

APRIL 2024



Promotion Period:
Monday 1st April to
Tuesday 30th April



SAVE £3

**14 BITES
PER POT**
12 X 14 X 7.5ML



**RETAIL EXCLUSIVE
BUY ANY 3
GET THIS
FREE
WORTH
£44.80
AT RRP**



**FREE POS
STICKER
INSIDE**

*Nielsen, Total Coverage GB, Eat Now, Value ROS, 52we 02.12.23



April 2024

Ice Cream

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Frozen Food

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Freezer Deals

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100 Years of Frozen

This year as an industry we are celebrating a huge historic milestone – 100 years of the frozen food industry.

Back in 1924 a man named Clarence Birdseye revolutionised food production, packaging and food distribution for the world for the next century and beyond. Whilst out fishing in Newfoundland, Clarence observed that when fish were caught and brought out of the freezing waters and placed on the ice, the combination of the temperature and exposure to the elements froze the fish almost instantly. Then, when it came to eating the fish once thawed, to his amazement they were as firm and fresh as if they had just been caught.

What made this method of freezing unique, whilst maintaining the freshness and flavour, was the speed of the freeze – ‘flash freezing’,

That is when Clarence Birdseye set about inventing and patenting his ‘Quick Freeze Machine’, Step-by-step, he invented the processes that would one day become standard practice across the world.

Celebrating our industry

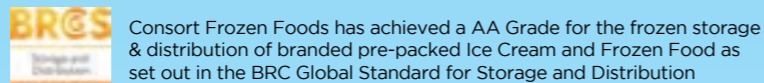
In 2024 we take the opportunity to celebrate the past 100 years and the invention which created the huge frozen industry that it is today. We want to use this milestone to celebrate, educate and engage the industry on everything we have achieved, whilst looking to the future and what the next 100 years holds.

Due to the current climate our promotions and prices are subject to short notice changes



Get in touch: sales@consortfrozenfoods.co.uk Tel: 01444 870111

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APRIL PROMOTION

**BUY ANY 5
GET 1 FREE**

FREE 1580

**WORTH
£44.80
AT RRP**

OR

**BUY ANY 9
GET 2 FREE**

FREE 1580

**WORTH
£100
AT RRP**



All promotions are correct at the time of publishing. Froneri reserves the right to withdraw or alter promotion at any time. Not to be used in conjunction with any other offer. Pricing is at the discretion of the retailer.

APRIL LAUNCH DEAL



Follow us on...



OREO

**New
TO
IMPULSE**

30278

**14 BITES
PER POT**
12 X 14 X 7.5ML

**SAVE
£3**

**ICE CREAM
WITH OREO COOKIE PIECES**

FRONERI

All promotions are correct at the time of publishing. Froneri reserves the right to withdraw or alter promotion at any time. Not to be used in conjunction with any other offer. Pricing is at the discretion of the retailer.

Freeze as you need!

- Store ambient
- Only freeze what you need

NETT PRICE



4594
1x144
RSP £0.20
TLP £14.55

CONSORT EXCLUSIVE!

SAVE £3.00!



87367
35x70ml
RSP £1.40
TLP £31.87
PP £28.87

For more information please visit our website at www.consortfrozenfoods.co.uk

MINIMUM ORDER 6 UNITS



SEASON STARTER DEAL

STOCK UP THIS APRIL



BUY ANY 6 AND GET 1 CASE FREE

BUY ANY 9 AND GET 3 CASES FREE



FREE 7279

FREE 4604

CASE PRICE WORTH £44.00 (RRP* £2.20)

Available from Monday 1st April to Friday 31st May 2024



FREE 1626

FREE 4604

FREE 4761

CASE PRICE WORTH £123.20 (CORNETTO RRP* £1.80 CALIPPO RRP* £1.50 MAGNUM RRP* £2.20)



CORE RANGE

Unilever Food Solutions



All Wall's impulse lines are included in the promotion

*RRP is recommended retail price. Pricing is at the sole discretion of the retailer

FREE CASE OFFERS 4+1 AND 6+2!



FREE 2218

4+1 Buy any 4 cases and get a FREE case of Snickers or Mars worth £48 at MSRSP

6+2 Buy any 6 cases and get a FREE case of Snickers AND Mars worth £96 at MSRSP



NEW

FREE 1485

Jude's
ICE CREAM

**BUY 3,
GET 1 FREE**

**FREE
57720**



**Huge
Season
savings**

LICKALIX®

**Just £1
per lolly**

**100% PLASTIC FREE
COMPOSTABLE PACKAGING!**



**£24 A CASE
50%+ POR
APRIL PROMO
NETT PRICE**



**Lotus
Biscoff®**

Biscoff's gone frozen!



