



100% Australia Made



## Price List

### Impulse & Scoop Ice Cream

Effective Date: March 2017

HEAD OFFICE: 254-294 Wellington Road, Mulgrave, Vic 3170  
Postal Address: Private Bag No. 22, Mulgrave North, Vic 3170



To Order Please Call **13 10 77**

#### IMPULSE PRODUCTS

	ITEM NO.	PACK	W/SALE LIST PRICE \$	W/SALE LIST PRICE / UNIT \$	GST \$	W/SALE PRICE Incl GST \$	RRP \$
<b>INDULGENCE</b>							
<b>CONNOISSEUR</b>							
* CONNOISSEUR Murray River Salted Caramel, Maca 20x114ml	12218565	20	54.13	2.71	5.41	59.54	4.00
* CONNOISSEUR Cookies and Cream 20x114ml	12218568	20	54.13	2.71	5.41	59.54	4.00
* CONNOISSEUR Vanilla & Almond with Himalayan 20x114ml	13030066	20	54.13	2.71	5.41	59.54	4.00
* CONNOISSEUR Peanut Butter with Canadian Maple 20x114ml	13030073	20	54.13	2.71	5.41	59.54	4.00
* CONNOISSEUR Montana Mountain Mint 20x114ml	13030074	20	54.13	2.71	5.41	59.54	4.00
* CONNOISSEUR Belgian Chocolate & Hazelnut 20x114ml	13033055	20	54.13	2.71	5.41	59.54	4.00
* CONNOISSEUR Japanese Matcha Green Tea 20x114ml	13033100	20	54.13	2.71	5.41	59.54	4.00
<b>SNACKING</b>							
<b>DRUMSTICK - STANDARD</b>							
* DRUMSTICK Vanilla 24x119ml	109841	24	61.45	2.56	6.15	67.60	3.85
* DRUMSTICK Super Choc 24x119ml	109728	24	61.45	2.56	6.15	67.60	3.85
* DRUMSTICK Choc Mint 24x119ml	12089844	24	61.45	2.56	6.15	67.60	3.85
DRUMSTICK Jammy Custard Donut	13033025	24	61.45	2.56	6.15	67.60	3.85
DRUMSTICK Choc Malt Milkshake	13033027	24	61.45	2.56	6.15	67.60	3.85
<b>MAXIBON - STANDARD</b>							
* MAXIBON 24x155ml	12133678	24	64.27	2.68	6.43	70.70	3.90
* MAXIBON Honeycomb 24x155ml	12133557	24	64.27	2.68	6.43	70.70	3.90
* MAXIBON Caramel Rough Nut 24x155ml	12097171	24	64.27	2.68	6.43	70.70	3.90
* MAXIBON Peanut Butter & Jam 24x155ml	13030043	24	64.27	2.68	6.43	70.70	3.90
* MAXIBON Iced Coffee 24x155ml	13033012	24	64.27	2.68	6.43	70.70	3.90
<b>REGIONAL PRODUCTS</b>							
* HAVA HEART 24x110ml	107456	24	57.12	2.38	5.71	62.83	3.50
* DIXIE Cup Vanilla 24x110ml	100093	24	39.72	1.66	3.97	43.69	2.40
* GIANT SANDWICH 25x105ml WA Only	12112810	25	58.50	2.34	5.85	64.35	3.50
<b>REFRESHMENT PRODUCTS</b>							
<b>PROUD &amp; PUNCH</b>							
* PROUD & PUNCH Orange You Glad 24x110ml	13033103	24	47.52	1.98	4.75	52.27	3.00
* PROUD & PUNCH Paging Dr Green 24x110ml	13033106	24	47.52	1.98	4.75	52.27	3.00
<b>FROSTY FRUITS</b>							
* FROSTY FRUITS Natural Tropical 30x75ml	109185	30	41.52	1.38	4.15	45.67	2.10
<b>LIFESAVERS</b>							
* LIFESAVERS 24x67ml	12104780	24	33.23	1.38	3.32	36.55	2.10
<b>ICY POLE</b>							
* ICY POLE Lemonade 30x75ml	109774	30	23.81	0.79	2.38	26.19	1.20
* ICY POLE Raspberry 30x75ml	101156	30	23.81	0.79	2.38	26.19	1.20
<b>WEIS</b>							
