



## EXECUTIVE INSIGHTS

# Get the scoop: Ice cream innovation pushes renewed category sales

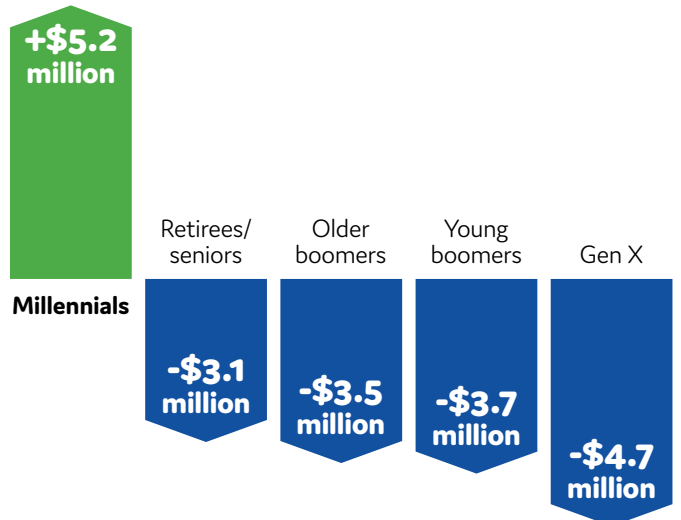


Innovations in the ice cream aisle are creating additional usage occasions and boosting sales by giving consumers the convenient, fun and experiential desserts and snacks they're craving.

Driven by brands, ice cream has already delivered consistent growth to the tune of \$1 billion in additional sales during the past five years, reports IRI. Leveraging a wealth of fresh new ice cream and novelty items can help retailers continue to connect with their large millennial shopper base, which accounted for 100 percent of mainstream ice cream volume growth last year. Expanding families and pocketbooks make millennials solid core family shoppers now, and these consumers want ice cream products that are indulgent and tasty yet accessible.

It all adds up to lucrative growth opportunities for retailers stocking ice cream and novelties that excite shoppers. Here's a look at new ice cream products that marry evolving consumer trends with technological innovation to drive higher sales in the frozen aisles.

### PFD volume change vs. year ago



Source: IRI Consumer Network, total U.S. all outlets, 52 weeks ending March 25, 2018





## » Convenience cups: Single-serve dessert indulgences

With consumers continuing to seek out and purchase smaller-sized packages within the ice cream category, cup products are poised for expansion. Millennial families especially prize having personalized treats for each member of the household and look for convenient mini indulgences for dessert occasions.

Catering to millennial adults, Friendly's will launch Dessert Cups layered treats in early 2019 for the frozen novelties section. The 8-ounce premium treats, which include layers of ice cream, real cake, pie and candy topped with whipped cream and other indulgent pieces, will be available in six flavors: Banana Cream Pie, Pecan Praline, Blackberry Peach Pie, Strawberry Shortcake, Red Velvet Cake, and Chocolate Peanut Butter Fudge.



## » Fun times: Regionalized LTO flavors

Riding the wave of local and regional-themed food trends, Dean's and Mayfield Creamery brand ice creams inject a big dose of homespun fun into the category with limited-time offerings that spotlight Southern and Midwestern flavors. These seasonal treats, like all of the brands' flavors, are made with fresh cream from the companies' own dairies with no artificial growth hormones.

# 34%

Consumers looking for  
restaurant brands in frozen treats  
with premium ingredients

Source: 2018 Mintel Ice Cream and Frozen Novelties, Databank





# 50%

## Consumers looking for decadent flavors in frozen treats for indulging

Source: 2018 Mintel Ice Cream and Frozen Novelties, Databook

Mayfield Creamery, a brand that's driving growth among millennial families with its strong emphasis on Southern food culture, offers Blackberry-Peach Cobbler and Farmhouse Turtle Pie as LTO spring/summer flavors, along with Pumpkin Pie and Peppermint Stick flavors in fall/winter to spice up holiday get-togethers.

Dean's, which uses Midwestern food traditions to drive relevance among value-conscious millennial families, adds a touch of whimsy to the ice cream section with its spring/summer LTO flavors: Lake Effect Pothole and Chocolate Buckeye Bitz. For the fall/winter season, Michigan Fried Cherry Pie and Double Dough flavors brighten up consumers' shortened days.

## » Global experience: Mixing and matching flavors

Consumers' increasingly sophisticated preferences for global flavors are the driving force behind new creations from Steve's brand super premium ice creams. Exploring flavor profiles from both a global and local perspective, Steve's puts together new combinations that mix familiar and unfamiliar tastes to offer consumers new taste experiences.

In 2019, Steve's will pump up its 16-ounce lineup with three new flavors: Cold Brewed Cinnamon Coffee (coffee ice cream with a hint of cinnamon), Sicilian Chocolate Cannoli (chocolate ice cream with swirls of ricotta variegated, fudge-covered cannoli shell pieces and small chocolate drops), and Spearmint Chocolate Brownie

(white spearmint ice cream with chocolate brownie pieces). The new products will join Steve's other award-winning flavors, including Southern Banana Pudding, Brooklyn Blackout Cake, Small Batch Bourbon Vanilla, Salty Caramel, and Black Berry Crumble.



Content of this article provided by Dean Foods Company. Dean Foods is a leading food and beverage company and the largest processor and direct-to-store distributor of fresh fluid milk and other dairy and dairy case products in the United States. Headquartered in Dallas, Texas, the Dean Foods portfolio includes DairyPure®, TruMoo®, and well-known regional dairy brands. Dean Foods also makes and distributes ice cream, cultured products, juices, teas and bottled water.

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