FREE SAMPLES AVAILABLE

**ORGANIC
CERTIFIED**

**NATURAL
WITH REAL
WHOLE
FRUIT**

**MADE
WITH LOVE IN
THE UK**

**GLUTEN,
LACTOSE,
DAIRY &
NUT FREE**

**VEGAN &
VEGETARIAN
FRIENDLY**

**NO REFINED
SUGARS**

**FAMILY RUN
BUSINESS**

Retail Promo

BUY ANY 3...

1127
30x70ml
RSP £1.00
TLP £11.50

7987
24x105ml
RSP £1.50
TLP £19.25

6826
30x70ml
RSP £1.45
TLP £17.33

6521
30x70ml
RSP £1.25
TLP £14.02

89380
24x105ml
RSP £1.50
TLP £22.25

FREE 3013

Mr. BUBBLE
BUBBLEGUM FLAVOUR ICE LOLLY

GET THIS FREE!

BUY ANY 3 GET 1 FREE

OR

WORTH £24 AT RRP

FREE 46736

BUY ANY 3 GET 1 FREE

WORTH £18 AT RRP

FREE 39477



RRP
£4.99



PROMO PRICE
£24.99
NETT PRICE PROMO

Come to Consort for the full Ben & Jerry's Range!



35424

86979

18269

80183

58114

1841

76340

82557

92543

94655

55016

427 ml

42800

427 ml



WOW! JUST £23.99

NETT PRICE PROMO

RSP £4.80

NEW



1307
H/D Toffee
Dulce De Leche
8x460ml

NEW



48279
H/D Biscoff
8x460ml



53230
H/D Macaron
Chocolate
8x420ml



80003
H/D Macaron
Strawberry
8x420ml



5702
H/D Strawb & Cream
8x460ml



2012
H/D Mango & Raspb Sorbet
8x460ml

Top lines!



3882
H/D Belgian Chocolate
8x460ml



8940
H/D Vanilla
8x460ml



7632
H/D Pralines & Cream
8x460ml



3394
H/D Salted Caramel
8x460ml



4016
H/D Cookies & Cream
8x460ml



6573
H/D Strawb Cheesecake
8x460ml

Deliciously Creamy.



48528
6x475ml
RSP £5.39
TLP £20.49

Like our Devon Custard.

soft & fluffy ice creammmmm



57217
6x800ml
RSP £5.39
TLP £20.49

86294
6x800ml
RSP £5.39
TLP £20.49

EXCEEDINGLY GOOD ICE CREAM

62967
6x475ml
RSP £5.39
TLP £20.49



24945
6x475ml
RSP £5.39
TLP £20.49

67614
6x475ml
RSP £5.39
TLP £20.49





Save £5

47% POR



28302
8x350ml
RSP £6.25 TLP £31.60
PP £26.60

20362
8x350ml
RSP £6.25 TLP £31.60
PP £26.60

68377
8x350ml
RSP £6.25 TLP £31.60
PP £26.60

Lyons Maid.

April Promotion Price: £16.34

RRP: £3.50

POR: 30%



8x900ml

Price excluding VAT. Froneri reserve the right to amend or withdraw promotions at any time. Pricing is at the discretion of the retailer.

SAVE £3 PER CASE!

BOUNTY
Ice Cream

4



MULTIPACK ICE-CREAM FROM MARS GREW BY 91% IN 2023

FRANCO'S ICES

42206
10x6
RSP £2.00
TLP £12.79

30647
8x8
RSP £2.50
TLP £13.65

24233
8x6
RSP £2.50
TLP £13.35

37664
10x6
RSP £2.00
TLP £12.50

27825
8x8
RSP £2.50
TLP £13.65

79422
8x6
RSP £2.00
TLP £10.70

54922
12x3
RSP £1.50
TLP £12.00

43918
12x3
RSP £1.50
TLP £12.00



NETT PRICE FROZEN TO 'Fresh' IN A FLASH™ **FREE POS**

- 50297 **STRAWBERRY GLORY**
 - 60494 **TOP BANANA**
 - 17046 **LIVIN LA VIDA COCOA**
 - 20776 **VA VA VANILLA SHAKE**
 - 89069 **PAPER LIDS**
 - 64875 **LOVE STRUCK PAPER CUP**
- ✓ 18 MONTH SHELF LIFE
 - ✓ PORTION CONTROL
 - ✓ MARGIN CONTROL
 - ✓ QUALITY CONTROL
- NO GM**