* WEIS Mango 25x70ml	109874	25	53.75	2.15	5.38	59.13	3.20
* WEIS Macadamia With Mango & Cream 25x70ml	108370	25	53.75	2.15	5.38	59.13	3.20
* WEIS Fruito 25x70ml	109873	25	53.75	2.15	5.38	59.13	3.20
* WEIS Strawberry, Watermelon & Lychee	28880007	25	53.75	2.15	5.38	59.13	3.20
* WEIS Blackberry & Rich Vanilla	28880010	25	53.75	2.15	5.38	59.13	3.20
<b>KIDS</b>							
<b>FANDANGLES</b>							
* FANDANGLES Choc Shmallow 30x68ml	13030030	30	31.33	1.04	3.13	34.46	1.60
* FANDANGLES Fairy Floss 30x68ml	13030031	30	31.33	1.04	3.13	34.46	1.60
* FANDANGLES Bubblegum 30x68ml	13030081	30	31.33	1.04	3.13	34.46	1.60
<b>NOVELTY PRODUCTS</b>							
* SPONGEBOB SQUARE PANTS 16	13030021	16	28.09	1.76	2.81	30.90	2.70
* MILO Scoop Shake 16x240ml	109854	16	31.77	1.99	3.18	34.95	2.95
<b>SCOOP PRODUCTS</b>							
<b>FAVOURITES 5L</b>							
Favourites Fine Vanilla 5L	108988	1	24.00	24.00	2.40	26.40	
Favourites Vanilla Cookies 5L	12076493	1	24.00	24.00	2.40	26.40	
Favourites Boysenberry Swirl 5L	108997	1	24.00	24.00	2.40	26.40	
Favourites Choc Lovers 5L	108986	1	24.00	24.00	2.40	26.40	
Favourites Triple Swirl 5L	108984	1	24.00	24.00	2.40	26.40	
Favourites Choc Mint 5L	108987	1	24.00	24.00	2.40	26.40	
Favourites Macadamia 5L	108989	1	24.00	24.00	2.40	26.40	
Favourites Rum and Raisin 5L	108990	1	24.00	24.00	2.40	26.40	
Favourites Succulent Strawberry 5L	108983	1	24.00	24.00	2.40	26.40	
Favourites Old English Toffee 5L	108982	1	24.00	24.00	2.40	26.40	
Favourites Mango Tango 5L	108981	1	24.00	24.00	2.40	26.40	
Favourites Bubblegum 5L	12156853	1	24.00	24.00	2.40	26.40	
Favourites Hokey Pokey 5L	12156854	1	24.00	24.00	2.40	26.40	
Favourites Bananarama 5L	12156852	1	24.00	24.00	2.40	26.40	
Favourites Salted Caramel 5L	13030059	1	24.00	24.00	2.40	26.40	
Favourites Coconut 5L	13030058	1	24.00	24.00	2.40	26.40	
Favourites Fairy Floss 5L	13030096	1	24.00	24.00	2.40	26.40	
<b>CONNOISSEUR 5L</b>							
CONNOISSEUR Cookies & Cream 5L	12109261	1	34.25	34.25	3.43	37.68	
CONNOISSEUR Classic Vanilla 5L	12109270	1	34.25	34.25	3.43	37.68	
CONNOISSEUR Chocolate Obsession 5L	12109225	1	34.25	34.25	3.43	37.68	
CONNOISSEUR Caramel Honey Macadamia 5L	12109250	1	34.25	34.25	3.43	37.68	
CONNOISSEUR Choc Honey Nougat 5L	12109271	1	34.25	34.25	3.43	37.68	
CONNOISSEUR Cafe Grande 5L	12109195	1	34.25	34.25	3.43	37.68	
CONNOISSEUR Summer Strawberry 5L	12109255	1	34.25	34.25	3.43	37.68	
CONNOISSEUR Murray River Salted Caramel 5L	13033058	1	34.25	34.25	3.43	37.68	



# Peters Ice Cream – Our sustainability

## PACKAGING

Our sticks: the original logs the stick come from , are traceable to sustainability managed forest and 100% compliant with regulations that ensure respect for the highest ecological, social and ethical standards.

