Cadbury Dairy Milk</b>	<b>0.7</b>	-	•	96.3	3.7	•	•
<b>Kelly's of Cornwall</b>	<b>0.6</b>	<b>12.8</b>	•	•	3.3	•	96.7
<b>Nestlé Ice Cream</b>	<b>0.3</b>	-	•	51.2	48.8	•	•
<b>Mars Ice Cream</b>	<b>0.4</b>	<b>1,534.9</b>	•	93.4	6.6	•	•
<b>TOTAL (TOP 10)</b>	<b>14.1</b>	<b>4.3</b>	<b>0.0</b>	<b>26.7</b>	<b>7.0</b>	<b>0.0</b>	<b>66.3</b>



Data-driven insights

"Ebiquity captures, organises and analyses advertising communications from around the world to provide clients with the visibility they require to react to competitor activity, and give them greater confidence to develop successful communication strategies"

coconut oil and stevia, removing the sugar and additives from ice cream, last October added The Co-op Group to its stockists, which also include Waitrose. Healthier ice cream is clearly being taken seriously.

#### Indulgence

But indulgent options aren't on the ropes just yet. Boisterous challenger brand Licktators is gearing up for new campaign God Save The Cream, which will emphasise the use of British whipping cream in its products, and lack of it in some other brands. It's also about to launch its latest flavour, Sea Salt (see p55).

Häagen-Dazs launched a Chocolate Salted Caramel variant in 500ml tubs in Sainsbury's, Asda and Waitrose in April in a bid to build on what it calls 'exceptional' sales of the Salted Caramel variant it launched in 2014. Owner General Mills says sales of the 500ml Salted Caramel SKU hit £4.1m last year, although overall sales are down (see p47).

Flavour is crucial, according to Mackie's, one of the top 10 brands in tubs and in double-digit growth. "Our research confirmed that consumers select their favourite ice cream by taste when looking for a treat," says marketing director Karin Hayhow. "It is not viewed as a healthy option – although the inclusion of dairy and natural ingredients can help make ice cream feel like a wholesome treat."

Others suggest all this talk of healthier ice cream is a distraction. "It's not important – it's an impulsive category," says Nigel Broadhurst, joint MD at Iceland. And

**"The discounters are doing a really good job in terms of their ranges and quality"**

Broadhurst knows what he's talking about: with growth of 17.2% in the past year, the retailer has enjoyed the most growth.

Aldi and Lidl have also managed double-digit growth in ice cream. "They're doing a really good job in terms of their ranges and quality," says Charlotte Hambling, head of marketing at R&R. "Aldi has driven growth of £2.4m in super-premium alone." As a result, the discounters have been the driving force in own label, which has slightly outgrown branded despite seeing a volume decline.

The Co-op Group has also grown share, thanks largely to the success of its frozen meal deal offers. Some 1.4 million of these deals – multibuy packages such as five items for £5 – were sold between last April and December, and though the makeup of them varied, each one included ice cream. "They've increased shopper awareness of the category, and brought new customers into frozen," says senior frozen buyer Caroline Thompson.



**“The inclusion of dairy and natural ingredients can make ice cream feel like a wholesome treat”**

Indulgence might not be good for health but it has shored up the entire category. Super-premium is booming. Sales of products categorised by Kantar as luxury ice cream are up £17.1m to £134.9m, making the subcategory almost entirely responsible for this year’s 1% growth in ice cream. The trend has also helped average prices across ice cream move up by 2%, but this disguises what is, in reality, deflation. Within almost every subcategory – including luxury, premium, filled cones and children’s – prices are falling. Overall prices are only on the rise because luxury, the most expensive segment, is getting a bigger share of the pie.

**Super-premium tubs**

The biggest splash in super-premium tubs last year was R&R’s Cadbury Marvellous Ice Creams, which adapted Mondelez confectionery range Marvellous Creations, including a version of the signature variant, Jelly Popping Candy Shells, and hit sales of £6.2m. Hambling says 83% of this was incremental to the category – a rate the brand has achieved by reaching a consumer who didn’t typically buy into super-premium tubs.

“Marvellous Ice Creams is appealing to a family audience, especially with young children in the household,” she says. “It’s also a bit more midmarket in terms of the socio-economic profile. We’ve got quite a distinct audience and we’ve learned a lot about who they are.” As a result, R&R has pulled one of the four original flavours, Salted Caramel Sour Cherry, which Hambling says was “a bit too adult in its orientation” – and replaced it with new variant Rocky Mallow Road, also featured in the confectionery range.