GLUTEN FREE

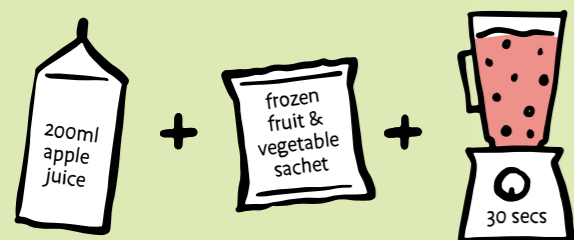
NO NASTIES

FARM TO CUP
TRACEABILITY



NETT PRICE FROZEN TO 'Fresh' IN A FLASH™

36308	CHERRY POPPINS	16150	PASH'N'SHOOT	57562	MIXED FRUIT
17242	FRUITASIA SMOOTHIE	46775	STRAWBERRY SPLIT	90000	AVO GO-GO
46340	OAT OF THIS WORLD	35699	BIG 5	67819	SPINACH TO WIN IT!
49240	VEGGIE-NATOR	95341	COCO LOCO	98126	KALE KICKER
49336	WILD WILD ZEST	13192	BLUEBERRY THRILL	89069	PAPER LIDS
29439	BERRY-GO-ROUND	81669	DETOX ZING	64875	LOVE STRUCK PAPER CUP



- 1 Add 200ml of apple juice to a blender
- 2 Pop in a 140g Love Struck frozen fruit or veg shake sachet
- 3 Blitz for 30 seconds and hey presto, perfection every time!

*All smoothies 30 x 140g case

✓ 18 MONTH SHELF LIFE ✓ MARGIN CONTROL ✓ PORTION CONTROL ✓ QUALITY CONTROL



Promo Price
£13.99

PROMO
ENDS
15/04/24

IF IT'S NOT
Cadbury

IT'S NOT A
flake 99



SERVING
SUGGESTION

CADBURY, FLAKE and 99 are registered trademarks of the Mondelez International Group of companies, used under licence.

BirdsEye

MADE WITH RESPECT™
GOODFELLAS

FREE STOCK!

42%
POR



Buy 1 case of each of the following:

- Alphabites PMP
- Goodfellas Margherita Thin PMP
- Chicken Burgers PMP

and get
1 x case of Crispy
Chicken PMP
FREE!



Follow us on...



Competitive prices on Kershaws



26%
POR

99163

PM2.75 K/S Sausage & Chip UNIT
6x400g
RSP £2.75 | TLP £13.20
PP £12.29



26%
POR

61259

PM 2.75 K/S Steaklet UNIT
6x360g
RSP £2.75 | TLP £13.20
PP £12.29



26%
POR

96693

PM2.75 K/S Fish Chip UNIT
6x400g
RSP £2.75 | TLP £13.20
PP £12.29



28%
POR

67457

PM 2.35 K/S Chilli UNIT
6x400g
RSP £2.35 | TLP £11.35
PP £10.20



28%
POR

54725

PM 2.35 K/S Lasagne UNIT
6x400g
RSP £2.35 | TLP £11.35
PP £10.20



26%
POR

55180

PM 2.95 Cooks Pie & Mash
8x450g
RSP £2.95 | TLP £19.50
PP £17.42

Bisto Bargains!



33% POR

15144

PM 2.49 Bisto Beef Hotpot
6x375g
RSP £2.49 | TLP £11.25
PP £9.99



33% POR

20227

PM 2.49 Bisto Beef Lasagne
6x375g
RSP £2.49 | TLP £11.25
PP £9.99



33% POR

63699

PM 2.49 Bisto Spag Bolognese
6x375g
RSP £2.49 | TLP £11.25
PP £9.99



33% POR

62416

PM 2.49 Bisto Shepherd Pie
6x375g
RSP £2.49 | TLP £11.25
PP £9.99



33% POR

37743

PM 2.49 Bisto Cottage Pie
6x375g
RSP £2.49 | TLP £11.25
PP £9.99



33% POR

50580

PM 2.49 Bisto Chilli Carne
6x375g
RSP £2.49 | TLP £11.25
PP £9.99



33% POR

99760

PM 2.49 Bisto Macaroni Cheese
6x375g
RSP £2.49 | TLP £11.25
PP £9.99



33% POR

78076

Bisto Chicken Hotpot
6x375g
RSP £2.49 | TLP £11.25
PP £9.99



33% POR

8750

Bisto Bangers & Mash
6x375g
RSP £2.49 | TLP £11.25
PP £9.99

BUY ANY 2

30% POR

GET THIS FREE!



