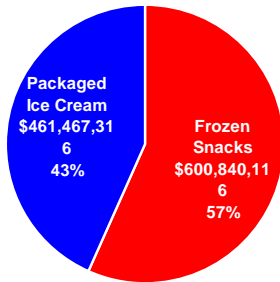




# Grow Your Ice Cream Category

## The Ice Cream Category

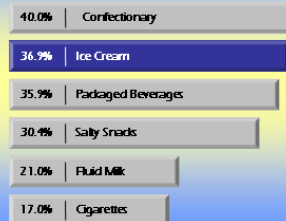


Total C-Store Sales	\$1,062,307,432	+ 5.5%
Frozen <b>Snacks</b> Sales	\$600,840,116	+ 6.6%
DGIC Frozen <b>Snacks</b> Sales	\$206,056,357	+ 10.3%
UNLV Frozen <b>Snacks</b> Sales	\$147,601,044	+ 2.6%

- Consumers are purchasing Frozen Snacks
- Dreyer's is leading the growth in Frozen Snacks

## Earn More Money

### In-Store Gross Margins



### Dreyer's Gross Margins

#1 - Nestle Tollhouse Sandwich	41.9%
#2 & 4 - Nestle Drumstick King Size	41.9%
#5 & 12 - Haagen-Dazs Ice Cream Bars	41.9%
#7 - Nestle Crunch Bar	47.3%
#23 - Nestle Butterfinger Loaded	47.6%
#9 - Dreyer's / Edy's Dibs	45.0%
#21 - Nestle Push-Up	52.6%

- Earn more margin on Dreyer's Items!

## Top Selling Items

Dollar Rank	Item Description	UPC	MFR / Brand
	IC SNACKS		
1	NEW Snickers Bar 33% More	4767722961	MARS INCORPORATED
2	Nestle Toll House Choco Chip Cookie Sandwich	5000023500	NESTLE HOLDINGS INC
3	Nestle Drumstick King Cone Triple Chocolate	7255421890	NESTLE HOLDINGS INC
4	Nestle Drumstick King Cone Vanilla w/Choc Layers	7255421860	NESTLE HOLDINGS INC
5	Haagen Dazs Vanilla Milk Choc Almond Bar	7457003600	NESTLE HOLDINGS INC
6	Dreyer's/Edy's Dibs Crunch	4154882553	NESTLE HOLDINGS INC
7	NEW Twix Bar	4767722960	MARS INCORPORATED
8	Good Humor Strawberry Shortcake Bar	4100005414	UNILEVER GROUP
9	Nestle Drumstick Round Top Cone Vanilla	7255400160	NESTLE HOLDINGS INC
10	Good Humor Giant Sandwich Vanilla	7756700393	UNILEVER GROUP
11	NEW Nestlé Crunch Bar LOADED	7255411095	NESTLE HOLDINGS INC
12	KLND I.C.BAR REG VANILLA 1 CT	7585601147	UNILEVER GROUP
13	Good Humor Oreo Bar	7756702874	UNILEVER GROUP
14	NEW Nestlé King Sz IC Sandwich Vanilla 6oz	7255411093	NESTLE HOLDINGS INC
15	Haagen Dazs Vanilla Milk Chocolate Bar	7457001600	NESTLE HOLDINGS INC

- Dreyer's has 9 of the Top 15 Items and is leading the growth!

## Program Details



Dreyer's/Edy's Grand Ice Cream and Nestle Ice Cream have partnered to bring you one of the most exciting and profitable opportunities in the Ice Cream Category.