It’s not all flashing dollar signs in luxury – Häagen-Dazs saw a number of SKUs delisted in Tesco and Asda over the year, and lost 9.7% of its volumes. But category leader Ben & Jerry’s goes from strength to strength. Sales of the classic range are up £9.2m, and the Core range is up £2.3m. This month, Unilever is growing the scope of the brand with the ‘Wich range (see right). There’s also a sharing pack of smaller portions, Son Of A ‘Wich, and new tub variant Cookie Dough S’Wich Up.

Many brands blame the weather for sales declines, because, despite the best efforts of the premium segment, ice cream is still a slave to the seasons. “Fewer sunny days →



**Häagen-Dazs stick bars**

**Launched:** February 2016 **Manufacturer:** General Mills

Chocolate snacks are the biggest selling format in ice cream, but the bulk of their sales are accounted for by Magnum. Packaged in a card box at an rsp of £2.29, this new offering, exclusive to convenience for now, is pitched as more luxurious. The three flavours, chosen so as not to compete directly with any of Magnum’s variants, are vanilla caramel almond, white almond, and the ever popular salted caramel. The range launched in France last year and has scored sales of €10.4m there.



**Daim sticks**

**Launched:** February 2016 **Manufacturer:** R&R Ice Cream

Adding to a range of Mondelez-branded handhelds that already includes Cadbury Dairy Milk, Dairy Milk Caramel, Crunchie Blast and Oreo sticks, this one has caramel ice cream covered in milk chocolate with bits of crunchy Daim caramel in it. Available as a single in the impulse channel (rsp: £1.60) and in a 3x110ml pack (rsp: £2.50).



**Ben & Jerry’s ‘Wich**

**Launched:** March 2016 **Manufacturer:** Unilever

Last available in 2013, the ‘Wich consisted of chocolate chip ice cream sandwiched between two chocolate chip cookies. This time round, there’s a choice of ice cream fillings: either Cookie Dough or Chocolate Fudge Brownie flavour (rsp: £2.49), with the latter being held between double chocolate cookies.



**Solero Red Berries**

**Launched:** February 2016 **Manufacturer:** Unilever

Its sales have dipped but Solero is still the third biggest brand in handheld after stablemates Magnum and Cornetto. In recent years, there has only been one flavour of the original format on the market, Exotic, along with the brand’s most recent innovation, the ever-so-slightly boozy Solero Mojito.



### “Iceland’s success in tapping the Christmas occasion indicates a potential opportunity”

Over 2015 resulted in a drop of frequency over the entire year, leading to an absolute decline in volume per shopper,” says Kantar analyst Ed John.

#### Seasonality

Industry players recognise there is enormous value in encouraging shoppers to consider ice cream without the sun shining. “Iceland’s success in tapping the Christmas occasion indicates a potential opportunity for ice cream manufacturers to find incremental growth,” says John.

Premier Foods is hoping to do just that with its Ambrosia frozen custard, which launches this month. Premier’s director of desserts Grace Liljemark says because custard has a winter peak, the new range has the potential to avoid weather-driven peaks and troughs. Although it is fairly similar to standard ice cream, Liljemark expects shoppers to associate it closely with its brand family. “For consumers, there are no aisles,” she says.

Premier says Frozen Custard – the first frozen product Premier has marketed itself – is a popular dessert in the US Midwest and has high hopes for it on this side of the pond. Another US concept that’s gaining traction in the UK is peanut butter flavoured ice cream. Last year Unilever introduced two innovations with the flavour: Cornetto Premium – Peanut Butter Love flavour, and Ben & Jerry’s Cookie Core – Utter Peanut Butter Clutter. This spring, it’s adding a Feast Snack Bar with peanut butter flavour ice cream and bringing back Magnum Double – now complete with a peanut butter flavour option.

Magnum Double will be hard pushed to replicate the success of last year’s innovation Pink & Black, which hit sales of £23.8m – making it the UK’s biggest ever ice cream innovation, according to Magnum brand manager Nicola Rolfe. The two variants complemented each other better than expected, says Rolfe. “We added a million new households into the ice cream category with Pink & Black alone. We expected Pink to do well – Black Espresso was a bit more of a wildcard. But repeat purchase rate was identical.”

