

the DETAILS

Frozen dessert consumers are demanding. 63% know what brand they want before entering the store. 28% won't buy if their brand is out of stock. 30% will go to another store to make a purchase

In 2002, the ice cream industry experienced a 12% decline in units. At the same time, Ben & Jerry's—the brand that exemplifies super premium ice cream—experienced 9.8% growth in units.

Source: IRI & Frozen Food Age, 10/02



Indiscretion™ targets trends in ice cream purchases: sophistication, innovation, richness, indulgence

Indiscretion™ Luscious Ice Cream™ has been specifically designed—flavors, packaging and promotional support—to be a hot product in the freezer case. Indiscretion™ is a bold, new ice cream brand that is both fun and inviting. We are supporting the brand with dynamic packaging, creative flavors and a full array of marketing including radio spots, billboards, transit, promotions, POP and aggressive public relations.

Indiscretion™ is positioned to take advantage of several important trends in the ice cream category and among consumers in general.

Success of Super Premium Ice Creams

While unit sales of ice cream have been flat for the past five years, super premium ice creams continue to show growth.

Sensuous Experiences

Consumers want sophisticated ice cream that appeals to their senses with more richer and more decadent flavors. Ice cream is perceived as a necessary indulgence in an increasingly harsh world.

Women as Ice Cream Lovers

Women have a passion for ice cream. In fact, when women are feeling happy, 41.3% tend to buy ice cream and baked goods. Only chocolate ranks higher as a food women turn to when they want comfort. Women also are the power behind 80% of purchases, yet they feel overlooked and underappreciated as consumers.

indiscretion™
LUSCIOUS ICE CREAM™