



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 2020¹



At home, desserts are
consumed nearly 5X
more than appetizers²



Ice cream is the
most-loved dessert by
delivery-heavy users³

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 home⁴

3G Available in 3-gallon tubs in
multiple flavors



¹ AC Nielsen, 2020.

² NPD At Home Study, 2020.

³ Datassential 2021 Take Home Study.

⁴ 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



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 pandemic⁵



According to
Mintel, the top
driver for
consumer trial
of new frozen
desserts is a
new texture⁶

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



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



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 kits⁷



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

⁶ Mintel, US Ice Cream and Frozen Novelties Report, May 2019.

⁷ 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.

Call 800-331-0830 or email foodservice-help@bluebunny.com.

wellsfoodservice.com

Item #7033

©2021 Wells Enterprises, Inc. All rights reserved. May 2021.