All new packaging is designed with a view to minimising the environmental impact. Peters has always been wholly committed to good environmental practice and is a signatory to Australian sustainable packaging guidelines.

## PALM OIL

We have a deep concern about the serious environmental threat to rainforests and peat fields in South East Asia caused by deforestation and the carry on effect to wildlife.

We do not use palm oil in the production of any of our ice cream mix, however some of the inclusions (i.e.: nuts, syrups or biscuits) that we source from external suppliers do include small amounts of palm oil. In these instances any palm oil used is CSPO(mixed) as defined by the RSPO and classified as Mass Balance or Segregated. Where possible, we are removing palm oil altogether



# Peters Ice Cream – Our community and values



FOODBANK IS THE  
**LARGEST**  
FOOD RELIEF  
ORGANISATION IN  
**VICTORIA**



At Peters we believe being an active member of the community is an important part of our culture.

Peters has a long history of supporting families and the community and that is why we are extremely proud of our partnership with **Foodbank Victoria** and **Make-A-Wish Australia**.



# CONNOISSEUR®

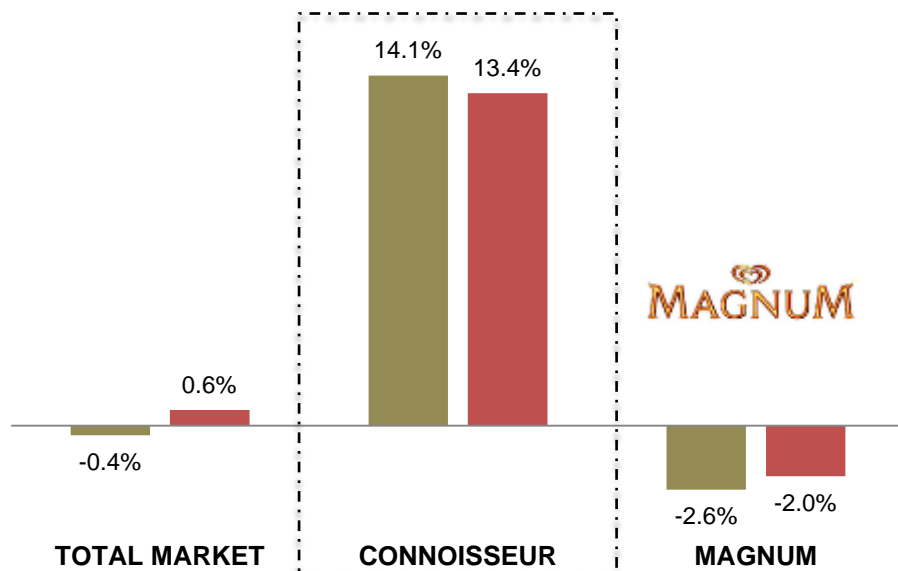
## GOURMET ICE CREAM

A combination of innovation and on trend flavours have driven the success of the CONNOISSEUR brand