While the grocery market might be in decline, one area that continues to thrive is free-from – the whole category added £99.9m last year, and is now worth £620m [Nielsen]. The potential here means this year has seen more activity than ever in the non-dairy

Joe Delucci’s Richard Pierce braves –25C temperatures at Menodiciotto’s Turin factory to inspect the latest order



## The Italian job: Delucci’s eyes new listings as gelato sales fly

Rob Brown

**I**ce cream goes well with a scoop of artifice. Take Häagen-Dazs: a byword for premium indulgence maybe, but its name is pure artifice, dreamt up to sound vaguely Nordic to US ears. It was a marketing masterstroke.

Joe Delucci, namesake of one of the UK’s fastest growing ice cream brands, is a similar fabrication. But the artifice ends with the name. While Bronx-born Häagen-Dazs has no links with Scandinavia, Delucci’s is as Italian as the name suggests; every scoop is shipped from Italy. Sales are booming.

Technically, Delucci’s isn’t ice cream (in fact, some lines are non-dairy); it’s traditional Italian gelato and sorbet. And so it stands out among the likes of Häagen-Dazs and Ben & Jerry’s. “This is worlds apart from typical ice cream in the UK,” says Joe Delucci’s CEO Richard Pierce, handing me a pot of freshly churned vanilla gelato at the factory of the brand’s manufacturing partner Menodiciotto in Turin, Italy.

He’s right. This isn’t the sort of ice cream you’d expect most Brits to buy on deal and scoff on the sofa. It’s creamy and dense yet still refreshing; the vanilla is intense without being cloying. This is proper Italian ice cream. And it’s delicious.

Now Joe’s wants to educate the British public. “The dream was to develop a brand of authentic Italian gelato,” says Pierce, who presides over a £5m a year business, comprising an 18-strong estate of gelateria, foodservice and grocery accounts and a deal to supply Tesco with Delucci’s branded and Tesco Finest gelato. “There’s a hunger for genuine Italian gelato and it’s growing.”





Joe's entered Tesco in 2012 with a rotating line up of three flavours. The current range is above



Marzia Grassi visits the herd. Menodiciotto uses Montbéliarde cows for their creamy milk



Gelato's high content of fruit and ingredients means less milk is required than in ice cream



Gelato has less air in it than ice cream, giving a denser, creamier texture despite using less milk

Indeed, Menodiciotto is looking to increase production capacity to keep up with soaring demand. That doesn't just mean the company needs to invest in more equipment and freezer space (it's currently looking for another site close to its existing plant); it also means it needs more cows.

"We only use milk from Montbéliarde cows: they give less milk than Friesians, but higher fat content and better flavour," says Marzia Grassi, whose father Luca set up Menodiciotto to supply Turin's restaurants in 1986. "We now own 75 cows. The plan is to have enough to produce all the milk we need, but it can be difficult to find the balance between supply and demand."

**"There's a hunger for genuine Italian gelato and it's growing... but you have to go on offer"**

The challenge is this: Menodiciotto's herd is fed with a mixture of Alpine grass and soya, not cheap corn byproducts, making sourcing extra milk at times of peak demand for gelato expensive and requiring the company to sell off excess milk stocks at times of surplus at too low a price. More cows would mean greater security, so long as demand for the gelato continues to grow.

So Pierce is now on the hunt for more supermarket listings. "The retail kiosks have been the foundation of the business," he says. "We've put them in retail centres in high footfall locations across the UK – 15 to 25 million people footfall sites. This has built awareness of the brand. Now we want to build volume in the supermarkets."

The approach makes sense. Few start-ups have the cash to compete with the multimillion pound advertising budgets (see p50) of the ice cream giants. By building up its own estate, Delucci's has been able to build brand awareness and foster the UK's growing appetite for gelato. But there's a limit to how many outlets it can sustain.

"I'm not Gregg's," says Pierce. "The question is: does the site work? In some towns people would rather go for a 99p McFlurry and just don't get it; those places aren't for us. I'm cherrypicking sites all the time; if it doesn't work we'll move on."

Delucci's estate stretches from Glasgow to Jersey and accounts for the bulk of sales. Wholesale is the next biggest part of the business, with the brand supplied to food-service through 3663 and Brakes. Since 2012, Joe's has supplied the Nando's chain. Grocery is the third-biggest sales source; Nielsen puts Delucci's branded sales (not including Tesco Finest) at just over £300k for the year to 3 October 2015, up 71% on volumes that have more than doubled.

Pierce says sales are still soaring, thanks to growing distribution through Tesco, increasing demand for quality ice cream and keen pricing. Ice cream is a land of giants; Brits spent just over £900m on ice cream in the supermarkets last year [Nielsen]; £440.4m of that went to one company: Ben & Jerry's owner Unilever. The price has to be right if you're going up against such giants, says Pierce.

