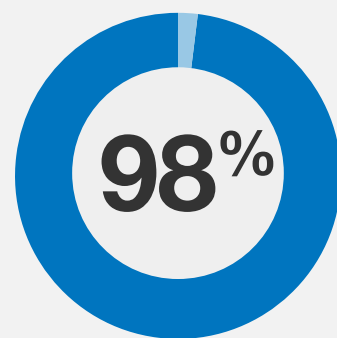
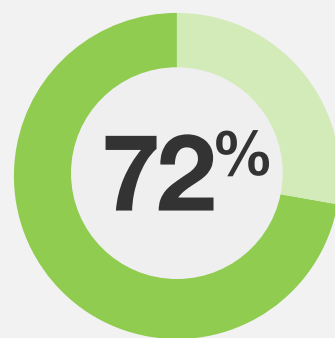


The high street

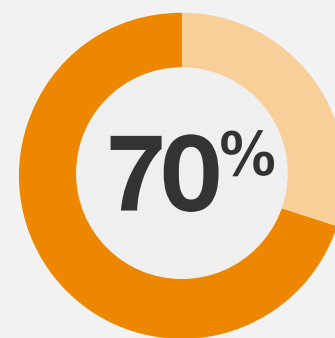
Where on the UK high street consumers buy ice cream, and what exactly they purchase



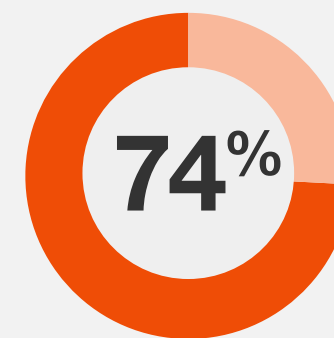
98% of consumers purchase ice cream out of home



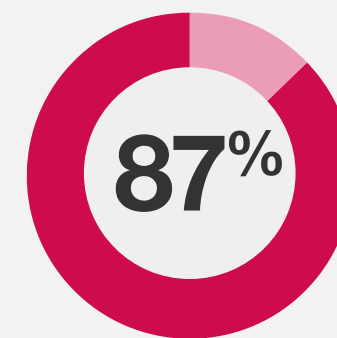
Restaurants, including casual dining, are the most popular place to eat ice cream



70% of consumers buy ice cream once a month or more!



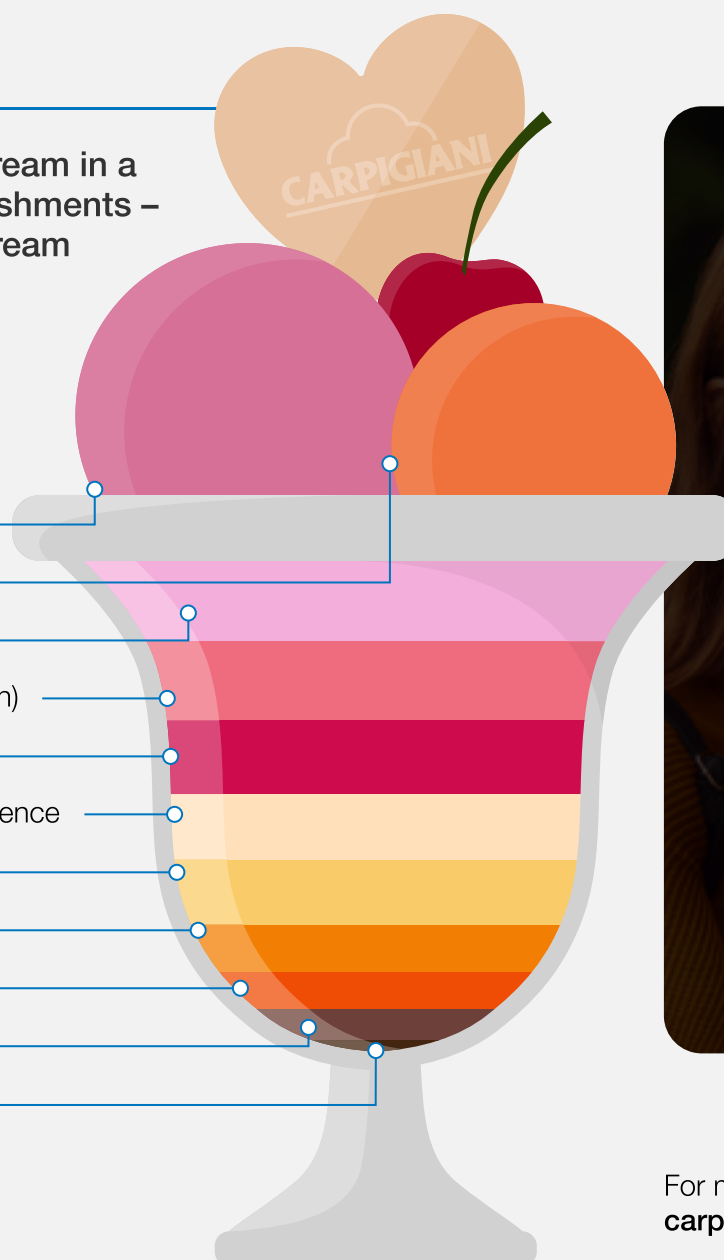
Vanilla, strawberry or chocolate ice cream are bought most often



The majority of consumers buy ice cream all year round, 24/7, 365 days a year!

Consumers eat ice cream in a wide range of establishments – from traditional ice cream parlours and dessert houses, to cafés and hotels

- 46% Restaurant
- 38% Café/coffee shop
- 29% Takeaway
- 28% Mobile offering (ie. van)
- 26% Casual dining
- 23% Dessert house/experience
- 23% Gelateria/parlour
- 17% Pub
- 13% Farm shop/deli
- 11% Hotel
- 4% Other (ie. leisure)



Consumers are most likely to eat ice cream from *independent* cafés, gelaterias, farm shops or takeaways



In contrast, consumers are more likely to eat ice cream in pubs, restaurants, hotels, and dessert houses which are *part of a chain*



Consuming ice cream is part of everyday life. 95% of consumers eat ice cream in the afternoon; 5% eat it in the morning!



Over two thirds of consumers (64%) eat 'Mr Whippy' soft serve ice cream most often



The popularity of soft serve relates to where consumers most often eat ice cream from – restaurants and cafés are most popular, and are more likely to sell soft serve ice cream

For more information, please call Carpigiani UK on **01432 346018**, or visit carpigiani.co.uk