26441

PM 2.50 Youngs Admiral Pie
12x300g
RSP £2.50 | TLP £23.99



58229

PM 2.50 Youngs Mariner Pie
12x300g
RSP £2.50 | TLP £23.99



30590

PM 1.49 Pukka Chic Pie FOC
6x200g
RSP £1.49 | TLP £6.99
FREE

Great Value Veg!

35% POR



6777

G/P Garden Peas
12x450g
RSP £1.79 | TLP £16.99
PP £13.99

35% POR



3963

G/P Petit Pois
12x450g
RSP £1.79 | TLP £16.99
PP £13.99

Brew City Bargains!

45% POR



59412

Brew City Halloumi Fries
8x150g
RSP £4.35 | TLP £28.39
PP £19.99

45% POR



63764

Brew City S/Chill Halloumi
8x150g
RSP £4.10 | TLP £26.99
PP £17.99



Fantastic Fish Prices!



34% POR

97128

PM £1.50 Youngs 4 Fish Cakes
12x200g
RSP £1.50 | TLP £14.49
PP £11.95



28% POR

18464

PM £3.00 Youngs 10 Cod Fingers
12x250g
RSP £3.00 | TLP £29.75
PP £25.99



37% POR

94182

PM 2.50 Youngs Flipper Dippers
12x250g
RSP £2.50 | TLP £23.75
PP £18.95



35% POR

24257

PM £4.50 Youngs Chip Shop 4 Battered Fish
8x400g
RSP £4.50 | TLP £28.99
PP £23.45



35% POR

10520

PM £4.50 Youngs Simply Breaded 4 Fish Fillets
8x400g
RSP £4.50 | TLP £28.99
PP £23.45



20% POR

38909

PM £2.99 B/E 8 Cod Fish fingers
12x224g
RSP £2.99 | TLP £30.55
PP £28.55



29% POR

69854

PM £3.00 Youngs Fish/Butter
8x280g
RSP £3.00 | TLP £19.49
PP £16.99



29% POR

49678

PM £3.00 Youngs Fish/Parsley
8x280g
RSP £3.00 | TLP £19.49
PP £16.99

BUY ANY 2...



72985

PM 2.50 C/T 4Cheese 13cm
12x315g
RSP £2.50 | TLP £23.59



21358

PM 2.50 C/T Mega Meaty 13cm
12x338g
RSP £2.50 | TLP £23.59



60008

PM 2.50 C/T Chicken Club 13cm
12x332g
RSP £2.50 | TLP £23.59



57004

PM 2.50 C/T Pepperoni 13cm
12x328g
RSP £2.50 | TLP £23.59

CHOOSE 1 OF THE FOLLOWING FREE!

38% POR



12678

PM 2.75 C/T Thin Meat Feast
6x347g
RSP £2.75 | TLP £13.45
FREE



38910

PM 2.75 C/T Thin Cheese
6x325g
RSP £2.75 | TLP £13.45
FREE



31363

PM 2.75 C/T Thin Pepperoni
6x325g
RSP £2.75 | TLP £13.45
FREE



Great Prices!