"If you want to appeal to the public you have to go on offer," he says. "If that means next to nothing is being made it becomes a brand awareness exercise but you still have to do it. If people see you and buy on offer they will come back because the ice cream tastes amazing. You can't expect to go up against the big boys and not go on offer. This isn't about making the best margin at any price. We will not sacrifice quality."

Which is good news, not just for ice cream buying Brits, but also for Menodiciotto's herd of Montbéliarde cows.





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## focus on... ice cream

**“All the major retailers now stock a range of dairy-free and healthier versions of regular ice creams”**

Ice cream alternatives segment. The market leader, Unilever's Swedish Glace, crept above £4m sales value for the first time. But there has also been lots of activity from startups.

### Dairy-free ice cream

Almond Dream last year added listings at Asda and Morrisons to the stockists for its nut-based ice cream, while The Coconut Collaborative (TCC) went into Sainsbury's and The Co-op Group. Perfect World, a product made from a mixture of nuts, coconut and egg, and sweetened with stevia, has just launched A Taste Of Carrot Cake in 69 Tesco's, and will add a further 259 this month.

TCC's founder James Averdieck believes non-dairy has plenty of room to grow. “All the major retailers now stock a range of dairy-free and healthier versions of regular ice creams that have traditionally been very high in fat, sugar and nasty ingredients,” he says. “Although the trend hasn't carried through to the discounters yet, it won't be long.”

But players on both side of the health fence express reservations. Broadhurst says the concept still has quite limited appeal: “We have trialled some branded dairy-free lines in our Food Warehouse stores, but sales currently do not warrant an increase in distribution across the Iceland estate.”

The Thuillier brothers, founders of Oppo, are dismissive, too. “Dairy-free is a flash in the pan whereas sugar will always be the enemy,” says Harry. Charlie calls it a “vocal but a tiny market, and a very crowded one”. And it's one that could be about to get a whole lot more crowded. Industry juggernaut Ben & Jerry's last month launched its long-demanded non-dairy range in the States. “If we were in dairy-free, we'd be worried about B&J coming in,” says Charlie. “It will do well – but there is a ceiling for dairy-free sales.”

Perhaps not, if the ice cream happened to be dairy-free thanks to the way it's made. “Our dark chocolate gelato is non-dairy but to taste it you wouldn't know,” says Richard Pierce, CEO of Joe DeLucci's (see p52). “We don't blow lots of air into it, as most modern ice cream brands do in the UK. This gives it a dense creaminess; it doesn't need dairy.”

Of course, chocolate gelato will never be sold as health food, but it seems indulgence and health credentials are not necessarily mutually exclusive. ●



### Miniotti probiotic ice cream

**Launching:** April 2016 **Manufacturer:** Miniotti

Made on Jersey using milk and cream from Jersey cows and sweetened with stevia, Miniotti was founded by Natasha Dowse and Anna Boletta, who aimed to create an indulgent-tasting but healthier ice cream. Probiotic yoghurt is a familiar sight in the dairy category, but the idea has not found its way into any major ice cream products in Europe before now. With artwork that places its Jersey cow mascot front and centre, Miniotti comes in 500ml tubs (rsp: £4.99) in vanilla, strawberry and chocolate.



### Sweet Rebellion non-dairy ice cream

**Launching:** March 2016  
**Manufacturer:** Taywell

Taywell ice cream founder Alastair Jessel launched Sweet Rebellion a year ago as a dairy ice cream free from lactose, gluten and processed sugar. It has now gone one step further by launching a range that is also dairy, egg and soya free. The range comes in 500ml tubs (rsp: £4.50) in three flavours: chocolate, coco-vanilla and peanut butter.



### Licktators Sea Salt Ice Cream

**Launching:** April 2016  
**Manufacturer:** Licktators

Salted caramel has been everywhere in recent years, proving that British consumers are increasingly open to unexpected taste profiles. Licktators has taken this further by ditching the protective wrapping of the caramel and adding Cornish sea salt directly to its ice cream. The flavour launches on Ocado in a 500ml tub (rsp: £4.99).



### Kelly's Of Cornwall parlour tubs

**Launched:** February 2016  
**Manufacturer:** R&R Ice Cream

R&R has relaunched the Kelly's of Cornwall range with a new pack format that allows the product to be seen, and evokes the traditional parlours that Kelly's runs across Cornwall. It's also added innovative flavours Berry Eton Mess, Praline Caramel, Lemon Curd Tart, and Chocolate Brownie Salted Caramel.