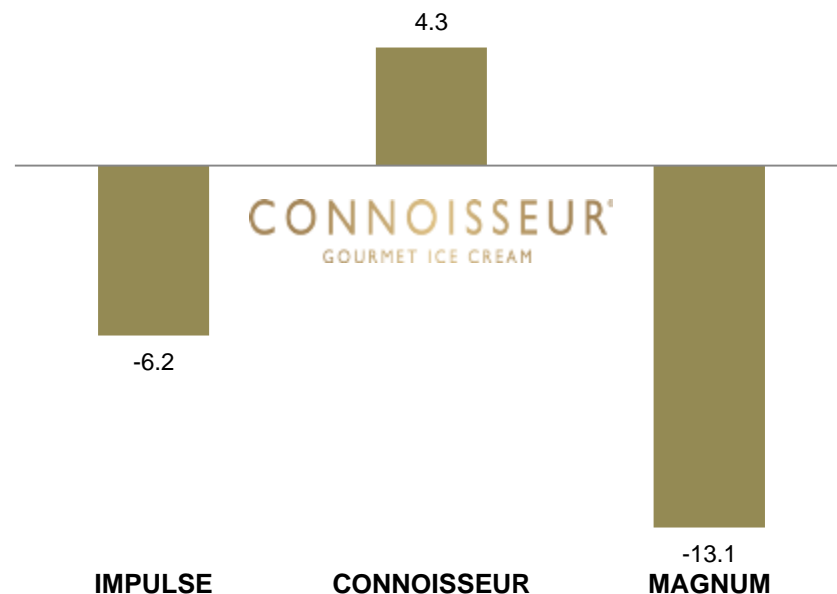
CONNOISSEUR remains the only brand in growth in the Impulse channel

### Total Market\*

■ MAT To 27/12/15 ■ MAT To 25/12/16



### Impulse channel MAT 25/12/16^





# The Connoisseur Sticks Range



Within the Murray River lie ancient pink salt flakes. We mix them into our classic gooey caramel sauce, and whip it generously through rich caramel flavoured ice cream. It's then locked away inside a layer of premium milk chocolate and macadamias. We think the salt flakes are happier here.



From an old recipe born in the USA these perfect cookies are crushed and folded generously through our famously rich vanilla ice cream. We then wrap them in premium milk chocolate and add even more of the crumbly good stuff to the outside. This one's going straight to the hall of fame.



The snow capped mountains of Montana provide the perfect conditions for growing fresh, fragrant mint. Each bite delivers a cool blast of mint flavoured ice cream matched with our famous chocolate cookies. We cover it with premium milk chocolate and even more cookie pieces. So delicious it will take your breath away.



Tapped from the famous Maple trees, we take Canadian Maple syrup and stir it through rich peanut butter flavoured ice cream with maple peanuts and then coat it in premium milk chocolate and crushed peanuts. It's the perfect blend of salty and sweet.

IN COMMERCIAL CONFIDENCE



# The Connoisseur Sticks Range



Since the 17<sup>th</sup> century Belgian chocolatiers have been perfecting the traditional craft of transforming cocoa beans into decadent chocolate. We swirl smooth Belgian chocolate fudge sauce through hazelnut flavoured ice cream before encasing it in roasted hazelnuts and premium milk chocolate. One bite and you'll be whisked away to the heart of Belgium.



For centuries, the Japanese have been delicately grinding the green tea leaves found in the rolling hills of the Nishio region. We take the perfectly balanced, matcha green tea powder and combine it with our creamy premium ice cream before locking it away inside a layer of premium milk chocolate. Each refreshing bite will take you away to this remote and luscious region of Japan.



Deep within the Himalayas, protected from the elements, lie crystalised sea salt beds believed to be the purest on earth. This adventurous mix of Himalayan salt combined with our rich chocolate sauce is folded through creamy vanilla ice cream and then covered with almonds and premium milk chocolate. It truly is something to be explored.



**DRUMSTICK** is the  
**#1 cone**  
In the **market**

Value Sales (000's)