28% POR

25837
PM 3.25 G/F Takeaway Pepperoni
6x410g
RSP £3.25 | TLP £15.75
PP £13.99



28% POR

72451
PM 3.25 G/F Takeaway Cheese
6x426g
RSP £3.25 | TLP £15.75
PP £13.99



26% POR

48063
PM £2.89 G/F Garlic Bread
7x218g
RSP £2.89 | TLP £16.39
PP £14.99



33% POR

12033
PM 2.99 G/F DEEP Cheese
7x421g
RSP £2.99 | TLP £17.25
PP £13.99



33% POR

34190
PM 2.99 G/F DEEP Pepperoni
7x411g
RSP £2.99 | TLP £17.25
PP £13.99

NEW

66310
American Smoky S/F Strips
12x320g
RSP £3.69
TLP £36.29

Great Savings

34% POR

14181
SFC Chicken Nuggets
14x170g
RSP £1.29 | TLP £13.75
PP £11.99

30% POR

61748
SFC Hot 'N' spicy Wings
10x500g
RSP £2.99 | TLP £23.99
PP £20.99

24% POR

18101
PM £2.49 Yankee Doner Meat
6x500g
RSP £2.49 | TLP £12.39
PP £11.39

Great Value Vegetarian Lines

41% POR

56703
Quorn Pieces CASE GLF
12x300g
RSP £3.10 | TLP £28.99
PP £21.99

41% POR

87461
Quorn Mince CASE GLF
12x300g
RSP £3.10 | TLP £28.99
PP £21.99

31% POR

4967
Quorn Swedish Balls
10x300g
RSP £2.75 | TLP £22.99
PP £18.99

Mega Savings on McCain



42% POR

5023

McCain Potato Smiles CASE
15x454g
RSP £2.85 | TLP £35.50
PP £24.99



32% POR

34650

McCain Roasts
12x700g
RSP £2.95 | TLP £29.50
PP £23.99



31% POR

36278

PM 2.09 MC Oven Chip CASE
16x600g
RSP £2.09 | TLP £24.99
PP £22.99

It'll be
ALL SMILES
this
TEATIME!

NUMBER #1 KIDS SKU
ACROSS THE MARKET*
£11M BRAND*

Source Circana: Value Share 52 w/e 27 Jan 2024



Superior Quality at Competitive Prices!

60158

Large 9"
Sausage Roll
40x165g
TLP £24.49

COST
PER ITEM
£0.61p



35953

Cheese &
Onion Pastry
20x283g
TLP £27.49

COST
PER ITEM
£1.37



COST
PER ITEM
£1.37

34568

Cornish Pastry
20x283g
TLP £27.49



COST
PER ITEM
£0.99p

48488

Cheese &
Bacon Turnover
40x117g
TLP £39.99



Pukka prices!



37% POR

32904

Pukka Chicken Bake 2's
12x2x140g
RSP £2.25 | TLP £20.99
PP £16.99



37% POR

90460

Pukka Steak Bake 2's
12x2x140g
RSP £2.25 | TLP £20.99
PP £16.99



29% POR

27375

Pukka Sausage Roll 4pk
12x4x90g
RSP £1.99 | TLP £21.50
PP £16.99

JOIN THE SHAKE REVOLUTION!

Increase your profits with innovation to the growing Drinks to Go market

NEW



W 598mm, D 468mm, H 897mm - Weight 75kg

77236

Deal Price £2349+VAT

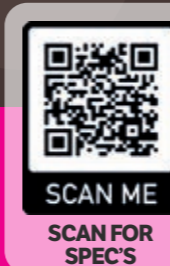
Inclusive Starter Package worth £500! Including...

- ST12x3 Branded Unit (1 year P&L warranty)
- 1000 12oz Clear Recyclable Cups, Dome Lids and Straws
- 36 Litres of Jersey Dairy Thickshake Mix
- 3 x 5L Flavour Syrups
- Pavement sign

Consistency is everything with Thickshakes!

Recommended use with:

- Jersey Dairy Thickshake Mix for an unrivalled creamy shake. Mix is certified Palm Oil Free.
- Low Maintenance, High Output Plug & Play Machine
- Contract Free
- 5 Popular Flavours to choose from (1:9 Ratio Mix)
- Chocolate - Strawberry - Banana Caramel - Vanilla
- Express turnaround from purchase to set up
- Cup & Shake cost 62p each - RSP £2.95 is 79% POR



Ask your Consort Rep or Call Consort on 01444 870111 for more details

Slush

Delight your customers and boost your sales!



£1749 +VAT

M17.5X2

2 x 7.5L barrel machine
W 420mm, D 380mm, H 705mm - Weight 38kg

Free stock with every machine worth £2400!

Slush Syrups

- 4 x Blue Raspberry
- 3 x Strawberry
- 1 x Sour Apple
- 1 x Pink Bubblegum
- 2 x Lemon & Lime
- 2 x Orange

Sundry Items

- 800 x 10oz cups
- 500 x 12oz cups
- 1300 Straws
- 2 x mixing bottles
- 2 x Posters



£2149 +VAT

ST12x2

2 x 12L barrel machine
W 395mm, D 468mm, H 897mm - Weight 51kg



£2349 +VAT

ST12x3

3 x 12L barrel machine
W 598mm, D 468mm, H 897mm - Weight 75kg

NEW IMPROVED PRICE!

