

# The Grocer

## Dairymen 2016

Focus On: Ice Cream by Beth Gault (beth.gault@wrbm.com)

Publication date: 17 September  
Advertising deadline: 12 August  
Submissions deadline: 24 July

### The Story

**Authentic Italian ice cream is all the rage right now, with Brits going mad for gelato as they search for something a little more special for their freezers. So who's doing what in this fast growing part of the market? How big can it get? Of course, Italy isn't the only country with its own style of the cold stuff- with everything from Thai to Turkish ice cream starting to make waves globally. So what are the coolest ice cream trends emerging from around the world? And which are the most likely to make it to the UK?**

**World trends:** What are the most exciting emerging trends in ice cream? Do retailers/ brands / analysts think we are likely to see them arrive in UK freezers? What world trends are already making their way across to British shores?

**The market:** This feature will also provide an overview of the market based on Kantar Worldpanel data, looking at how different types of ice cream are performing and why. Which established players are performing most strongly? How is own-label faring against branded?

**Box out:** Dairy alternative ice creams