■ MAT To 25/12/16

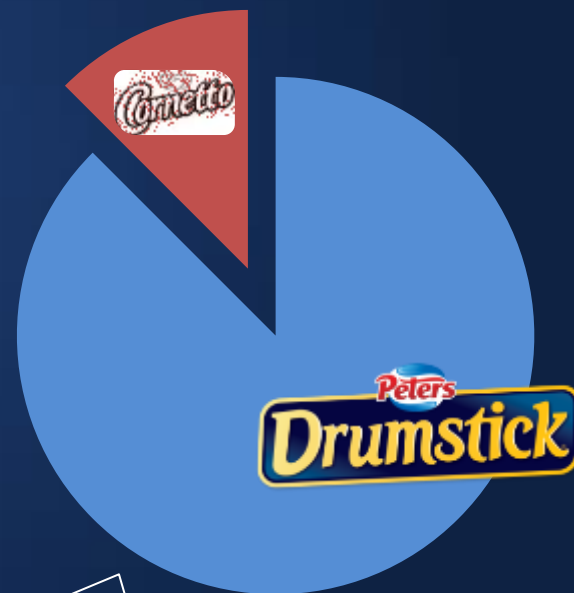


15,092

Source:  
\*Aztec Combined Grocery & Convenience Value Sales MAT 25/12/15 Drumstick & Cornetto

**DRUMSTICK** outsells

**CORNETTO** **7:1** in value



**Drumstick will accelerate your profits.**  
**For every \$1 in Cornetto value,**  
**Drumstick delivers \$7 in the IMPULSE CHANNEL**



# Peters Drumstick



Smooth Vanilla ice cream topped with lush chocolate sauce and crunchy peanuts all in a crispy wafer cone with a delicious choc tip.



Smooth Salted Caramel ice cream with a luscious salted caramel sauce and white choc flakes. All in a crispy wafer cone with a delicious white choc tip.



Smooth Choc ice cream topped with lush chocolate sauce and crunchy peanuts all in a crispy wafer cone with delicious choc tip.



Cake flavoured ice cream with donut pieces and a gooey custard glob, topped with raspberry jam.



Smooth mint ice cream topped with lush chocolate sauce and choc pieces all in a crispy wafer cone with delicious choc tip.



Choc malt flavoured ice cream with chocolate syrup and crisp malt pieces, topped with whipped cream flavour, salted caramel sauce and chocolate pieces



# A product range catering for all consumer needs



## SNACKING



## INDULGENCE



## REFRESHMENT



## FUN & VALUE



## BETTER FOR YOU



## FAMILY ESSENTIALS



## SCOOP

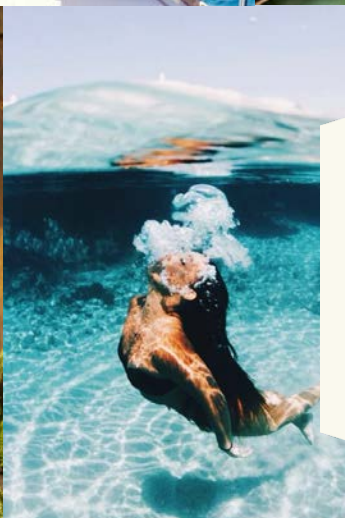


## SUPER PREMIUM



GELATO  
FIASCO







# Busy, savvy shoppers are looking for **GOOD FOOD CONVENIENTLY**



A desire for healthier choices are leading shoppers to restrict consumption

**HEALTH** is the #1 reason why people leave the ice cream category

57% Are trying to make healthier choices

43% If healthier ice cream tasted good as regular , I would buy more of it

39% I look for healthier ice cream choices i.e.: low sugar, low fat, natural ingredients

32% I look for more natural ice cream products

## What is Proud and Punch?

### We are

- GOURMET brand
- ARTISAN 'good food'
- CLEAN labeling
- AUSTRALIAN sourcing
- MINDFUL sugar levels
- NO concentrates
- NO artificial
- And PROUDLY AUSTRALIAN MADE





Targeting MODERN,  
ACTIVE AUSTRALIANS

People who love  
'GOOD FOOD'  
and live an ACTIVE  
LIFESTYLE

INTRODUCING  
2 Juice Pops that we  
are PROUD and excited  
as PUNCH to launch



**Only**  
**44**  
**calories**  
**per serve**

# Paging Dr. Green

Blend of Granny Smith Apple, Cloudy Pear, Spinach & Desert Lime







**Only**  
**35**  
**calories**  
**per serve**

# Orange You Glad

Blend of Packham Pear, Blood Orange & Strawberry