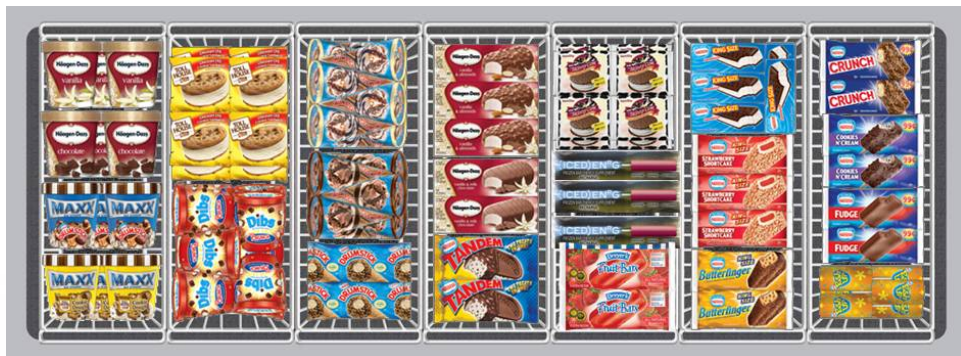
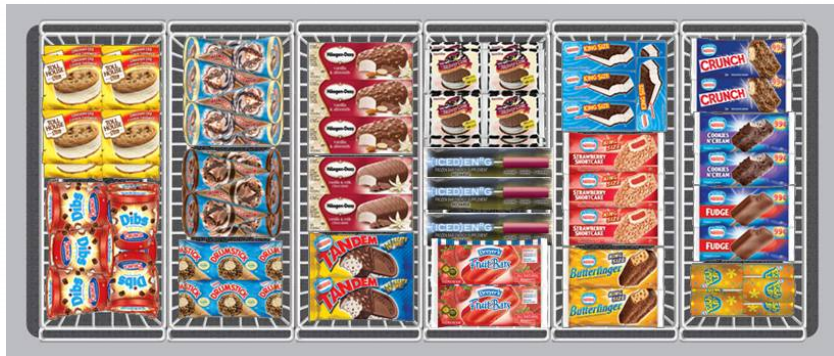
- All new qualifying customers who place a Nestle 5, 6, or 7-basket bunker will receive a **\$150 credit**.
- Receive National Chain pricing with great margins

Contact Dreyer's Hotline Today to Sign up: 888-258-9220





# Schematic Recommendations



UPC	DESCRIPTION	PK	DSD Case Cost	DSD Unit Cost	SRP	DSD GM%
<b>Frozen Snacks</b>						
72554-00005	Nestlé Push-Up Orange	24	\$12.24	\$0.51	\$0.99	48.5%
72554-11093	Nestle Vanilla Sandwich 6 oz	24	\$15.60	\$0.65	\$1.19	45.4%
72554-00160	Drumstick Original Vanilla	24	\$21.84	\$0.91	\$1.59	42.8%
28000-06581	Nestle Strawberry Shortcake Bar	24	\$21.84	\$0.91	\$1.59	42.8%
41548-82553	Dreyer's Dibs Vanilla w Nestle Crunch	12	\$18.84	\$1.57	\$2.59	39.4%
72554-21860	Drumstick King Size Vanilla 7 oz	12	\$18.84	\$1.57	\$2.59	39.4%
72554-21890	Drumstick King Size Triple Choc. 7oz	12	\$18.84	\$1.57	\$2.59	39.4%
50000-23500	Tollhouse Sandwich 6 oz	12	\$18.84	\$1.57	\$2.59	39.4%
74570-03600	Haagen Dazs Vanilla Almond Bar	24	\$37.68	\$1.57	\$2.59	39.4%
72554-11073	Nestle Butterfinger LOADED	24	\$24.48	\$1.02	\$1.79	43.0%
89785-01959	Skinny Cow Sandwich	20	\$18.20	\$0.91	\$1.59	42.8%
72554-11160	Tandem Bar	18	\$20.34	\$1.13	\$1.99	43.2%
72554-11155	Crunch Value Bar	24	\$13.20	\$0.55	\$0.99	44.4%
72554-11150	Nestle Cookies N Cream Bar	24	\$13.20	\$0.55	\$0.99	44.4%
72554-11149	Nestle Fudge Bar	24	\$13.20	\$0.55	\$0.99	44.4%
72554-11154	Nestle Iced Energy Bar	24	\$24.48	\$1.02	\$1.79	43.0%