12 months Parts and Labour Warranty Included

Extended 2/3 Yr Maintenance/Warranty available (*Fee)

Annual Cleaning Service Package available (*Fee)

The UK's No.1 ice cream brand¹



Magnum Classic and White Chocolate are the **No.1 & No.2** best selling impulse singles, all year round!¹

Stick to the Original

1: Nielsen GB Total cover, 52 wks to 30/09/23



FREEZER DEAL

- ▶ Fully automatic
- ▶ Fan assisted cooling
- ▶ Auto defrost
- ▶ Lock
- ▶ Adjustable shelves
- ▶ Castors with locking feet
- ▶ LED interior light with switch (2 LED strips per door)
- ▶ Digital controller and temperature display
- ▶ Self closing door with stay open feature for ease of loading
- ▶ Light canopy with switch
- ▶ Replaceable door gasket
- ▶ Anti mist glass



LGF2500 SINGLE UPRIGHT FREEZER
£1669+VAT
 with **£1,133 FREE STOCK** @rsp



LGF5000 DOUBLE UPRIGHT FREEZER
 WAS £2399
NOW £2299+VAT
 with **£1,241 FREE STOCK** @rsp



LGF7500 TRIPLE UPRIGHT FREEZER
 WAS £3499
NOW £3349+VAT
 with **£1,241 FREE STOCK** @rsp

Model	Description	Dimensions			KG	Gross Int. Volume	No. of Shelves	
LGF2500	White Glass Door	Ext	2055	690	800	120	496ltr (17.51 cu.ft)	4
		Int	1520	565	640			
LGF5000	White Glass Door	Ext	2055	1382	800	190	1108ltr (39.12 cu.ft)	4 Per door
		Int	1520	1262	640			
LGF7500	White Glass Door	Ext	2055	2079	800	240	2050ltr (72.39 cu.ft)	4 Per door
		Int	1520	1959	640			

Call **01444 870 111**
 or email **sales@consortfrozenfoods.co.uk**

Price includes delivery, unpack, position and removal of packaging.





WALL'S 2024 CABINET BUNDLE DEALS

SLIM MAXIVISION

12 BASKETS



802mm (W)
875mm (D)
1363mm (H)

Deal price: **£1629**^{+VAT} Comes with ice cream worth over **£600**^{RRP}

MAXIVISION

18 BASKETS



1253mm (W)
875mm (D)
1363mm (H)

Deal price: **£1729**^{+VAT} Comes with ice cream worth over **£800**^{RRP}

VISTA 6

6 BASKETS



680mm (W)
650mm (D)
880mm (H)

Deal price: **£539**^{+VAT} Comes with ice cream worth over **£450**^{RRP}

VISTA 12 LED

12 BASKETS



1000mm (W)
650mm (D)
880mm (H)

Deal price: **£699**^{+VAT} Comes with ice cream worth over **£620**^{RRP}

VISTA 18 LED

18 BASKETS



1500mm (W)
650mm (D)
880mm (H)

Deal price: **£849**^{+VAT} Comes with ice cream worth over **£800**^{RRP}

FREE STANDARD DELIVERY

3 YEARS FULL PARTS & LABOUR WARRANTY**



WALL'S TOP SELLING ICE CREAMS



ORDER VIA - sales@consortfrozenfoods.co.uk

Burgess Hill 01444 870111 Ashford Kent 01233 647355

www.consorffrozenfoods.co.uk

*Value of ice cream at RRP+VAT. For the avoidance of doubt, retailers are free to set their own retail prices. Wall's products supplied may differ from those shown, list of actual stock supplied with each freezer available on request. **3 years warranty is subject to the condition that the branding provided by Unilever remains unchanged 3 years from the date of delivery. We reserve the right to change any of the freezer branding without notice. All values are correct at the time of being printed. Orders subject to Unilever UK LTD. terms of business. See www.wallsrefrigerationsolutions.com for details. Wall's branded freezers are purchased subject to a condition that the customer agrees to stock Wall's impulse ice cream at a minimum of 70% of the freezer space and the unit will remain Wall's branded for 3 years from delivery, however the remaining space can be used for any ice cream of your choosing. I.e., a 12-basket freezer should contain 9 baskets of Unilever branded products. Unilever UK LTD. Registered in England & Wales NO 00334527. Registered office: 3 St James Road, Kingston Upon Thames, KT1 2BA.

