



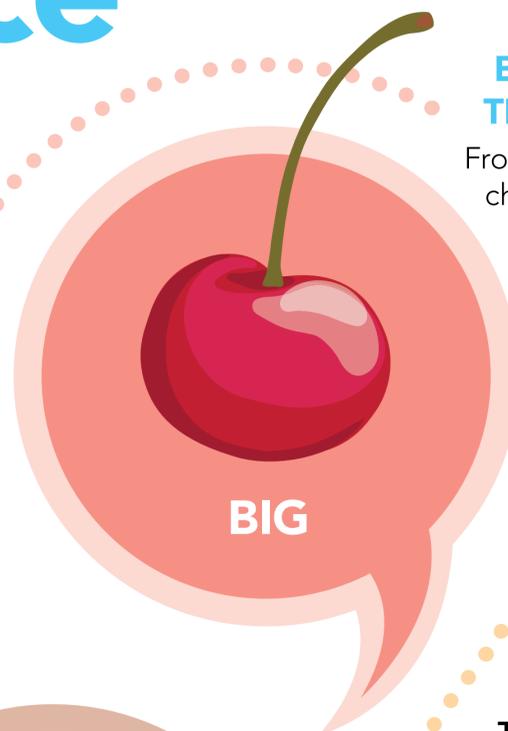
# The journey to super indulgence

## IN THE BEGINNING – WHO PUT THE FIRST BIG CHUNKS IN ICE CREAM?

Once upon a time, many decades ago, there was an ice cream producer with a severely limited sense of taste and smell. He relied on mouthfeel to enjoy food. And so it happened that he began making ice cream with big chunks. Still today, that is one of the now-famous ice cream company's trademarks.

## BIGGER CHUNKS CATCH ON IN THE 60s AND GROW IN THE 80s

From the small nut crunches and chocolate chips that were technically possible in the **1960's**, ingredient feeding and product innovation developed by the **1980's** to enable a huge variety of big chunks in ice cream cups and family packs – the first of which, with cherry chunks, is still on the market.



## TODAY CONSUMERS WANT BIG DECADENCE IN SMALL PACKAGES

**Today**, consumers say: "Give us crunchy, chewy, crumbly chunks in sticks, bars and slices too!" Chunks have made the jump from cups to premium impulse ice creams. Studies now show that consumers are willing to occasionally indulge in decadent, high quality treats in moderation rather than cutting out ice cream entirely.



## THE FUTURE IS HERE – ICE CREAM DESIGN WITH NO LIMITS

We've tested over **40 types** of large inclusions so far – from candied cherries to walnuts and chunks of cookie dough. Come get innovative with hands-on testing at our **Product Development Centre in Denmark** or read on about **how to solve the key challenges** of large inclusions in impulse ice creams.

## ICE CREAM TECHNOLOGY DEVELOPS TO DELIVER SUPER INDULGENCE

Previously, the cost and complexity of incorporating big chunks in impulse ice cream products has been prohibitive. But intensive technology development projects now make large inclusions – up to **25 mm** in diameter – in stick products, sandwiches, bars and slices both possible and profitable.