



# Blue Bunny®

# MAKE DESSERTS THAT DELIVER

FEATURING BLUE BUNNY®  
HARD-PACKED ICE CREAM

## ICE CREAM IS ON FIRE OFF-PREMISE



Ice cream category  
was up 20% in 2020<sup>1</sup>



At home, desserts are  
consumed nearly 5X  
more than appetizers<sup>2</sup>

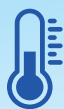


Ice cream is the  
most-loved dessert by  
delivery-heavy users<sup>3</sup>

## BLUE BUNNY® PREMIUM VANILLA ICE CREAM



The perfect blank canvas to  
bring your takeout and  
delivery dessert menu to life



Slow-melting: 8-, 16- and 32-ounce  
containers of hard-packed ice cream  
can withstand the whole ride home<sup>4</sup>

### 3G

Available in 3-gallon tubs in  
multiple flavors



<sup>1</sup> AC Nielsen, 2020.

<sup>2</sup> NPD At Home Study, 2020.

<sup>3</sup> Datassential 2021 Take Home Study.

<sup>4</sup> Third-party product testing confirmed product can remain frozen up to an hour at room temperature, 2020.

# ENDLESS MENU POSSIBILITIES, LIKE...

## SIGNATURE DESSERTS

Vanilla ice cream + mix-ins =  
your signature dessert

**TIRAMISU** The chocolaty, coffee-soaked goodness of tiramisu, blended with Blue Bunny® vanilla ice cream and topped with cocoa powder

**TIP** Leverage ingredients you already have in your pantry to create an item that's both cost-effective and unique to your establishment.



Operators have  
been relying  
more on frozen  
products during  
the pandemic<sup>5</sup>

According to  
Mintel, the top  
driver for  
consumer trial  
of new frozen  
desserts is a  
new texture<sup>6</sup>

## LAYERED DESSERTS

Vanilla ice cream layered with treats  
like cookies, cakes, sauces and more

**STRAWBERRY CHEESECAKE** Creamy Blue Bunny® vanilla ice cream layered with luscious strawberry cheesecake and crunchy graham crackers for added texture

**TIP** Feature seasonal ingredients or explore a holiday theme, and make sure to serve treats in clear plastic cups to up the “wow” factor. These are great for LTOs!



## FAMILY KITS

Container of vanilla ice cream + a range  
of toppings to build a dessert at home

**S'MORES KIT** Blue Bunny® vanilla ice cream, graham crackers, chocolate sauce and a tray of marshmallows ready to be warmed

**TIP** Ice cream kits are infinitely customizable and encourage guests to build photo-worthy creations to share on social media.



70% of  
consumers  
see at least  
some benefit  
to meal  
delivery kits<sup>7</sup>

<sup>5</sup>The NPD Group/NET® COVID-19 Pantry & Food Strategy Tracker Pantry Study, n = ~250 weekly.

<sup>6</sup>Mintel, US Ice Cream and Frozen Novelties Report, May 2019.

<sup>7</sup>Datassential SNAP! Keynote, “Food @ Home,” 2021.



LET US SHOW YOU HOW TO  
MAKE ICE CREAM TRAVEL WELL.

Frozen to-go desserts are an easy way to boost your check averages and maximize your current inventory. Learn more at [wellsfoodservice.com/to-go](https://wellsfoodservice.com/to-go).

Call 800-331-0830 or email [foodservice-help@bluebunny.com](mailto:foodservice-help@bluebunny.com).

[wellsfoodservice.com](https://wellsfoodservice.com)

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